



Media Kit 2023

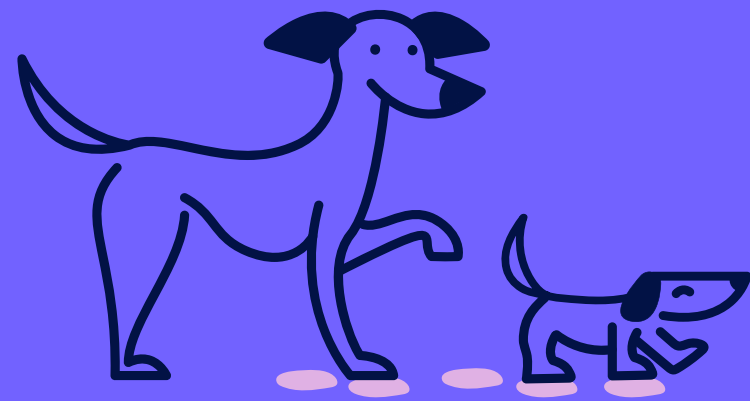
About Us

We're in the peace of mind business.

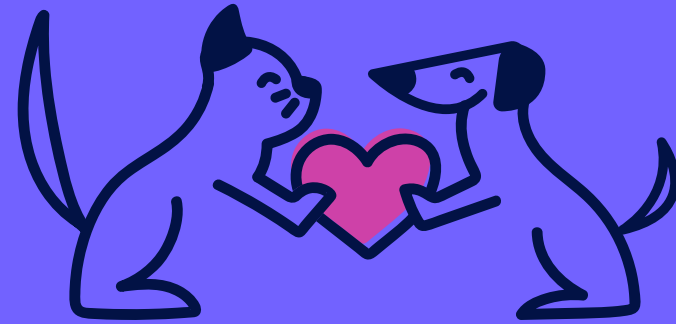
Dan's Pet Care is the #1 pet care service provider to Long Island, Brooklyn and Queens. With over 3,000 clients served and 5,500 animals cared for since our launch in 2009, we have made it our mission to provide our clients with the highest quality of pet care services.



Our Socials



300,000+
Total followers



95+ million
Total reach

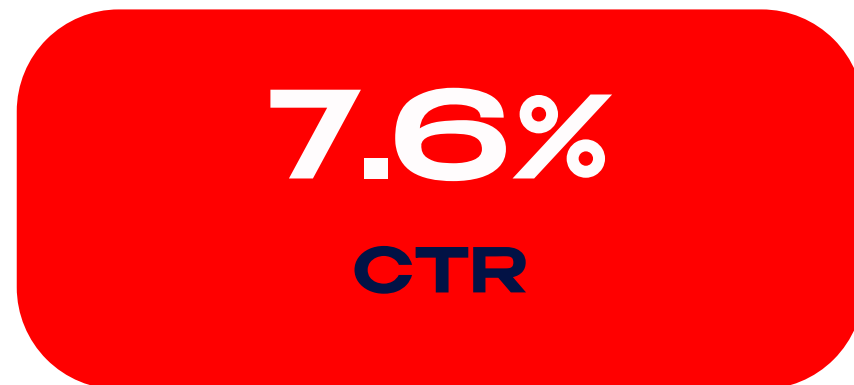
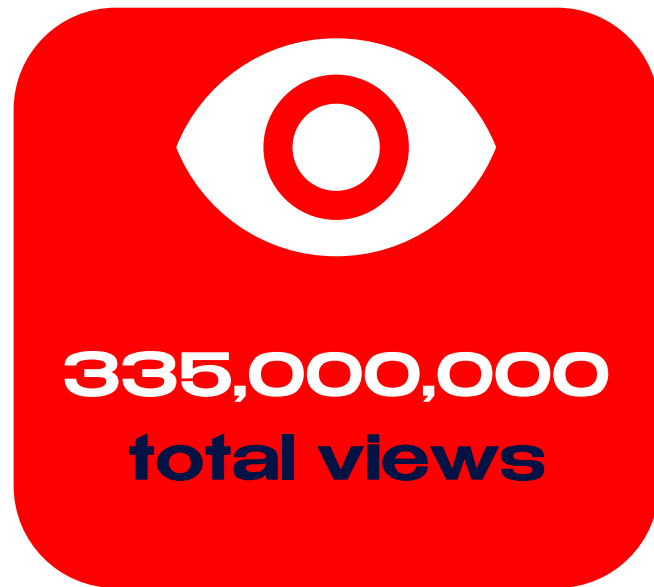


