I read All Animals from cover to cover and find it wonderful! Keep up the good writing.
—Wendy Hengen
Pasadena, California

Fact sheet
An award-winning magazine

Published by: The Humane Society of the United States
The HSUS is the nation’s largest animal protection organization, rated most effective by its peers. It is approved by the Better Business Bureau’s Wise Giving Alliance for all 20 standards for charity accountability and was named by Worth magazine as one of the 10 most fiscally responsible charities.

Magazine frequency:
Bimonthly (January/February, March/April, May/June, July/August, September/October, November/December)

Editorial directors: Emily Smith and Carrie Allan

Advertising manager: Mary Kay Williams

Editorial:
All Animals is the award-winning, bimonthly membership publication of The Humane Society of the United States, the nation’s largest and most effective animal protection organization, backed by more than 10 million people.

Awards:
2016 Content Marketing Awards: Honorable Mention – Best Regularly Featured Column or Section, To the Rescue
2014 Communicator Award: Award of Excellence (1st place), Magazine – Overall Design, March/April 2013
2014 Communicator Award: Award of Distinction (2nd place), Magazine – Overall Design, Nov/Dec 2013
2014 Communicator Award: Award of Distinction (2nd place), Magazine – Copy/Writing, Jan/Feb 2013
2014 Content Marketing Award: Bronze, Best Non-Profit Publication, May/June 2013
2013 Communicator Award: Award of Excellence (1st place), Magazine – Overall Design, Jul/Aug 2012
2013 Apex Award: Award of Excellence, Writing (Entire Issue), Jan/Feb 2013

Annual subscription cost:
Members pay a one-time donation of at least $25 or become monthly pledgers.
Reader profile
Reach a powerful, affluent and educated buying sector

Circulation: ................................................................. 530,303* average total qualified
Total audience: .............................................................. 1,060,606
Female/male ratio: .......................................................... 88% / 12%
Average age: 45 years or older........................................ 79%

Married: .................................................................................. 52%
Average household income: ............................................ $79,200
Homeowners: ........................................................................ 82%
Average home value: .......................................................... $277,500
Well-educated:
   Graduated college .................................................................. 38%
   Master’s degree ..................................................................... 27%

Own pet:
   Dogs .................................................................................. 70%
   Cats .................................................................................. 53%

Employed full- or part-time: ............................................... 61%
Currently own or lease 2-3 cars per household: .................... 56%
   Own sedans ......................................................................... 55%
   Own trucks .......................................................................... 52%
   Own SUV or crossovers ...................................................... 52%

All Animals readers save or share each issue: ....................... 69%

Source: * 2016 All Animals Readership Survey
Thank you for the entire issue of All Animals. Every article made me cry in either heartache for the animals or happiness for the animals you are ever so kindly helping.

—Shannon Dimock
Kalamazoo, Michigan

Most readers own pets

70% of All Animals readers have dogs as pets.
54% of All Animals readers have cats as pets.

Whether by visiting the veterinarian, feeding their pets the best food or using the best after-market products, All Animals pet owners ensure that their companion animals are well-fed, healthy and happy.

Veterinarian visits

Number of trips: 1-3 ................................................................. 59%
Number of trips: 4+ ............................................................................. 34%

Make travel arrangements based on level of “pet-friendly” options: ........................................ 52%

Where readers bought pet products

Internet ........................................................................................................ 47%
In person (Petsmart/Petco or other large chain) ........................................... 75%
Veterinarian ................................................................................................... 44%
Grocery store .................................................................................................. 44%
Wholesale club (Costco, Sam’s, etc) ........................................................... 14%
Catalog/mail order ........................................................................................... 16%
All Animals readers who do NOT yet have pet Insurance ............................ 83%

Readers are changing their behavior

All Animals readers take an active role in improving the world around them. They also spread the word for what they believe in. They are more likely to purchase products and contribute to causes that reflect those beliefs.

Many All Animals readers are involved in some kind of activity for animals.

All Animals readers took some sort of action as a result of reading All Animals.

Purchased a product that was advertised or mentioned in the magazine ................................................................. 33%
Discussed an article with someone else ..................................................................................................................... 67%
Changed purchasing habits with animal welfare in mind ................................................................. 57%
Changed eating habits with animal welfare in mind ........................................................................................ 44%
Shared an article via web, email or social media ......................................................................................... 18%
Visited HSUS website to learn more ........................................................................................................ 35%

Source: 2016 All Animals Readership Survey
I’m writing to tell you how beautiful your magazine has become. I read All Animals from cover to cover. The variety of the subject matter is timely, refreshing, and inspiring.

—Barbara Weith
San Diego, California

Environmentally friendly and living healthy lifestyles

The All Animals reader is environmentally conscious; communicates concern about a company’s animal welfare record; buys cruelty-free, natural and organic products; sacrifices convenience by purchasing a product that is more humane toward animals; and is willing to pay more for that product.

