

# The Pet Engineer



Video & Radio Show  
[www.ThePetEngineer.com](http://www.ThePetEngineer.com)

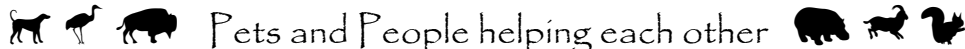
Media Kit

## Welcome to The Pet Engineer Video & Radio Talk Show!

The Pet Engineer is an online video radio talk show about how pets help people overcome their health, social, and psychological problems, including pet news, tips, and the latest in the pet industry.

We also bridge the pet industry and the public by helping small and middle size companies to increase their visibility through FREE product reviews, and pet industry news.

Our shows are free podcasts and videos. Our guests are common people, pet experts, vets, authors, and celebrities, who are able to share and teach the listeners something new.

 Pets and People helping each other

The shows reach domestic and international audiences (about 57 countries).

After each show, we make the episode available at our website and RSS Feeds on the following places:



iTunes, Wordpress, Google Reader, Feed Burner, Bloglines Weblogs, Blubrry, Feedshark, Hardpodcafe, iTunestracks, Podcast, Amigofish, Blinkx, BlogDigger, Blogexplosion, Blubrry, DigitalPodcast, EveryPodcast, Fluctu8, Getapodcast, Ibizradio, Miroguide, Mirpod, Plazoo, Podbean, Podblaze, Pocast.com, PodLounge, Podcast.tv, PodcastAlley, PodcastBlaster, Podcast Directory, PodcastingNews, Podcasting-station, Podcast-Pickle, PodcastPup, Podfeed, Podseek, Podfeed.net, TruMix, RSSNetwork, Speakup Studios, Podscope, and NewsIsFree, YouTube, Tweeter, Facebook, Sharevideo-online, Break.com, Videobam, Tube your Pet, PetTube,.

We also, tie our guests' videos with their interview.

 What are our listeners saying about The Pet Engineer Radio Show? 

Our listeners like the tone of the program, finding the episodes inspiring and interesting. They are loyal and generally go through our archive sending the link to their friends. We also grow through the "word of mouth".

## Advantages of advertising in videos and podcasts:

**Videos and Podcast get Noticed** - Today advertisers must be more creative and innovative to get noticed. When pet lovers interact with multimedia, their attention is narrowly focused and it becomes much easier to capture their interest.

**Online video promotion** - Huge prospective of improving the rates of conversion and also efficiently presenting your business. By opting for this particular approach, your business obtains a chance to visually illustrate your product or service to his viewers in an unique and also enjoyable fashion.

**Target your core audience** - Podcast listeners self-select their content and choose a convenient time and place to listen to it, like during their commute or workout. They eliminate distractions and focus their attention on their podcasts, creating a highly attentive and captive audience.

**Less competition** - Podcast and Video advertising offer more content with less advertising than most media formats. With less ad competition your message is more likely to be heard and won't get lost in a sea of ads.


**A high value audience** - Podcasters tend to be more affluent and more likely to make purchases online.


**A rapidly growing industry** - eMarketer forecasts spending in the digital space remains highly concentrated among select ad formats. Paid search and banner ads will garner nearly 71% of all US online ad spending in 2012. Their share will drop to 64.6% in 2016, as spending on digital video ads accelerates. Video ads currently account for 7.9% of spending—in four years their share will increase to 14.5%. The bottom line: Digital advertising remains in the driver's seat.


**High response rates** - A recent study by TNS Global found Podcast and Video ads to be 7 times more effective than TV advertising.


Advertising on podcast and videos are cheaper than traditional advertising mediums!


## Why should you advertise with us?


 Our shows always have an emotional impact on our listeners. We make sure that each episode is an interesting story where listeners will learn something new and get inspired.


 We connect listeners not only audibly, but visually as well, and we always place a video to complement the interviews.

 Major brands have been investing in podcast and video based promotions, more advertising and sponsorship will inevitably follow.

 Our audience get connected with the latest pet industry with real time news from various pet industry categories.

 We do free product reviews and interviews with business owners to better connect the public and the pet industry.

 Our shows are listened to 57 countries and many of our listeners download our podcasts and listen to them more than once.

 We average a combined 850 DAILY hits on our website and RSS Feeds, when we publish our shows in more than 40 sites, and it's been growing....

## Ads Podcast - Video - Display

### Audio

We have in house copywriters and producers We will create a great 15, 30, and 60 second radio commercials.

You can also sponsor an entire interview.

Typically, we place the commercials before the introduction of a guest, at the end of an interview or during our "pets news", which comes after the interview.

### Video

Up to 3 minutes. The videos are recorded in our studio and real life situations showing your product and reviewing the benefits of it.

