

# ALL ANIMALS

## 2020 MEDIA KIT



THE HUMANE SOCIETY  
OF THE UNITED STATES



# Fact sheet

## *An award-winning magazine*

**Published by:** The Humane Society of the United States  
The HSUS fights the big fights to end suffering for all animals.

Together with millions of supporters, we take on puppy mills, factory farms, trophy hunts, animal testing and other cruel industries. With our affiliates, we rescue and care for thousands of animals every year through our animal rescue team's work and other hands-on animal care services.

**Magazine frequency:** Five times a year  
(January/February, March/April/May, June/July/August, September/October, November/December)

**Circulation:** 575,000\* average total qualified

**Total audience:** 1.1 million

**Editorial directors:** Emily Smith and M. Carrie Allan

**Advertising manager:** Mary Kay Williams

**Editorial:** *All Animals* is the award-winning membership publication of the Humane Society of the United States, the nation's most effective animal protection organization.

**Annual subscription cost:** Members pay a one-time donation of at least \$25 or become monthly pledgers.

### **Awards:**

**2019 APEX Awards:** Grand Award – September/October 2018

**2019 Content Marketing Awards:** Honorable Mention – Best Regularly Featured Column or Section, Humane Living

**2019 Content Marketing Awards:** Honorable Mention – Best Overall Editorial, May/June 2018

**2018 Folio Awards:** Winner, Nonprofit Magazine – Best Long-Form Feature Content, “Saving the whales,” July/August 2017

**2018 Folio Awards:** Winner, Nonprofit Magazine – Best Overall Design, Single Issue, March/April 2017

**2018 Folio Awards:** Honorable Mention, Nonprofit Magazine – Best Full Issue, Editorial, March/April 2017

**2018 APEX Awards:** Publication Excellence – Design & Illustration (Illustration & Typography), “Bad trip,” May/June 2017

**2018 APEX Awards:** Publication Excellence – Design & Illustration (Covers), September/October 2017

**2018 Communicator Awards:** Award of Distinction – Best Cover - Print, September/October 2017

**2018 Communicator Awards:** Award of Distinction – Overall Design - Print, March/April 2018

**2018 Content Marketing Awards:** Winner – Best Best Overall Editorial - Print, March/April 2017

**2018 Content Marketing Awards:** Winner – Best Regularly Featured Column or Section, Care Centers

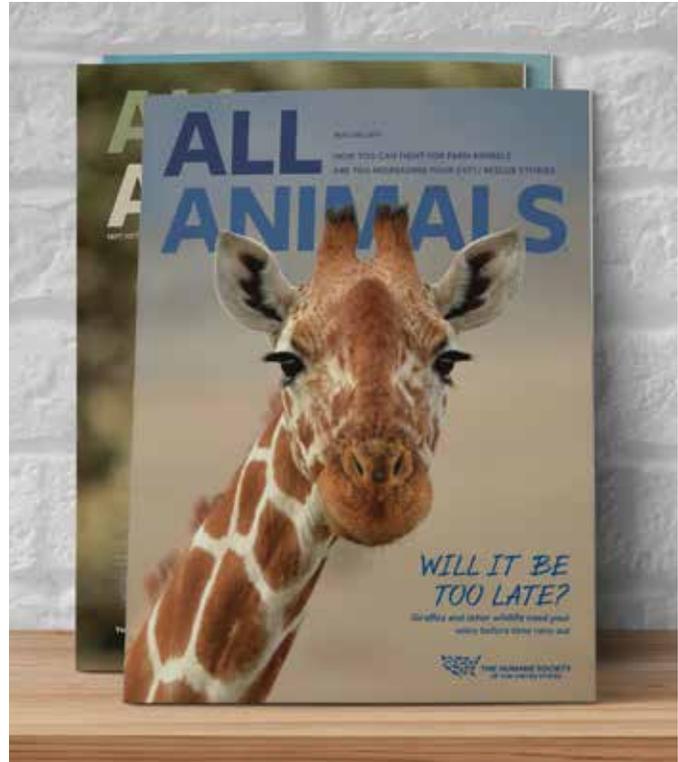
**2018 Content Marketing Awards:** Honorable Mention – Best Feature Design, Veggie Dog feature, July/August 2017

