



**Animal Radio Network** America's Most-Listened-To Pet Talk



# About **Animal Radio**

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- **Animal Radio** is hosted by Los Angeles morning radio veteran **Hal Abrams** and **Judy Francis**.
- **Dr. Debbie White** answers listener's questions about their pet's health and behavior.
- **“Dogfather” Joey Villani** (Animal Planet's Dogs 101 and Groomer Has It) answers grooming questions.
- **Lori Brooks** brings the latest news headlines once per hour.
- **Dr. Marty Becker** delivers the cutting edge world of veterinary technology.
- The highly-listener interactive show is woven with engaging interviews, celebrity guest shots and expert advice to help our companion animals live longer and healthier lives.
- In addition to the two-hour weekly show, Animal Radio Network produces daily short-form pet news and pet lifestyle programming.



Dr. Debbie White



# Why **Animal Radio**

- Since 2001, Animal Radio® has been America's most-listened-to pet talk, airing on 130+ AM/FM stations and SiriusXM Satellite Radio. The two-hour weekly radio program reaches 98,500 AQH listeners; 350,000 pet lovers weekly according to Arbitron.
- Animal Radio® is additionally distributed through 8 digital channels, including the Animal Radio® App for iPhone/Android/Blackberry, iHeart Radio, iTunes and TuneIn. Altogether, Animal Radio is downloaded on average 7,917 times every month.
- Animal Radio is also partnered with Fido Friendly Magazine & RFD TV to extend your campaign reach.
- A Single and affordable media buy on Animal Radio Network could deliver your message on multiple platforms including terrestrial and satellite radio, print, television and online, reaching your customers wherever they are.

**Got REACH?**

AM | FM |  | Online | Mobile



LADYBUG  
The Animal Radio®  
Studio Stunt Dog

**Animal Radio®**

**Reaching over  
350,000  
animal lovers  
every week.**

# Animal Radio Mission

Animal Radio was created in 2001 to bring attention to the severe pet overpopulation problem and the extreme euthanasia measures being practiced in shelters nationwide.

Through education and awareness, together we're helping animals live healthy, happier lives.

Twenty-years ago, the dog lived in a doghouse in the backyard. Things have changed. Now, our pets are part of the family. Animal Radio celebrates the connection with our pets.



# Animal Radio Expanded Reach

- **Animal Radio®** offers high-visibility opportunities with multiple platforms.
- We combine traditional radio with some not-so traditional radio, print, television, Internet and our own mobile app (iPhone-Android-Blackberry).

## **Animal Radio® Media Resources**

We also share partnerships with print, TV and online media resources, allowing us to combine your campaign with other platforms and non-traditional radio. Ask your **Animal Radio®** rep to explain how you can reach the largest audience possible with out-of-the-box media plans.



Our print partner publication, **Fido Friendly** offers advertisers one-stop media placement and creates a 360 degree relationship with our loyal Animal Radio® audience.



# Who Listens To **Animal Radio**

**Animal Radio**® attracts a well educated audience and quite often they're seeking information on animal care. They likely already own at least two pets or may be considering getting a “furry companion.” These are the conspicuous consumers of the 61 billion dollar pet world.

- Average Age: 39.9 Median Income \$83,000
- Our audience spends almost twice the national average for pet related items
- 78% are Homeowners
- 90% are Pet Owners
- 62% have cats - 38% have two cats
- 63% have dogs - 25% have two dogs
- 17% have birds, fish or reptiles
- 65% regularly buy treats, toys, accessories, vitamins or supplements
- 69% have computers in their home and regularly use the Internet
- 58% have purchased a pet-related product online in the last 12 months



# Animal Radio Stats

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- **Animal Radio** is a weekly two-hour broadcast that airs on 133 AM/FM terrestrial radio stations including #1 KOST 103.5 in Los Angeles.
- **Total Radio Listenership:** 98,500 AQH (Average Quarter Hour) - 350,000 weekly according to Arbitron.
- **Online Listenership:** 2,020 weekly; Using the Animal Radio iPhone/Android/Blackberry App, iTunes, iHeart Radio, Stitcher, Spreaker and TuneIn.



- **Website Unique Page Views:** 89,300 monthly.
- **Average CPM** for multi-platform campaigns including print and online presence: \$1.30.

