

# ALL ANIMALS

2023 MEDIA KIT



**THE HUMANE SOCIETY  
OF THE UNITED STATES**



**HUMANE SOCIETY  
INTERNATIONAL**



**HUMANE SOCIETY  
LEGISLATIVE FUND™**

# Fact sheet

*An award-winning magazine*

**Published by:** The Humane Society of the United States

**Magazine frequency:** Four times a year  
(Spring, Summer, Fall, Winter)

**Circulation:** 530,000\* average total qualified

**Total audience:** 1.1 million

**Senior editorial director:** Emily Hamlin Smith

**Advertising manager:** Linda Baker

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

**Annual subscription cost:** Subscribers make a one-time donation of at least \$25 or pledge to give \$10 or more monthly.

## **Awards:**

**2021 Content Marketing Awards:** Finalist – Best Feature Design, “Building a better bite,” March/April/May 2020

**2021 Content Marketing Awards:** Finalist – Best Use of Photography, “Home at last,” June/July/August 2020

**2021 Content Marketing Awards:** Winner – Nonprofit Publication, Fall 2020

**2020 Folio Awards:** Honorable Mention, Nonprofit Magazine – Best Overall Design, Single Issue, September/October 2019

**2020 Folio Awards:** Honorable Mention, Nonprofit Magazine – Data Visualization, “Do you really know how most farm animals live?” November/December 2019

**2020 Content Marketing Awards:** Winner – Nonprofit Publication, March/April/May 2019

**2019 Communicator Awards:** Award of Distinction – Best Cover, September/October 2018

**2019 Communicator Awards:** Award of Distinction – Overall Design, January/February 2019

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

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

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

**2019 Folio Awards:** Honorable Mention, Nonprofit Magazine – Best Long-Form Feature Content, “Better off alive,” September/October 2018

**2019 Folio Awards:** Honorable Mention, Nonprofit Magazine – Best Design of a Regularly Featured Section, Front Lines

**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



*The Humane Society family of organizations works to end the cruelest practices toward animals, care for animals in crisis, build a stronger animal protection movement and create a better, more compassionate world.*



# Reader profile

*Reach a socially conscious, animal-loving and active buying sector*

**Female/male ratio:** .....83% / 15%  
The remaining 2% listed "Other/no response"

**Homeowners:** ..... 84%

**Household income greater than \$50,000:** ..... 64%

**Well-educated:**

Graduated college ..... 32%

Hold a graduate degree ..... 28%

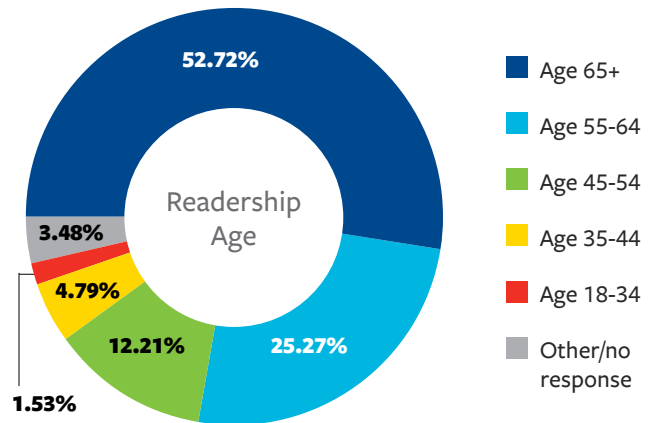
**Own pet:**

Dogs ..... 62%

Cats..... 53%

**Employed full- or part-time:** ..... 38%

Source: \* 2022 All Animals Readership Survey





# Most readers own pets

62% of *All Animals* readers have dogs. 54% of *All Animals* readers have cats.

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

## Pet-related products purchased:

Pet food.....	92%
Pet toys.....	66%
Flea and tick control.....	54%
Cat litter.....	50%
Pet grooming products.....	43%

## *All Animals* readers who do NOT yet

have pet insurance.....	79%
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## 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.

