

# BARk<sup>®</sup>



**Dog is my co-pilot**

Media Kit 2019



Every quarter, **The Bark** reaches over 5.1 million media impressions. Since 1997, **Bark** has been the publishing leader on everything dog. **Bark** readers are the most educated, highest earning and among the most devoted pet parents you'll find.



# The Bark: Print



**The Bark** is the premier magazine devoted to exploring the bond between people and their dogs.

*The Bark* offers informative articles on health, behavior, nutrition and training—plus lifestyle topics ranging from

dog parks to travel, canine sports to humane causes—written by the world’s leading experts. This timely and in-depth coverage enables readers and their pets to live life to its fullest.



## ENGAGEMENT WITH THE BARK

**72 minutes:** Average reading time per magazine issue

**82%** Discussed a Bark article with someone

**62%** Acted in response to an article read in The Bark

**75%** Made a purchase in response to a Bark article or ad

READERSHIP: 120,000 (plus 20,000 vet waiting room copies)

“A must read for mutt-lovers!” —**O, The Oprah Magazine**

“The coolest dog magazine ever ...” —**Esquire**

“Bark signals a change in pet-oriented magazines.” —**Folio**



## EDITORIAL OVERVIEW

### Second Opinion

Bark’s veterinary column provides expert advice on a variety of health issues, care and maintenance.



### Behavior Column

Our certified animal behaviorist examines what makes dogs tick and offers solutions to common problems.



### Smiling Dogs

Our franchise feature of happy dogs spotlights readers’ photo submissions of their smiling dogs.



### What's New

Bark editors select the hot products, trends and topics—from cool accessories to notable books and films.

### In-Depth Features

We tackle stories that demand long form journalism—examining how dogs make us healthier; discoveries in canine cognition; plus tales of outdoor adventures, to name just a few of our award-winning articles and photo essays.





# The Bark: Digital



**TheBark.com** and **Bark newsletters** target readers who prefer their information digitally, and our social media allows for 24/7 engagement.

**110%** growth online  
(12 months)

**175%** growth on Facebook  
(18 months)

## BARK DIGITAL STATS

### TheBark.com

Unique Visitors: 634,050

Page Views: 1,000,100

### Social Media

Facebook Fans: 352,000

Twitter Followers: 106,000

### Digital Edition

Subscribers: 12,350

### Newsletters (Weekly)

Opt-In Subscribers: 37,000



Banner Advertising

Sponsored Newsletters

**Bark's digital edition** offers rich content that includes embedded video and live links to provide readers a deeper, richer experience. Sent to 30,000.

Custom Content



Social Media





# Digital | Audience

## Visitor Profile

68% Women 32% Male

20% Ages 55-64

23% Ages 25-34

25% Ages 45-54

17% Ages 35-44

14% Ages 65+

1% Ages 18-24

Median HH income: \$101,000/year

47% Married

89% Attended/graduated from college

2 dogs avg. per household

## Audience Geography

72% US

28% INTERNATIONAL

### Top 5 US Audience

11% CA

10% NY

7% TX

5% FL

3% IL

### Top 4 International Audience

6.7% UK

4.2% Canada

2.7% Australia

1% India

## Online Habits

75% Of Traffic Is From Organic Search

62% Mobile

38% Desktop

1.2 Minutes per session

## Enewsletter Stats

32% Open Rate

7% Click Rate