**2017 Communicator Awards:** Award of Distinction – Cover Design, September/October 2016

**2017 Communicator Awards:** Award of Distinction – Overall Design, November/December 2016

**2017 Content Marketing Award:** Honorable Mention – Best Non-Profit Publication, July/August 2016

**2017 Content Marketing Awards:** Honorable Mention – Best Regularly Featured Column or Section, Humane Backyard

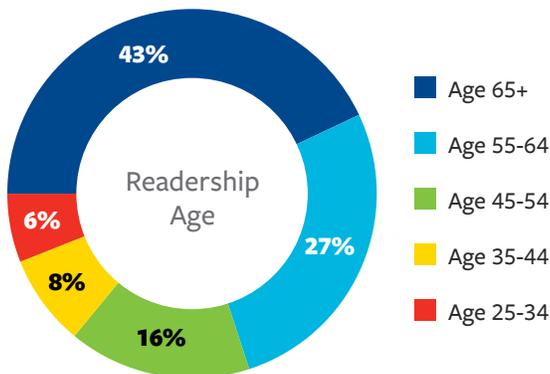




# Reader profile

*Reach a powerful, affluent and educated buying sector*

**Female/male ratio:** ..... 88% / 12%  
**Average age:** 45 years or older ..... 86%



**Married:** ..... 52%  
**Household income greater than \$50,000:** ..... 75%  
**Homeowners:** ..... 77%  
**Average home value:**..... \$277,500  
**Well-educated:**  
 Graduated college ..... 40%  
 Master's degree ..... 32%  
**Own pet:**  
 Dogs ..... 64%  
 Cats ..... 56%  
**Employed full- or part-time:** ..... 59%  
**Currently own or lease 2-3 cars per household:** ..... 56%  
**Save or share each issue after reading:** ..... 67%

Source: \* 2018 All Animals Readership Survey

# Most readers own pets

64% of All Animals readers have pet dogs. 56% of All Animals readers have pet cats.

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:.....44%

### Pet-related products purchased:

Pet food.....92%  
 Flea and tick control.....61%  
 Cat litter.....53%  
 Pet toys.....74%  
 Pet grooming products.....49%

### All Animals readers who do NOT yet

have pet insurance.....81%

### 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 the magazine:

Purchased a product that was advertised  
 or mentioned in the magazine .....24%  
 Discussed an article with someone else.....70%  
 Changed purchasing habits with animal welfare in mind .....46%  
 Changed eating habits with animal welfare in mind .....44%  
 Followed the HSUS on Facebook,  
 Twitter and other social media channels.....17%  
 Shared an article via the web, email or social media.....17%  
 Visited the HSUS website to learn more.....32%  
 Gave an additional donation to the HSUS .....54%  
 Took action on an animal welfare issue by contacting a corporation  
 or government representative .....46%

Source: 2018 All Animals Readership Survey

*I am a new monthly donator of the Humane Society of the United States, and I received my first copy of the magazine. Oh my goodness, have my eyes been tightly closed—I had no idea things like this were happening to animals! I devoured the pages, laughed, cried and then took action.*

—HOLLY HAIN, ALL ANIMALS READER

# 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; and sacrifices convenience by purchasing a product that is more humane toward animals—and is willing to pay more for that product.*

## **All Animals readers agree or strongly agree that:**

They are more environmentally conscious than most.....	77%
A company’s animal welfare record is important when making purchasing decisions.....	90%
They are willing to sacrifice convenience and lower price for a product that is better for animals.....	93%
They buy cruelty-free products because they are concerned about animal welfare.....	90%

