

WELLNESS CAUSES TRENDS INTERVIEWS RESCUE LIFESTYLES

HamptonsPet

MAGAZINE

A Global Luxury
Pet Magazine

Media Kit

2015

Hamptons Pets are everywhere. For nearly a century, the Hamptons has been synonymous with the playground for the rich and famous, summertime vacation, and weekend getaways for those in need of rest and relaxation. Hamptons pet parents seek out the best, buy the best, and demand the best pet products in the market today.

HamptonsPet

MAGAZINE

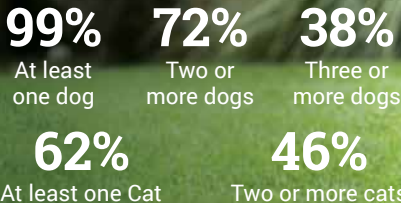
We love animals, especially our pets. Hamptonites share a common bond; we are passionate about animal welfare, philanthropy, and rescue. We believe that all pets deserve to be pampered, loved and spoiled beyond imagination.

TARGET MARKET

DEMOGRAPHICS



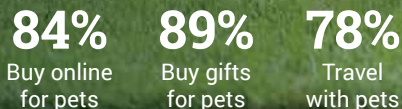
PET OWNERSHIP



ANNUAL HOUSEHOLD INCOME



CONSUMPTION



DISTRIBUTION

Hamptons Pet is distributed throughout the United States in to the top pet markets, including but not limited to New York, Chicago, Miami, San Francisco, San Diego, Los Angeles, Boston, and Seattle.

International distribution includes London, Paris, Sydney, Tokyo, Barcelona, Brussels, Munich Madrid, and Monte Carlo.

450,000
Total Circulation



75,000
Print Circulation



382,000
Digital subscriptions outlets





"Hamptons pet parents seek out the best, buy the best, and demand the best pet products in the market today."

Our pets join us everywhere... in the parks, the streets, the beach, the office, the terrace café, shops, couches, our beds... but mostly in our hearts. As members of our family, they sleep and eat with us. These fortunate beings are the Hamptons Pets. They enjoy the most affluent and upscale market in the country—the Hamptons.

Hamptons Pet is unlike any other pet magazine, combining humor, the best writers, great photography, pet parenting, and an ever so glamorous look.

Hamptons Pet is an upscale magazine with attitude. And for those humans fortunate enough to share their lives with pets, our magazine is the guidebook on how to bring them up, keep them healthy, and train them. It's the ultimate resource on how to earn the title every dog desires—"Top Dog"!

Hamptons consumer's are the people that help drive the greatest and most sustained growth ever seen in the pet industry: \$56 billion and counting!

Gregg R. Oehler

Gregg R. Oehler

Publisher/Editorial Director

OUR CONTENT



LIFESTYLES

Celebrity 4-1-1
Pet-friendly interiors
Fashion trends
Pet travel and adventures



WELLNESS

Grooming
Seasonal safety
Supplements and home remedies
Pet facts: Did you know?



MUST-HAVES

2015 Fashion Advertorial
Be a part of the most exclusive pet product showcase!



CAUSES

To the rescue!
Pet philanthropy

ANNUAL SCHEDULE

ISSUE	SEASON	AD CLOSE	AD COPY DUE
Nº 2	Winter 2015	December 29	January 5
Nº 3	Spring 2015	March 20	March 27
Nº 4	Summer 2015	May 29	June 5
Nº 5	Fall/Holiday 2015	September 11	September 18

Added value

AN APP + A MOBILE-FRIENDLY MAGAZINE



App store



Google Play



kindle



issuu

Hamptons Pet is optimized for all tablets, smartphones and desktop computers.

Connect at HamptonsPet.com/subscribe



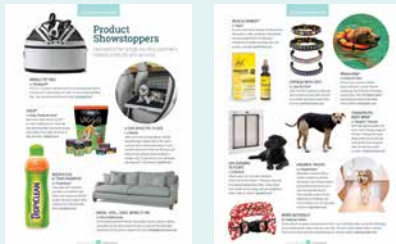
UPGRADE WITH AN HP ADVERTORIAL

Each issue features special advertorial sections, bringing prime placement and editorial flair to your product galleries and service listings.

Ask your representative how to get involved!

Product Showcase

Gallery-style shopping



HP Directory










Events, business and services



Advertise in one of our special advertorial sections and receive a free product post on HamptonsPet.com, plus the New York Pet Fashion Show's website, Instagram and Facebook page!

nypetfashionshow.com

DIMENSIONS AND RATES*

DESCRIPTION	INCHES (width x height)	PIXELS (width x height)	USD (\$)
 REVERSE COVER INSIDE FRONT COVER INSIDE BACK COVER	8.25 x 10.75 (300 DPI)  Trim size 8 x 10.5 inches or 2400 x 3150 pixels  Text safe zone 7.5 x 10 inches or 2250 x 3000 pixels	2475 x 3225	7000
 FULL PAGE	8.25 x 10.75 (300 DPI)  Trim size 8 x 10.5 inches or 2400 x 3150 pixels  Text safe zone 7.5 x 10 inches or 2250 x 3000 pixels	2475 x 3225	6000
 HALF PAGE (Horizontal)	6.75 x 4.43 (300 DPI)	2025 x 1331	3600
 HALF PAGE (Vertical)	3.28 x 9.06 (300 DPI)	984 x 2719	3600
 THIRD PAGE (Vertical)	2.125 x 9.06 (300 DPI)	638 x 2719	2400
 THIRD PAGE (Square)	4.44 x 4.44 (300 DPI)	1331 x 1331	2400
 QUARTER PAGE	3.28 x 4.44 (300 DPI)	984 x 1331	1800
 SIXTH PAGE (Horizontal)	4.44 x 2.125 (300 DPI)	1331 x 638	1020
 SIXTH PAGE (Vertical)	2.125 x 4.44 (300 DPI)	638 x 1331	1020

 **SENDING ARTWORK***

Please be certain your images meet these print requirements so that we can provide the best possible results.

- File format** JPEG
- Resolution** 300 DPI
- Color mode** CMYK

 **PRODUCT IMAGES***

If participating in an advertorial feature, you will be asked to supply a single product image with the following requirements.

- Solid white background**
- No graphics or hard shadow effects**
- Minimum size is 6 x 6 inches at 300 DPI (or 1800 x 1800 pixels)**

DELIVERY

Please check requirements and send your final images to [Gregg R. Oehler](mailto:gregg@oehlermedia.com). Please get in touch with any questions.

Email gregg@oehlermedia.com
 Phone (203) 595-5452

* Images that do not meet above file requirements may option a \$50 (USD) file preparation fee. We cannot accept resolutions lower than shown.



HamptonsPet

MAGAZINE

Contact

Gregg R. Oehler

Publisher/Editorial Director

Office (203) 595-5452

Mobile (646) 202-3807

Fax (203) 595-5454

Email oeehlerInc@aol.com

Oehler Media, Inc.

18 Old North Stamford Road
Stamford, CT 06905

PetMediaPR.com



hamptonspet.com