All Animals readers buy food that is:
Natural .................................................................................................................................. 68%
Organic ................................................................................................................................. 60%
Vegan/vegetarian .................................................................................................................. 32%

All Animals readers make conscious choices:
56% of All Animals readers are flexitarian (partly vegetarian; trying to cut down on animal products)
28% are omnivores; 11% are vegetarian; 6% are vegan

All Animals readers like:
Organic/vegetarian/vegan packaged foods .......................................................... 72%
Meat, egg, dairy substitutes ....................................................................................... 65%
Wine/beer/spirits ............................................................................................................ 68%
Specialty and premium coffees or teas ....................................................................... 62%

In the past year, more than 80% of All Animals readers have purchased:
Cosmetics, lotions, perfumes ...................................................................................... 82%
Hair care products ........................................................................................................... 90%
Oral care products .......................................................................................................... 95%
Household cleaning products .................................................................................... 92%
Woman’s clothing, footwear, accessories ..................................................................... 87%

All Animals readers:
Dine out regularly at bars and restaurants ........................................................... 89%
Read for pleasure ............................................................................................................ 95%
Entertain at home ........................................................................................................... 64%
Enjoy cooking and baking ........................................................................................... 79%
Work out ............................................................................................................................ 53%
Travel for leisure ............................................................................................................. 46%

Important or very important to All Animals readers:
Adopting/rescuing a homeless pet .............................................................................. 97%
Volunteering for causes they care about ..................................................................... 82%
Supporting animal friendly businesses ......................................................................... 98%
Supporting charities ...................................................................................................... 96%
Supporting local businesses .......................................................................................... 85%

Source: 2016 All Animals Readership Survey
You have opened my eyes. Although I always loved animals, *All Animals* has brought me in from the sidelines to really being involved in protecting these beautiful creatures.

—Yolanda Rodriquez
San Antonio, Texas

### Insertion order and materials deadlines

<table>
<thead>
<tr>
<th>Issue</th>
<th>Insertion deadline</th>
<th>Materials deadline</th>
<th>In-home start date</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2017 issue</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>January/February</td>
<td>October 19, 2016</td>
<td>October 26, 2016</td>
<td>December 15, 2016</td>
</tr>
<tr>
<td>March/April</td>
<td>December 21, 2016</td>
<td>December 28, 2016</td>
<td>February 16, 2017</td>
</tr>
<tr>
<td>May/June</td>
<td>February 22, 2017</td>
<td>March 4, 2017</td>
<td>April 20, 2017</td>
</tr>
<tr>
<td>July/August</td>
<td>April 26, 2017</td>
<td>May 3, 2017</td>
<td>June 22, 2017</td>
</tr>
<tr>
<td>September/October</td>
<td>June 21, 2017</td>
<td>June 28, 2017</td>
<td>August 17, 2017</td>
</tr>
<tr>
<td>November/December</td>
<td>August 30, 2017</td>
<td>August 30, 2017</td>
<td>October 19, 2017</td>
</tr>
</tbody>
</table>

*All Animals* advertising packages and proposals available upon request.

### Advertising representative

**Mary Kay Williams**
Advertising & Marketing Specialist
700 Professional Dr., Gaithersburg, MD 20879

*phone* 301.258.3110  *fax* 301.721.6468
mwilliams@humanesociety.org
Magazine print specifications

- **Final page trim size:** 8.25” x 10.875”
- **Printing/binding:** Heat web offset with saddle stitch binding
- **Color:** Four-color process (CMYK) with 0.125” bleed on all sides
- **Live content:** No closer than 3/8” to trim edge
- **Resolution:** Effective resolution of 350 dpi for all bitmapped images—job prints at 175 lpi
- **File type:** Preferred file type: PDF/X-1a:2001. We also accept InDesign (packaged with all links and fonts), Illustrator, EPS and JPEG. QuarkXPress and Word will not be accepted.

Proofs must conform to Specifications for Web Offset Publications (SWOP) standards in order for us to guarantee color matching. Off press or digital color proofs are acceptable, but they must be produced on a SWOP-certified proofing system. For a list of SWOP-certified proofing systems, visit swop.org.

Proofs must be submitted at 100% size with a SWOP-approved color bar. You are not required to submit a hard-copy proof, but without a SWOP-certified printed proof we cannot be held responsible for faithful color matching.

To submit ads, you can upload files to our FTP server (see separate instructions on following page), email mwilliams@humanesociety.org or send a disc (CD or DVD only) and a printed proof to All Animals at the address noted below. Please include full contact information, company name, a copy of the insertion order and the issue date with any mailed submission. If you use the FTP server, contact Mary Kay Williams at 301-258-3110 or mwilliams@humanesociety.org when your ad has finished uploading.

Note that we do not return submitted materials.

**Deadlines**

- All materials should be at our offices no later than the material closing date. Materials arriving after this date will only be accepted with the express approval of the advertising manager or All Animals production designer.
- Advertisers are responsible for all content and making any corrections. Materials that do not conform to these specifications will not be accepted. Any changes must be made by the advertiser and resubmitted before the material closing date.

Let us know if you have any questions or problems and we will be happy to help.