## **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 make conscious choices:**

51% of All Animals readers are flexitarian  
(partly vegetarian; trying to cut down on animal products)  
25% are omnivores; 13% are vegetarian; 8% are vegan

## **All Animals readers:**

Dine out regularly at bars and restaurants.....	88%
Read for pleasure .....	95%
Entertain at home .....	60%
Enjoy cooking and baking .....	73%
Work out .....	56%
Travel for leisure .....	54%

## **Important or very important to All Animals readers:**

Adopting/rescuing a homeless pet .....	97%
Volunteering for causes they care about .....	85%
Supporting animal-friendly businesses .....	96%
Supporting charities .....	96%
Supporting local businesses .....	85%
Purchasing ethically made or fair-trade items.....	90%

Source: 2018 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

# Insertion order and materials deadlines



## Advertising representative

### Mary Kay Williams

Advertising & Marketing Specialist  
700 Professional Dr., Gaithersburg, MD 20879

p 301.258.3110 f 301.721.6468

mwilliams@humanesociety.org

### 2020 issue

January/February .....	October 4, 2019
March/April/May .....	December 31, 2019
June/July/August.....	March 19, 2020
September/October .....	June 17, 2020
November/December.....	August 18, 2020

### Insertion deadline

### 2020 issue

January/February .....	October 11, 2019
March/April/May .....	January 8, 2020
June/July/August.....	March 26, 2020
September/October .....	June 24, 2020
November/December.....	August 25, 2020

### Materials deadline

### 2020 issue

January/February .....	December 19, 2019
March/April/May .....	March 14, 2020
June/July/August.....	May 30, 2020
September/October .....	August 29, 2020
November/December.....	October 31, 2020

### In-home start date

All *Animals* advertising rates and proposals are available upon request.

*I enjoy the magazine and look forward to reading it every time it arrives. I think it serves an important purpose in the life of animals and their relationships with humans.*

—RESPONSE FROM 2016 READERSHIP SURVEY

# 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 0.1875" 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 types: 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](http://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 email [mwilliams@humanesociety.org](mailto:mwilliams@humanesociety.org), upload files to our FTP server (ask for separate instructions) 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](mailto:mwilliams@humanesociety.org) when your ad has finished uploading.

Note that we do not return submitted materials.

## Deadlines

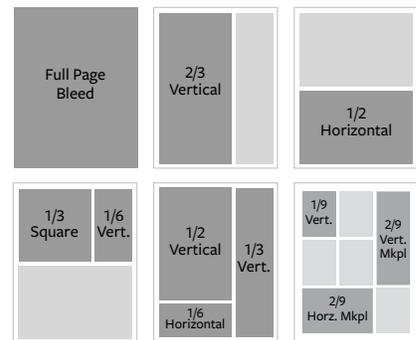
- All materials should be at our offices no later than the material closing date. Materials arriving after this date will only be accepted with the express approval of the advertising manager or *All Animals* production designer.
- Advertisers are responsible for all content and making any corrections. 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.

Send hard-copy proofs to:

**The Humane Society of the United States, Attn: Creative Department,  
All Animals, 700 Professional Dr. Gaithersburg, MD 20879**

Ad sizes	Width	Height
Full page (+.1875" bleed) ...	8.25"	10.875"
2/3 vertical .....	4.667"	9.875"
1/2 vertical .....	4.667"	7.219"
1/2 horizontal .....	7.125"	4.854"
1/3 square.....	4.667"	4.854"
1/3 vertical .....	2.208"	9.875"
1/6 vertical .....	2.208"	4.854"
1/6 horizontal .....	4.667"	2.489"
1/9 marketplace .....	2.208"	2.806"
2/9 marketplace hor.....	4.666"	2.806"
2/9 marketplace vert.....	2.208"	6.053"



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

Send questions about ad specifications to [production@humanesociety.org](mailto:production@humanesociety.org).



# General contract conditions

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*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.