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# Sonoma Pets



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**Sonoma Pets serves Sonoma County's impassioned pet owners connecting them with the best information, products and services available to enhance their lifestyle and the lives of their pets.**

Sonoma Pets convenes and advocates for the growing local pet community, be they first-time pet owners or experts in the field. Engaging content and useful resources, coupled with playful features and photos of pets in both print and online formats, celebrate the Sonoma County pet-owning experience.

Using a multi-media portfolio consisting of a targeted quarterly print publication, an interactive website, and the Press Democrat, Sonoma Pets offers essential what-to, when-to, and how-to information to optimize the pet lifestyle in Sonoma County. This unique combination affords advertisers the ability to effectively and affordably target this highly desirable community.

## Regular Features



**Sports and Exercise**



**Health Tips**



**Pet Places**



**Adoption**



**Behavior and Training**



**Advocacy**



**Home Life**



**Pet Clubs**



**Green Living**

# Distribution

**Sonoma Pets 60,000 targeted distribution provides an excellent way for advertisers to extend their reach to this critical Sonoma County market.**

Utilizing The Press Democrat's home delivery, Sonoma Pets is targeted toward the county's largest base of impassioned pet owners.

- 55,000 copies inserted into Press Democrat home delivery in Santa Rosa, Petaluma, Rohnert Park/Cotati, Windsor, Healdsburg, Sebastopol and Sonoma.
- 5,000 copies are available at select locations throughout the county.



In 2006, Sonoma County households spent more than \$57 million on pet supplies and services.

Pet ownership in Sonoma County is rising rapidly. This year, 64 percent of Sonoma County households have pets. That's a 13 percent increase over the prior year.

\*Source: DemographicsNow.com