Pet Life Radio is the largest and #1 award-winning pet podcast & radio network on the planet, featuring over 75 weekly pet-related talk shows hosted by the most well-known pet experts, authors and radio and TV personalities in the world of animals and pets! As a podcast pioneer, Pet Life Radio has been podcasting worldwide since 2007!

Pet Life Radio is available on-demand from the PetLifeRadio.com website, Apple Podcasts, Spotify & over 30 podcast distributors. Our live 24/7 live radio stream is broadcast worldwide to over 250 million subscribers on the PetLifeRadio.com home page as well as iHeartRadio, Audacy, TuneIn Radio, Stitcher Radio, iTunes Radio, Aha Radio, Agogo, Streema, iStream Radio, and ooTunes.

Pet Life Radio won a prestigious Genesis Award from the Humane Society of the United States and is the official radio network of the American Humane Association Hero Dog Awards.

Pet Life Radio has hosted A-list celebrity guests like Jennifer Aniston, Betty White, Amy Schumer, Paris Hilton, Tina Fey, Ed Asner, James Caan, Miranda Lambert, Glenn Close, Christie Brinkley, Kristen Bell & many more!
The advantages of advertising in our shows include the fact that just about all listeners to Pet Life Radio are pet parents, hitting the bullseye with your target audience! You're reaching only the people you want to use your product or service!

Advertising on PetLifeRadio, with radio commercials within each show along with companion banner ads across the PetLifeRadio.com website will be great exposure to millions of pet owners and pet lovers worldwide.

Our many talk shows have a global reach with over 7 million listening impressions per month and growing!

- Pet Rescue
- Pet Health
- Training
- Pet Fashion
- Pet Culture
- Pet Products
- Pet Travel
- Entertainment
- Pet Books & Authors
- Pet Business
- Working Animals
- Pet Grooming

Our 24/7 live radio stream broadcasts worldwide to over 250 million subscribers!
Our 7 million+ listeners want to buy your pet product!

**AUDIO ADS**
PetLifeRadio is a podcast and live radio network, broadcasting to listeners interested in animals and pets. We offer you professionally produced audio ads (radio commercials), which are placed in all of our programming, or just in specific shows, depending on your choice.

**AWARD-WINNING COPYWRITERS & PRODUCERS**
We have award-winning copywriters and commercial producers right here on staff at Pet Life Radio! We will create an awesome 30 or 60 second radio commercial and it will run during the commercial breaks of our shows, and/or you can sponsor an entire show and have your ad run at the beginning, middle and end of a specific show or shows.
WE'RE IN YOUR CAR!

PET LIFE RADIO ADVERTISING IS THE WAY TO GO ... ON THE GO!

We're on all the streaming apps

iHeartRadio
Audacy
TuneIn
Stitcher
Aha
There is no other pet related media that is as large and reaches more pet parents and pet lovers than Pet Life Radio! **None.** Not magazines, not newspapers, not other smaller radio stations or pet radio shows. And much less expensive than TV ads. Next time you’re out on the street or on a plane, train or bus, notice how many people have earbuds on and are listening to their smartphones or tablets.

*The U.S. podcast audience could double by 2021 - Nielsen 2020*
Pet Ownership (APPA 2021-2022)

Number of U.S. Households with pets (millions)
Total Number of Pets owned in the U.S.

```
BIRD: 10M
CAT: 45M
DOG: 58M
HORSE: 69M
FISH (FW): 72M
FISH (SW): 73M
REPTILE: 8M
SMALL ANIMAL: 0M
```

"Want to know the latest trends in carpeted cat furniture? What to do about your dog’s strange skin rash? If you really can train a rabbit to walk on a leash? There’s probably a show on Pet Life Radio to answer these questions — and just about anything else animal lovers would like to know, 24 hours a day, seven days a week."

- South Florida SunSentinel
“Pet Life Radio is like a one-stop shop for all the pet info that you can handle, including a ton of fun and informative podcasts, videos, pet fashion tips as well as health information.”

- popsugar
Show Impressions

Average monthly streams/downloads
Show Impressions

Average monthly streams/downloads
We cover all the major pet events.