410+ million
Total impressions

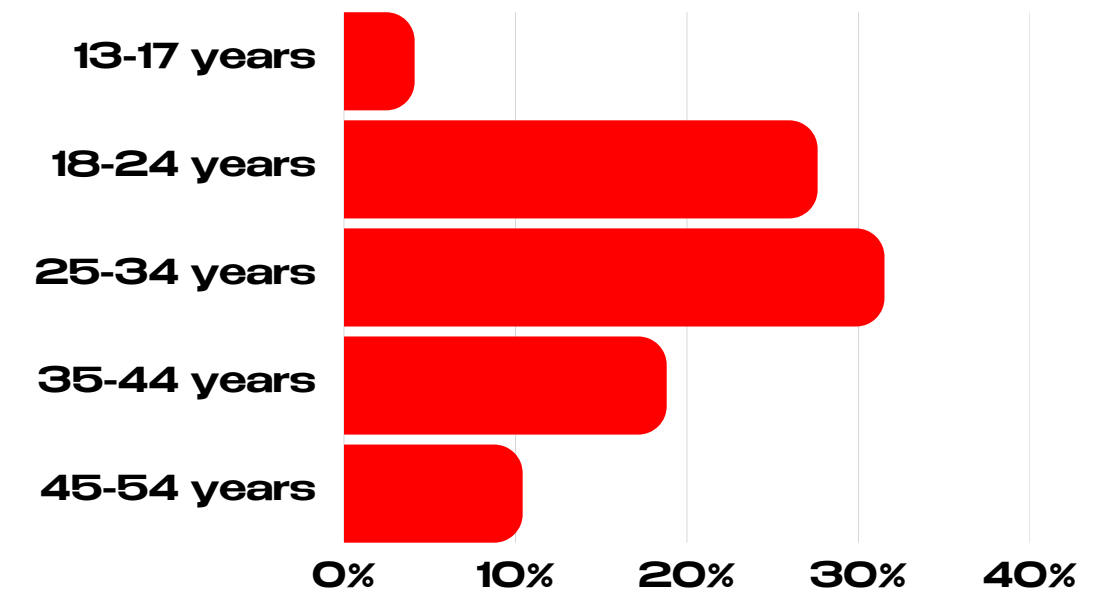
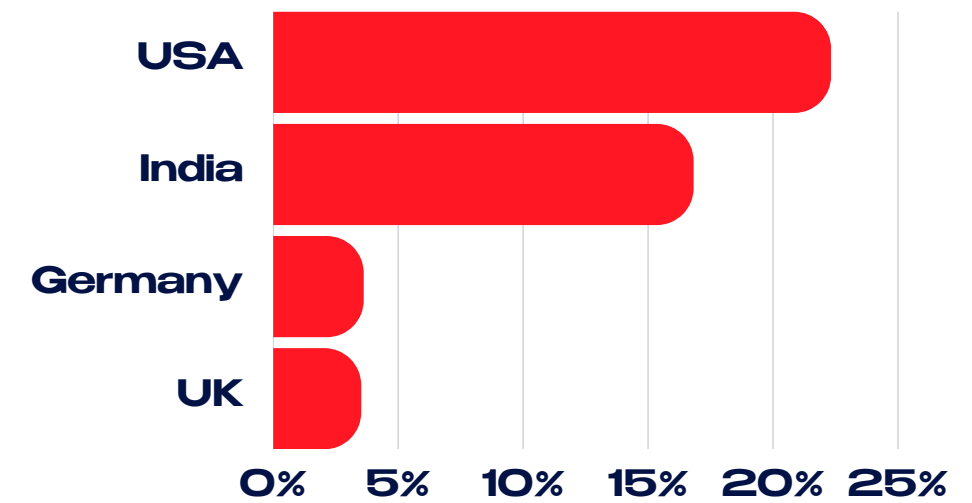
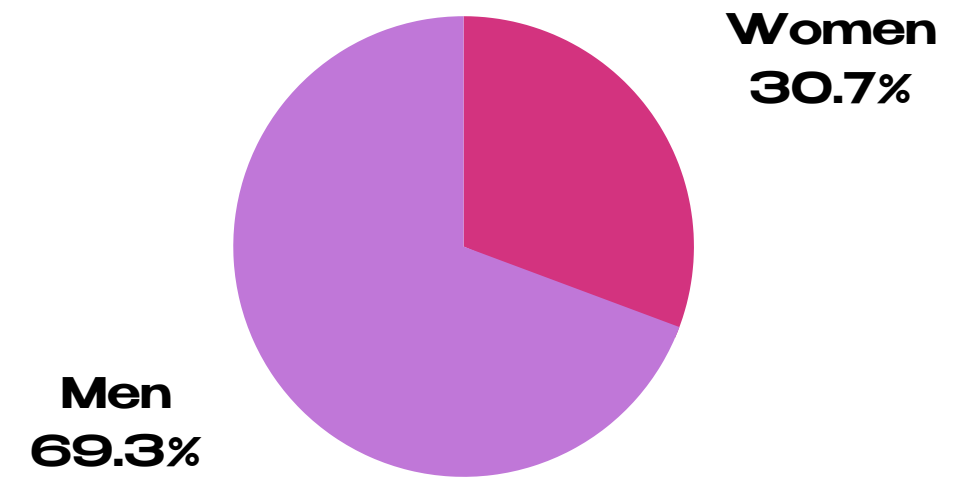