**Animal Radio®** has the most concentrated radio audience of animal lovers anywhere!



# What Our Sponsors Say About **Animal Radio**

- We're really happy with the campaign **Animal Radio** created to promote the new Samsung sports camcorder. We we're very pleased with the spot they put together – the individual attention to detail is probably why they're top of their game. - **Aaron Novak, Samsung Marketing**
- I'm just writing to say I'M IMPRESSED! I've worked with a lot of radio personalities in various industries --and I've never received anything like this. This is a marketing person's dream. You guys are just top flight! - **Dee Merica Shop by Breed**
- Thank you for all you did to make Beverly Hills Chihuahua an audience hit two times over! - **Erin B. Weissman, Walt Disney Studios**
- We have been tuning in to **Animal Radio** and enjoy your style. Thank you for a job well done on the radio ad, it turned out great! We appreciate the added effort and enthusiasm! - **Cynthia DeVille, XPower**
- **Animal Radio** has allowed us to reach our target customers like no other advertising campaign has. They have truly supported our products to the point that we feel they care almost as much about our business as we do. With a listening audience that trusts and relies on their opinions, their personal endorsement of our product has given us the opportunity to reach customers like never before. The ultimate in “word of mouth”, as if neighbors were meeting at the fence, only their fence reaches across the country. - **Jim Douglas, Steps for Pets**





# More Than A Radio Show!

Every weekend, **Animal Radio**® celebrates the connection with our pets. The airwaves fill with top industry experts and celebrities. About 350,000 animal lovers count on **Animal Radio**® to answer their questions and help them help their pets live long, happy and healthy lives. **Animal Radio**'s fast paced magazine-style presentation is extremely listener interactive. There's nothing like it on-the-air.

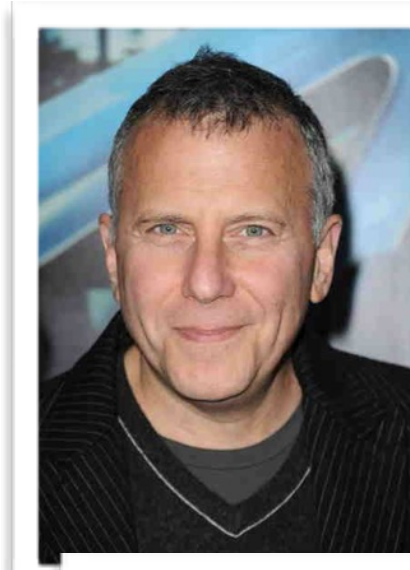
## **Animal Radio**® Celebrity Guest Hosts

It wouldn't be a celebration of our pets without the celebs and experts!



You may not associate **Ed Asner** with animal causes, but indeed he lends his voice as an advocate for responsible pet ownership, and has strong views on the importance of spaying and neutering and shelter adoptions, with a lifelong commitment to the companion animals with whom we share our lives.

**Ed Asner** was Animal Radio's very first guest in 2001. Since then, our regular guest hosts include the likes of **Glenn Close**, **Jenna Fischer**, **Gary Burghoff**, **Betty White**, **Bob Barker** and **Cesar Millan**...just to mention a few. We can't list all 1500+ guest hosts here, but you can [view](#) the most current list at [AnimalRadio.com](http://AnimalRadio.com)



# Why Talk Radio

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## Foreground vs Background

TALK RADIO is a “foreground” format, meaning it’s “intrusive.” Listeners/consumers are more apt to hear and respond to your message on TALK RADIO!

## Engaged with Content

Consumers are bombarded with over 4,000 advertising messages every day. To break through the clutter advertisers seek ways to “engage” their potential customers. TALK RADIO engages the listeners/consumer better than any other medium.

## Relationship with Personality

TALK RADIO listeners/consumers have a perceived relationship with the personalities they listen to. That’s why endorsements work so well.

## Uninterrupted Programming

TALK RADIO stations go to commercial breaks but because it segues from talk (programming) into talk (commercials) into more talk (programming), this isn’t perceived as an interruption. The result is less tune-out with TALK RADIO leading to the listener/consumer more apt to hear and respond to your message.



Animal Radio Veterinarian  
“Dr. Debbie”



Animal Radio Host Hal Abrams



# Animal Radio Dream Team



(clockwise) Host **Hal Abrams**,  
Executive Producer **Judy Francis**,  
Veterinarian **Dr. Debbie White**,  
Groomer **Joey Villani**,  
**Judy Francis**,  
Vet Correspondent **Dr. Marty Becker**,  
**Dr. Debbie White**,  
News Director **Lori Brooks**



Let us assemble a proposal to increase your product or brand awareness.  
Call on one of our experienced Media Planners at 805.772.1314.