

The cat's out of the bag...  
Introducing

# PUP & PURR

LIFE UNLEASHED

MAGAZINE

## PREMIERE ISSUE UNLEASHING SPRING 2021 MAKE NO BONES ABOUT IT!

*Pup & Purr Magazine* is a new *pup*lication dedicated entirely to our fuzzy friends and their human companions. The digest-sized quarterly magazine will feature all the best pet scoop, including Fido-friendly places, animal heroes, expert tips, four-legged fashions, pet partners and much more.

We're not kitten around! We're digging up and sniffing out fancy felines, precious pooches and other fly friends to bring you *purrr*fectly adorable pet pics and buzz worthy news.

*Pup & Purr Magazine* is sure to be the bark of the town! Don't miss your chance to be part of this totally *pawsome*, tail-wagging magazine.



Photo by Kim Welsh



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## PET INDUSTRY SCOOP

The pet industry is one of the largest in the world with a \$99 billion-dollar value. Two out of every three American homes includes a pet, and 393.3 million pets live in the United States.

Pet ownership has increased 20% since 1988. Outpacing that growth is pet owner spending, especially in matters of health.

- 85 million or 67% of American homes include a pet
- 95% of American pet owners consider their pets to be family members
- Freshwater aquarium fish are the most popular pet, with 139.3 million of them nationwide
- 63.4 million or 53% of American households own dogs
- 42.7 million or 35.7% of households own cats
- Since 2000, dog ownership has risen steadily by 21.9%
- 35% of all pet owners are Millennials, born between 1981 and 1994
- 32% of pet owners are Generation X, born between 1965 and 1981
- 27% of pet owners are Baby Boomers, born between 1946 and 1964
- Over 50% of cat and dog owners give their pet a Christmas gift or treat
- 40% of dog owners and 25% of cat owners have bought clothing for their pet in 2020

Source: American Pet Products Association (APPA)



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## OUR MISSION:

To share engaging and heartfelt stories about animals and their human companions that entertain, educate and inspire the animal-loving community.

## DISTRIBUTION:

20,000 copies will be distributed throughout the Metro New Orleans area to animal-loving locals and visitors. As a *quarterly magazine* each issue stays in distribution for 3 months.

## FREE COPIES WILL BE PLACED AT:

Veterinary Clinics  
Pet Boarding and Grooming Businesses  
Animal Rescue Centers  
Local Grocery Stores  
Retail Shops/Pet Specialty Shops  
Restaurants  
Hotels  
Bars  
Art Galleries  
Dedicated Attractions

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