Pet Life Radio

HSUS Events
Global Pet Expo
SuperZoo
World Dog Awards
Hero Dog Awards
Puppy Bowl
Dog Bowl
Kitten Bowl
Pet Fashion Week
Movie Premieres
Red Carpets
and many more!
<table>
<thead>
<tr>
<th>Celebrity Name</th>
<th>Guest Name</th>
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<tbody>
<tr>
<td>AJ Cook</td>
<td>Brad Garrett</td>
</tr>
<tr>
<td>Al Roker</td>
<td>Brenda Lee</td>
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<tr>
<td>Ali MacGraw</td>
<td>Burt Ward</td>
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<tr>
<td>Alison Sweeney</td>
<td>Cesar Millan</td>
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<tr>
<td>Aly &amp; AJ</td>
<td>Charles Martin</td>
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<tr>
<td>Amanda Seyfried</td>
<td>Smith</td>
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<tr>
<td>Amber Riley</td>
<td>Charlotte Ross</td>
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<tr>
<td>Amy Schumer</td>
<td>Chaz Dean</td>
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<tr>
<td>Andy Cohen</td>
<td>Christie Brinkley</td>
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<tr>
<td>Andy Garcia</td>
<td>Christopher</td>
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<tr>
<td>Angela Kinsey</td>
<td>Meloni</td>
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<tr>
<td>Annie Duke</td>
<td>Cloris Leachman</td>
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<tr>
<td>Ashley Bell</td>
<td>Danica McKellar</td>
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<tr>
<td>Atticus Shaffer</td>
<td>Danny Trejo</td>
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<tr>
<td>Audrey Landers</td>
<td>David Arquette</td>
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<tr>
<td>Bebe Neuwirth</td>
<td>David Frei</td>
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<tr>
<td>Becca Tobin</td>
<td>Dean Koontz</td>
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<tr>
<td>Bernadette Peters</td>
<td>Denise Richards</td>
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<td>Bernie Kopell</td>
<td>Devo</td>
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<tr>
<td>Betty White</td>
<td>Dick Van Patten</td>
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<tr>
<td>Big Boi</td>
<td>Dr. Marty Becker</td>
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<tr>
<td>Bo Derek</td>
<td>Drew Barrymore</td>
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<tr>
<td>Bob Barker</td>
<td>Ed Asner</td>
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<tr>
<td>Boo Boo Stewart</td>
<td>Edie McClurg</td>
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“IT seems celebrities enjoy visiting some of the programs on Pet Life Radio. The list goes on and is quite impressive.”

-about.com
## Archived Shows

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<tr>
<th>Tails of the City</th>
<th>In A Purrfect World</th>
<th>DSPN</th>
<th>Pets In The City</th>
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<tr>
<td>What Were You Thinking</td>
<td>Jungle Deep</td>
<td>Wynn With Dogs</td>
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<tr>
<td>The Dr. Courtney Show</td>
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<tr>
<td>Vegas Rock Dog Radio Show</td>
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<tr>
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<td>Get Pawsitive Results</td>
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<tr>
<td>The Doggy Dish</td>
<td>Awesome Animal Advocates</td>
<td>Exotic Pet Vet</td>
<td>Travel Tails</td>
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These shows/podcasts are either on hiatus or have ended their run, but they are still being actively streamed and downloaded and are still available for advertising.
Dear Ms. Palika
In a way I feel as though I should be calling you Liz because of the number of times I’ve listened to you on the doggy dog world podcast. First up I wanted to say thank you for all of the awesome tips and tricks of the trade you have passed on over the past 35 or so podcasts, in the lead up to adopting my little boy Malakai. - Gryphon Jackson, Adelaide, Australia
P.S. After your podcast on puppy first aid kits I made one up for my aunt in Victoria it arrived approximately one week before the major bushfires and she was able to help not just her dog but her neighbours dog as well during that hard time, thank you.

