



EVERYTHING ♥ PETS

March 27 – 29, 2009



**Published inside the
April 2009 issue of
*Cincinnati Magazine!***

Reach your target pet owner audience by advertising in the 2009 Official Everything Pets EXPO Show Program. The Everything Pets EXPO has partnered with *Cincinnati Magazine* to publish the 2009 Official Show Program. Everything Pets EXPO is celebrating its second year and in combination with show attendees and readers of the magazine will deliver over 62,000 copies of the Official Show Program. *Cincinnati Magazine* reaches over 70,000 monthly readers who own a pet and over 175,000* total monthly readers guaranteeing you the largest return on your advertising investment by reaching magazine readers PLUS Everything Pets EXPO attendees.

EVERYTHING ♥ PETS™ EXPO DUKE ENERGY CENTER

Don't Miss These Great Events:

Ultimate Airdogs
Parade of Breeds
Reptile Exhibit
Newport Aquarium

Late Show with
David Letterman
"Stupid Pet Tricks"
Open Auditions

Me and My Pet
Photo Contest Winner
Photographed by
Carolyn Evans



2009 Program Editorial

- Responsible Pet ownership
- Most popular pet names
- PLUS:** A schedule of events

AD DEADLINES

Ad Closing:

February 13, 2009

Fractional Digital Files Due:

March 4, 2009

Full Page Digital Files Due:

March 6, 2009

Contact your Advertising Representative for ad sizes and a digital file checklist.

**Total Distribution:
62,000**

- 50,000 Everything Pets Show Programs bound in *Cincinnati Magazine*
- 12,000 official program overruns distributed at the Everything Pets Expo

[Cincinnati Magazine]

EVERYTHING ♥ PETS

For booth information, contact Monica Mitchell at 513.421.7387

Carew Tower, 441 Vine Street, Suite 200 • Cincinnati, OH 45202 • 513.421.4300 • (FAX) 513.562.2788

www.cincinnati magazine.com



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Advertising Rates

Full	\$5,040
2/3	\$3,600
1/2 H	\$3,035
1/2 V	\$2,850
1/3 V or SQ	\$2,440
1/6 V or H	\$1,515
Marketplace	\$750
1/2 spread	\$5,470
2-page spread	\$8,590
Page 1	\$6,220
Inside Front Cover	\$6,575

Any regular *Cincinnati Magazine* advertiser with a 2009 contract discounted for frequency, earns the applicable discount.

Ad Sizes

Full Page	
Live Area:	(7" x 9.5")
Document Size:	(8" x 10.5")
With Bleed:	(8.25" x 10.75")
Full Spread	
Live Area:	(15" x 9.5")
Document Size:	(16" x 10.5")
With Bleed:	(16.25" x 10.75")
2/3 vertical	(4.625" x 9.5")
1/3 vertical	(2.25" x 9.5")
1/2 vertical	(4.625" x 7.125")
1/2 horizontal	(7" x 4.625")
1/3 square	(4.625" x 4.625")
1/6 vertical	(2.25" x 4.625")
1/6 horizontal	(4.625" x 2.125")

New Advertising Option: Marketplace



Hyde Bark Fashions

At Hyde Bark Fashions you'll find doggie gifts for everyone on your list! Holiday fashions & finery, delicious dog treats, toys to delight, stockings to stuff, and all the trimmings to deck your halls. Woof!

Hours: Mon-Sat 10am-7pm; Sun 12-6pm

2727 Erie Avenue • Hyde Park Square
P: 513.533.0800
www.hydebark.com

- One image (300 dpi, approx. 1.5" x 1.5")
- Business name
- 50 word description
- Address & phone number
- Website
- Example shown at left

