



Every quarter, **The Bark** reaches over 5.1 million media impressions. Since 1997, **Bark** has been the

**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!" - 0, 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**



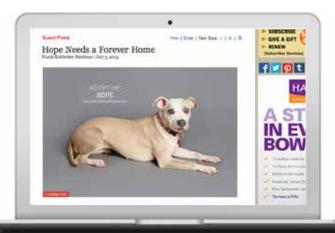
**TheBark.com** and **Bark enewsletters** target readers
who prefer their information
digitally, and our social media
allows for 24/7 engagement.

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

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

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

### **Custom Content**





Social Media

### 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

**Enewsletters** (Weekly) Opt-In Subscribers: 37,000

**Banner Advertising** 



### **Sponsored Enewsletters**





# 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