Dear Pia,
I am enamored by your podcasts and have been listening to all of them starting from the beginning. I am keeping all the training ones on my ipod and starting from the beginning with my dogs and working with them daily. Before I ask my question, thank you so much for making these podcasts! I love your style, you make training fun! I can’t wait to enjoy them enjoying learning with me! I can’t say enough about how much I appreciate your advice. - Lizza

Dear Susan,
I want to thank you so very much and let you know, because of your show Wrigley has been adopted to a wonderful family. We are so grateful words can not be expressed. Thanks again... - Donna Wilhite, President, RatzenMauzers RMCA Las Vegas

Hi Tom,
I love your Cattitude podcasts. They are interesting & informative. I also really like the tradition of naming according to year. 2008 is F so my kittens are Furby & Frisbee. You can tell a cats’ age by what their name is. Anyway, keep up the good work & I hope to hear from you soon. - Sherry from Hamilton, Ontario, Canada
Hi Brandi,
I love your paranormal pet show and have been listening in Australia for a few years now. I have not been able to find the posting on the St. Petersburg site that you referred to at the end of the podcast. Would you be able to post me the direct link to it? Looking forward to more shows and hugs to the pugs lol. Regards - Louise

Hey there, Dr. Yanong,

Just stumbled upon your podcast and wanted to let you know how much I like it. You get awesome guests and do a great job interviewing them... I'm mostly into fresh water, but have been keeping fish for over 30 years now and have done a little bit of everything... it is educational and often re-educational as you or your guest will remind me of what I once knew. Lot's of 'oh yeah' moments. Since I don't have a community of fish keepers here it's also great for learning about new resources (new to me). Thanks. - Sean

Hi Roy,

BEST AQUARIUM SHOW! Awesome show the doc is a superb host, I believe he could host any type of show kind of the tom merritt of fish. Love the guests very informative I've learned so much please keep releasing new episodes. I love the professionalism of the show AWESOME! - MadMan08

Dear Brent,

This is Nina from Hong Kong. Mo Mo, my little darling, a 16 1/2 year old mongrel passed away last week. Also, I feel sorry to hear about your story with Mike. Can't imagine how difficult it had been for you. Yet it's also because of this experience, you've become who you are today. You're a tool that God used to heal our broken hearts. Keep up with your wonderful job, Brent. Once again, thank you for your encouraging words and stories. I'm sure I'll soon be able to start a new chapter with joy and laughter with my little darling on the other side. I love you Brent.
Hi Bob,

I live in Sydney Australia and wanted to let you and Linda know that I love your podcasts and enjoy hearing all about your lives with your pets! Rest assured that I will be downloading and listening to each of your new podcasts as they appear on itunes. Thanks again for your the effort that you and Linda put into the podcasts, I enjoy them all. - Regards, Karen Riddell.

Dear Liz,

I came across your podcast only recently (I live in Australia and I can't find any Aussie podcasts). I'm hooked. You girls are great. It is terrific listening to friends talking about something they love. Some good info too. I have enjoyed listening to podcasts like yours that have really brought a renewed enthusiasm to have real friends and not just another pet. I can't wait to get my new pup and start the adventure all over again. - Laurie

Dear Dr. Jeff,

Dr Jeff, just wanted to say that I enjoy listening to your program on Pet Life Radio. Best Regards from Melbourne! I am about to get a puppy, is it possible to get a Kong toy? Thanks a lot. - Zan Mc

Hello Mrs. Palika.

My name is Kolby, and I am a young woman who is totally blind. I am working with my new Guide Dog, a female rough coat collie. I listen to It's A Doggy Dog World, and I appreciate the information and knowledge that you and your co-hosts share in every episode. I know that you understand the bond between Assistance Dog and handler from personal experience. My first Guide Dog changed my life. - Kolby G.
Hi Megan,

I love you- you're just awesome! - BW Barkley

Hi Liz!

You are probably going to get a lot more emails from me! I am a huge fan! - Olivia

Hi Tom!

As someone often labeled an "overthinker", naturally I've begun enjoying your podcast before even initial contact with any breeder about my quest to be adopted by a feline flatmate. - MNE

P.S. Should perchance you mention any of this on the show, please, please don't use my name. My divorce is only going ahead b/c he thinks I'm in a coma. Seriously! With my luck and your number of enthusiastic listeners, a non-zero chance is far too chance for me.

Hi Liz!

I have just recently discovered Pet Life Radio and the show that you, Kate & Petra share! I LOVE that you guys bring so much fun and laughter to your podcast! - Julie
Please visit PetLifeRadio.com

For more detailed information and ad packages and rates
email: advertise@petliferadio.com