Source: 2022 *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

**All Animals readers like:**

- Organic/vegetarian/vegan packaged foods..... 63%
- Wine/beer/spirits..... 57%
- Specialty and premium coffees or teas..... 50%
- Plant-based substitutes for eggs, dairy, meat ..... 45%

**All Animals readers make conscious choices:**

45% of *All Animals* readers are flexitarian  
 (partly vegetarian; trying to cut down on animal products)  
 35% are omnivores; 10% are vegetarian; 6% are vegan

**All Animals readers:**

- Read for pleasure ..... 93%
- Work out ..... 78%
- Enjoy cooking and baking ..... 73%
- Dine out regularly at bars and restaurants ..... 63%
- Participate in outdoor activities..... 54%
- Travel for leisure..... 35%
- Entertain at home ..... 35%

Source: 2022 *All Animals* Readership Survey

*Terrific photography, engaging cover artwork. I usually stop what I'm doing to browse it, then read in depth later.*

—ALL ANIMALS READER AND SURVEY RESPONDENT

# Insertion order and materials deadlines

## Insertion deadline

Winter 2022-2023 .....	Sept. 29, 2022
Spring 2023 .....	Jan. 18, 2023
Summer 2023.....	April 6, 2023
Fall 2023 .....	June 28, 2023
Winter 2023-2024.....	Sept. 27, 2023

## Materials deadline

Winter 2022-2023 .....	Oct. 6, 2022
Spring 2023 .....	Jan. 25, 2023
Summer 2023.....	April 13, 2023
Fall 2023 .....	July 6, 2023
Winter 2023-2024.....	Oct. 4, 2023

## In-home start date

Winter 2022-2023 .....	Dec. 10, 2022
Spring 2023 .....	April 1, 2023
Summer 2023.....	June 20, 2023
Fall 2023 .....	Sept. 9, 2023
Winter 2023-2024.....	Dec. 9, 2023

Please consult with your sales representatives as dates are subject to change in 2023.

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



## Advertising representative

**Linda Baker**

Senior Manager, Corporate Sponsorships and Exhibitors  
Lbaker@humaneociety.org

*I think the magazine is perfect, and shows me why I have given to HSUS for over 25 years.*

—ALL ANIMALS READER AND SURVEY RESPONDENT



# All Animals advertising

2023 RATES	1x	2-3x	4x
Full-page bleed.....	\$8,000	\$7,000	\$6,000
2/3 vertical .....	\$5,400	\$5,000	\$4,600
1/2 horizontal/vertical.....	\$4,400	\$4,000	\$3,600
1/3 square/vertical.....	\$4,000	\$3,600	\$3,200
1/6 horizontal/vertical.....	\$5,000	\$4,800	\$2,800
Inside covers .....	\$15,000	\$12,000	\$10,000
Back cover .....	\$16,000	\$14,000	\$12,000

2023 MARKETPLACE RATES	2x	3x	4x
1/9 vertical*.....	\$1,620	\$1,225	\$1,000
2/9 vertical or 2/9 horizontal* .....	\$2,880	\$2,200	\$1,800

\*Schedule four issues, get a fifth ad **FREE**.

All Animals advertising packages and proposals available upon request.

## Advertising representative

**Linda Baker**

Senior Manager, Corporate Sponsorships and Exhibitors  
700 Professional Dr.  
Gaithersburg, MD 20879

lbaker@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 0.1875" 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 [Lbaker@humanesociety.org](mailto:Lbaker@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 Linda Baker at [Lbaker@humanesociety.org](mailto:Lbaker@humanesociety.org) when your ad has finished uploading.

Note that we do not return submitted materials.

## Deadlines

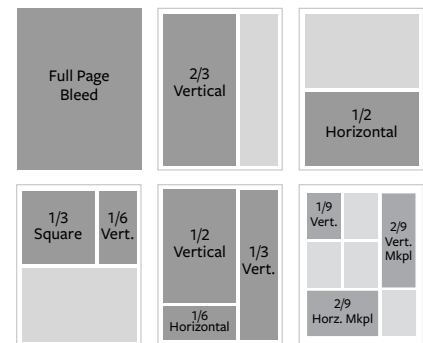
- All materials should be at our offices no later than the material closing date. Materials arriving after this date will only be accepted with the express approval of the advertising manager or *All Animals* production designer.
- Advertisers are responsible for all content and making any corrections.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