Exponentially growing daily

YouTube



Numbers as of
January 25, 2023





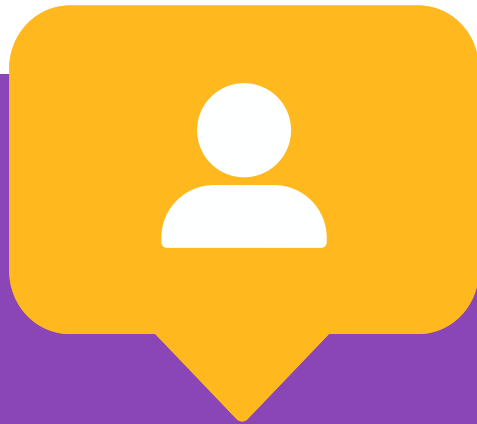
Instagram



Verified
since Nov. 2020

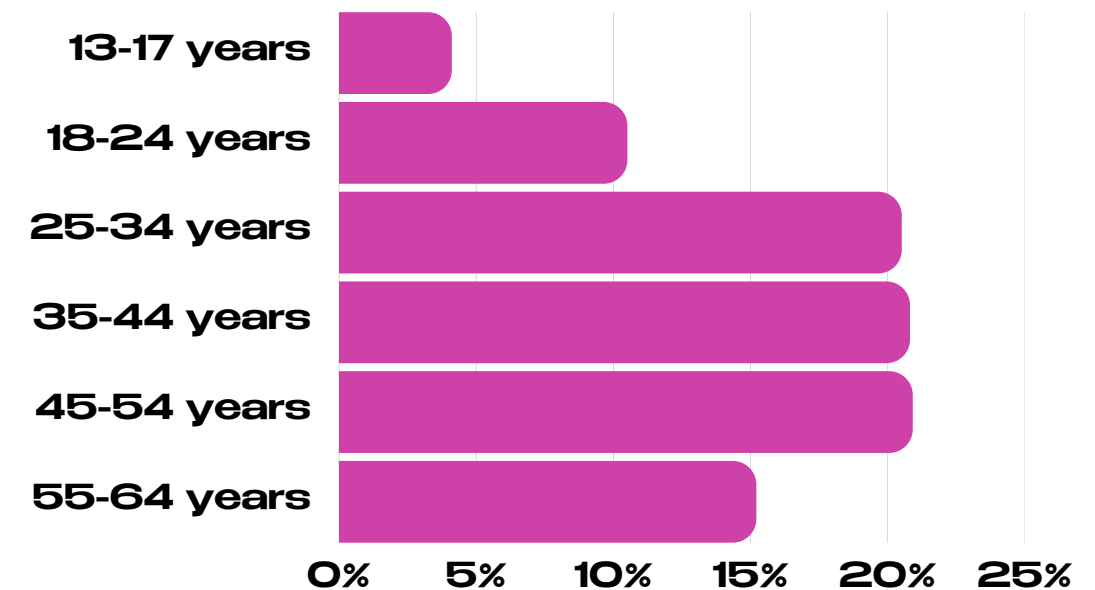
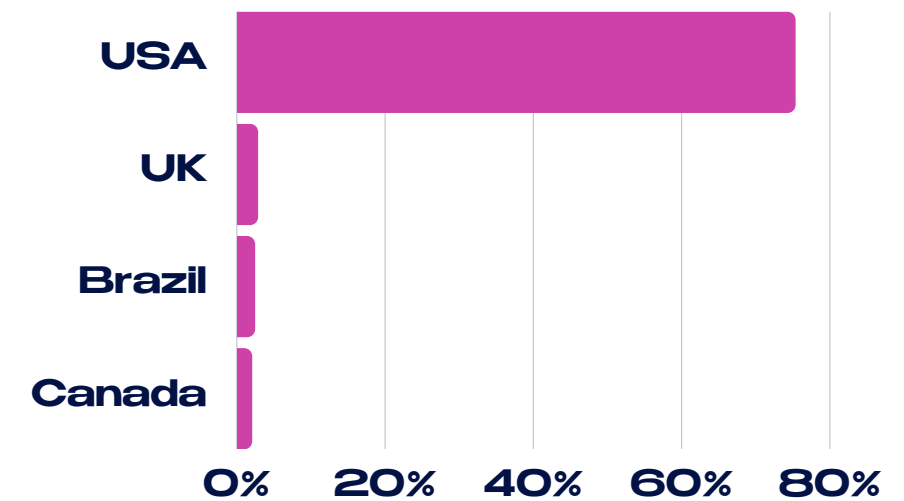
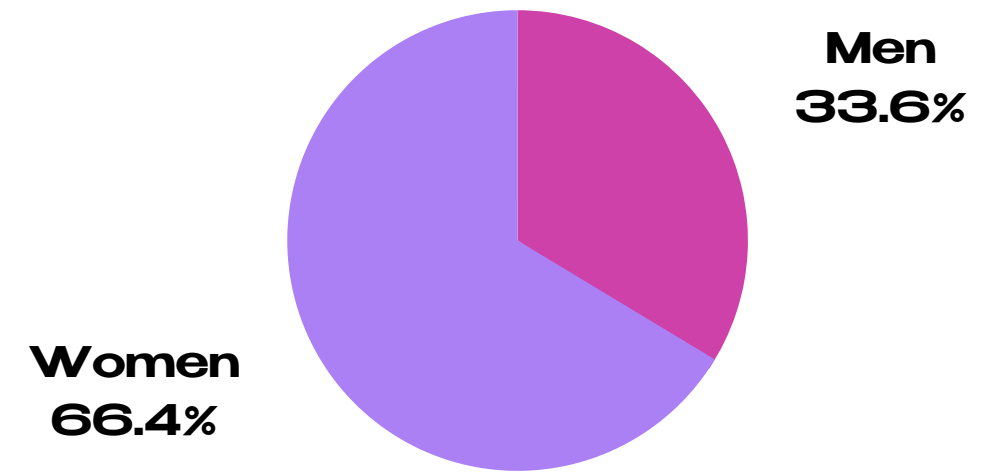


