

PetGroomer.com Magazine 2020 – Early 2021 Publication Schedule

www.petgroomermagazine.com

Full-page ads are free for Diamond Level sponsors. Half-page ads are free for Platinum Plus sponsors.

Platinum and Gold Plus Level sponsors may purchase ad space. \$69 half page, \$89 full page.

April / June 2020 (Spring 2020)

Publication Date: May 5, 2020

Advertising Deadline: April 30, 2020

July / September 2020 (Summer 2020)

Publication Date: August 4, 2020

Advertising Deadline: July 25, 2020

October / December 2020 (Fall 2020)

Publication Date: November 7, 2020

Advertising Deadline: October 25, 2020

January / March 2021 (Winter 2021)

Publication Date: February 8, 2021

Advertising Deadline: January 15, 2021

Monthly PetGroomer.com Email Blasts – 21,000 to 28,000

April 2020	May 2020	June 2020	July 2020	Aug 2020	Sept 2020
Done ✓	May 25	June 29	July 27	August 31	September 28
Oct 2020	Nov 2020	Dec 2020	Jan 2021	Feb 2021	March 2021
October 26	November 30	December 28	January 25	February 22	March 29

It's free for all sponsors! If you have a special event, sale, new product or service or just something newsworthy you want to share with thousands of groomers, write a paragraph about it (250 words). Be sure to include a link to a related web page when appropriate. We will blast it out for you. If you are a Diamond sponsor you may also include a graphic display ad. The largest dimensions should be 4 inches wide and 6 inches tall. Please send your ad image in PDF format or high-resolution JPG to contact@petgroomer.com. Please send us your details at least 3 days before the projected blast dates shown above.

Donate Product(s) to the Monthly [GroomerTALKSM](#) Contests

We have monthly trivia contests on the message for many years. Clippers are sometimes donated, but it can be other tools. Some have offered gallons of shampoo concentrate. Everyone on the message sees the gameplay, they cannot miss your company name and you can send pictures of the products. It's a full month of promotion at no charge to you, you simply donate a product. And by the way, you ship it to our office, and we handle prize delivery. Product should have a MSRP of \$99 minimum (or send multiples of product). Contact [Stephen](#) for arrangements. We suggest you plan well ahead and reserve a contest soon.

National Survey - How Will Covid-19 Change the Grooming Industry?

Surveys opens May 5, 2020 at PetGroomer.com. We will be sending out 20,000 or more offers to take the anonymous survey. It does not ask them any personal or health info. We do not sell their contact, ever. Results of the surveys will be released in part in through PetGroomer.com Magazine. Sponsors ONLY can expect far more detailed response analysis.