### Display

Horizontal Banner- 468 X 60 pixels or smaller

Vertical Banner - 120 X 240 pixels or smaller

Logo Button - 180 X 150 or 125 X 125 pixels

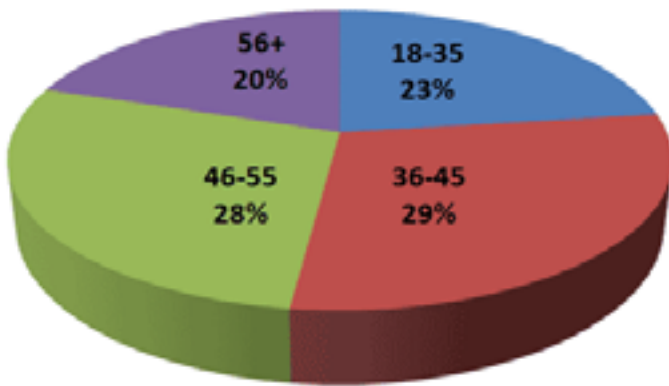
Sponsorship - Video and podcast

## Demographics

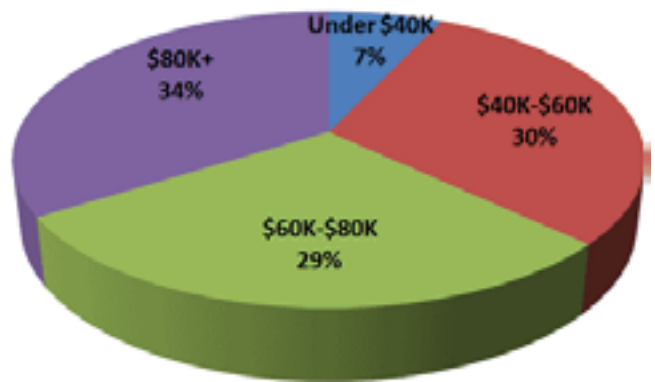
According to Google Analytics, The Pet Engineer Radio Show is listened in 57 countries.



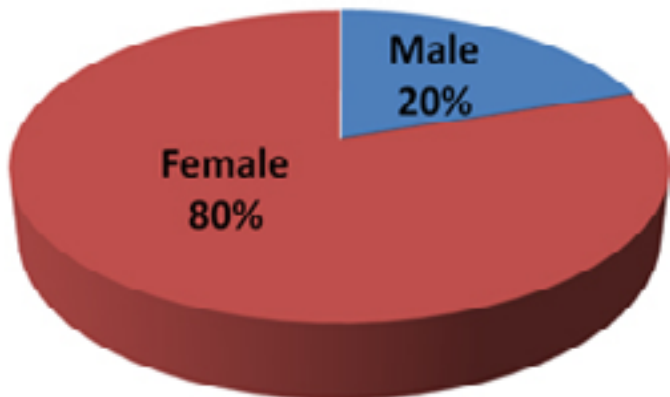
**AGE**



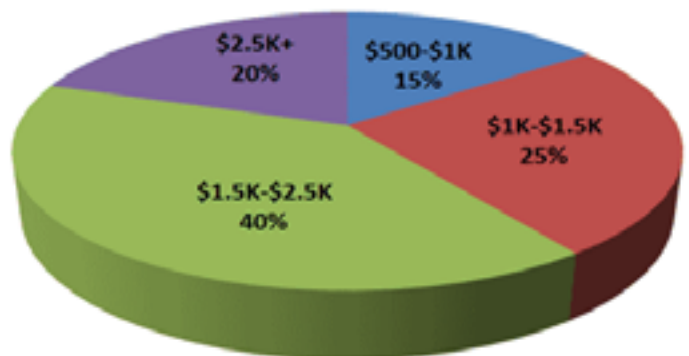
**Annual Income**



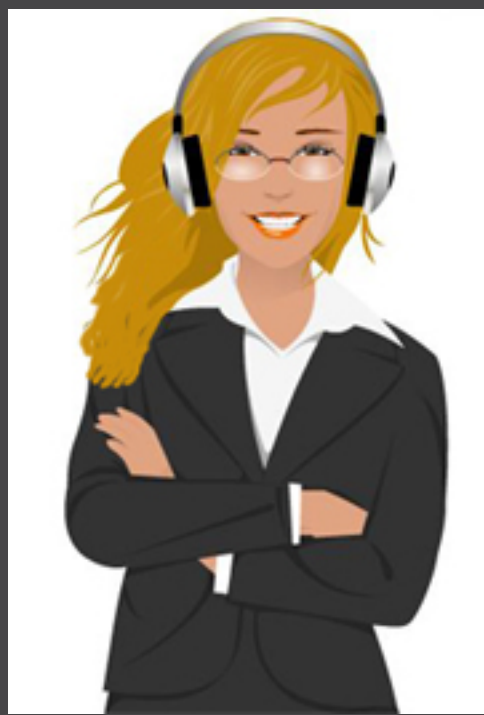
**Gender**



**Amount spent on pets per year**



## The Show Host & Producer - Giana Rosetti



Giana Rosetti is The Pet Engineer radio host and video producer. She holds degrees in electrical engineering and bioengineering. Giana does validation (quality control) for pharmaceutical and biotech companies ensuring they are in compliance with FDA guidelines. She also studied, for many years, animal's hearing frequency ranges and their behavior towards human language.

Communication is an area that always appealed to Giana, and her affection for pets made her follow her dream to broadcast information to others.

Her main goal is to increase awareness, respect, and strengthen the harmony between people and their pets. For this reason, Giana and The Pet Engineer staff always select the most interesting guests for the video and radio show, so listeners get inspired and learn something new about themselves and their animals.

Giana decided to build a dedicated site for pet product reviews, [ThePetProductReviews.com](http://ThePetProductReviews.com) because with thousands of new pet products, pet owners may get lost with so many options. So, she provides pet owners with real life use while giving pet businesses exposure. She believes in the equality between humans and animals.

Giana is Italian/Brazilian and speaks English, Portuguese, Spanish and Italian.

Advertising on The Pet Engineer will expose your product or service to pet lovers, who can listen to every podcast and see videos over and over again!

### Contact

[giana@thepetengineer.com](mailto:giana@thepetengineer.com)