<table>
<thead>
<tr>
<th>Ad Sizes</th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page (+.125” bleed)</td>
<td>8.25”</td>
<td>10.875”</td>
</tr>
<tr>
<td>2/3 vertical</td>
<td>4.667”</td>
<td>9.875”</td>
</tr>
<tr>
<td>1/2 vertical</td>
<td>4.667”</td>
<td>7.219”</td>
</tr>
<tr>
<td>1/2 horizontal</td>
<td>7.125”</td>
<td>4.854”</td>
</tr>
<tr>
<td>1/3 square</td>
<td>4.667”</td>
<td>4.854”</td>
</tr>
<tr>
<td>1/3 vertical</td>
<td>2.208”</td>
<td>9.875”</td>
</tr>
<tr>
<td>1/6 vertical</td>
<td>2.208”</td>
<td>4.854”</td>
</tr>
<tr>
<td>1/6 horizontal</td>
<td>4.667”</td>
<td>2.489”</td>
</tr>
<tr>
<td>1/9 marketplace</td>
<td>2.208”</td>
<td>2.806”</td>
</tr>
<tr>
<td>2/9 marketplace hor.</td>
<td>4.666”</td>
<td>2.806”</td>
</tr>
<tr>
<td>2/9 marketplace vert.</td>
<td>2.208”</td>
<td>5.983”</td>
</tr>
</tbody>
</table>

To upload advertisements, visit our FTP server using an FTP client. Please see separate instructions on following page.

For back cover guidelines and instructions on how to prepare your ad in a PDF/X-1a:2001 file format, visit humanesociety.org/adinfo and click on All Animals Ad Specs.
FTP instructions

To upload advertisements, visit our FTP server using an FTP client.

If you have Fetch (FTP client)

Please enter the information exactly how you see it in the screen shot below. If you are having trouble logging in, you may need to upgrade your version to 5.7.5 or newer.

Hostname: ftp.humanesociety.org
Username: hsus\hsusallanimals
Password: EndCruelty15
Initial Folder: /HSUS/Content/Advertising/All_Animals/
Port: 990

Your initial folder should take you directly where you need to be. Within that area, you can also create new folders and organize your files as needed. Once your files are transferred, please let your HSUS contact know you have transferred files for them.

If you do not currently have an FTP client

If you do not own FTP software, a free application is available for you on the web. Go to filezilla-project.org and click on “download FileZilla Client.” Select the platform that you need, download and install. Launch the program and enter the following information exactly how you see it in the screen shot below.

Host: ftp.humanesociety.org
Username: hsus\hsusallanimals
Password: EndCruelty15
Port: 990
Remote site: /HSUS/Content/Advertising/All_Animals/

The middle left window shows the folder structure on your desktop and the middle right window shows the folder structure on the FTP.

Note that you might need to double click through the folder structure to reach the All Animals folder within the Advertising folder. If so, follow this path: /HSUS/Content/Advertising/All_Animals/.

To upload files, simply drag a file from your desktop window (middle left) to the FTP window (middle right) inside the All Animals folder.

Once uploaded, contact Mary Kay Williams at 301-258-3110 or mwilliams@humanesociety.org.
General contract conditions

All Animals reserves the right to decline or cancel any advertising for any reason at any time. Publisher shall not invoice, and Advertiser shall not have to pay, for any advertising declined, canceled, or otherwise not published by Publisher.

All advertising materials presented must not be inconsistent with the mission, standards, and policies of The Humane Society of the United States (Publisher).

Advertisements simulating the magazine’s editorial material in appearance or style that are not immediately identifiable as advertisements are not acceptable.

The Advertiser and/or its Agency agree not to make promotional or merchandising reference to the magazine in consideration of the Publisher’s reviewing for acceptance or accepting any advertising for publication in the magazine without the prior written permission of the Publisher in each instance.

The Publisher has the right to insert the advertisement anywhere in the magazine at its discretion, and any conditions on contracts, orders, or copy instructions regarding the placement of advertising with an issue of the magazine will be treated as a positioning request only and cannot be guaranteed. The Publisher’s inability or failure to comply with any such condition shall not relieve the Advertiser and/or its Agency of the obligation to pay for the advertising.

Neither the Advertiser nor its Agency may cancel or make changes to the insertion orders for advertising after the deadline. Cancellation notices must be made in writing to the Publisher through the Advertising Manager and will take effect 30 day after receipt.

When change of copy, covered by an uncancelled order, is not received by closing date, the copy run in the previous issue will be inserted.

If the contract is not fulfilled by the Advertiser and/or its Agency, the Advertiser agrees to pay for space used at the applicable earned rate.

Invoices are net and payable upon receipt unless arrangements are made with the Publisher through the Advertising Manager. Accounts delinquent 30 days will be charged interest at the rate of 1.5% per month. Accounts delinquent 60 days are subject to cancellation and will be billed at the appropriate earned rate plus interest as stated above and all cost of collection including attorney’s fees.

All copy, text, display, and illustrations are published with the understanding that the Advertiser and/or its Agency are fully authorized to cause such material to be published. The Advertiser and its Agency further agree to indemnify and hold the Publisher harmless from and against any loss or expense resulting from any liability arising out of such publication—including any and all costs associated with defending against such claims.

The Publisher assumes no liability for its failure—for any cause—to insert an advertisement.