217,565
accounts reached
in 90 days



44,300+
followers

Numbers as of
January 4, 2023



Facebook

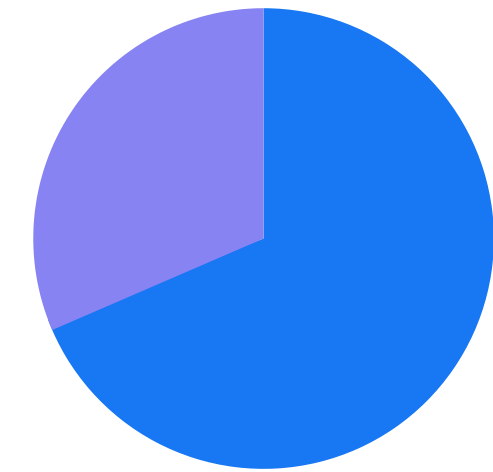

Verified
since Nov. 2020


42,904,933
impressions in
90 days

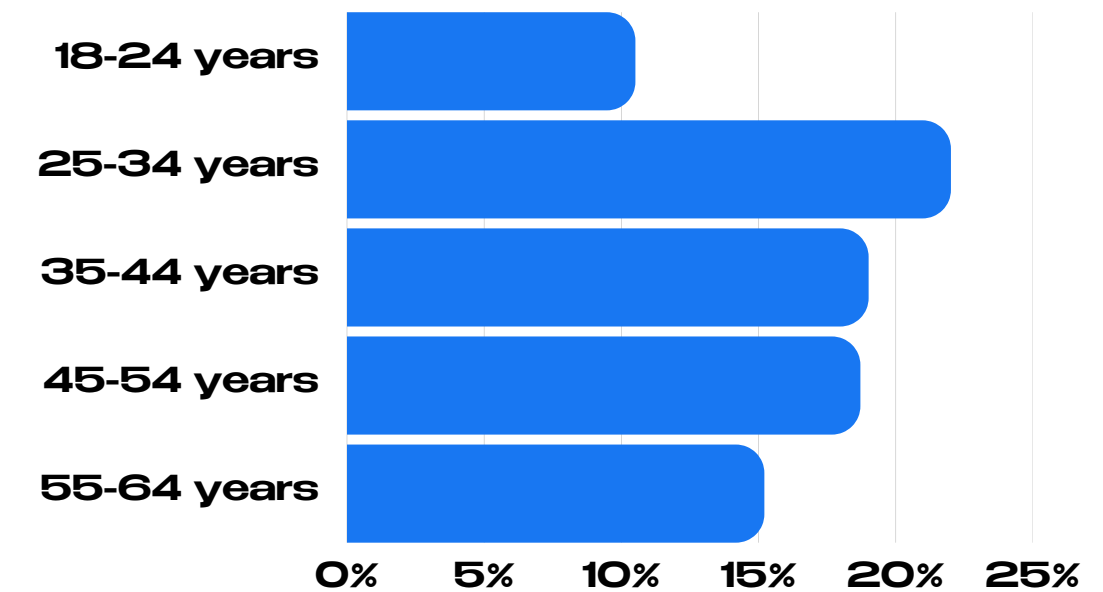
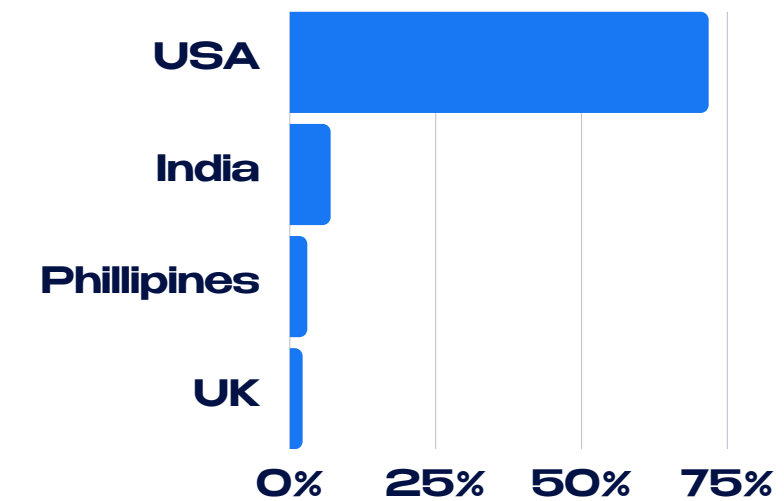

46,550
followers

Numbers as of
January 4, 2023

Men
31.5%



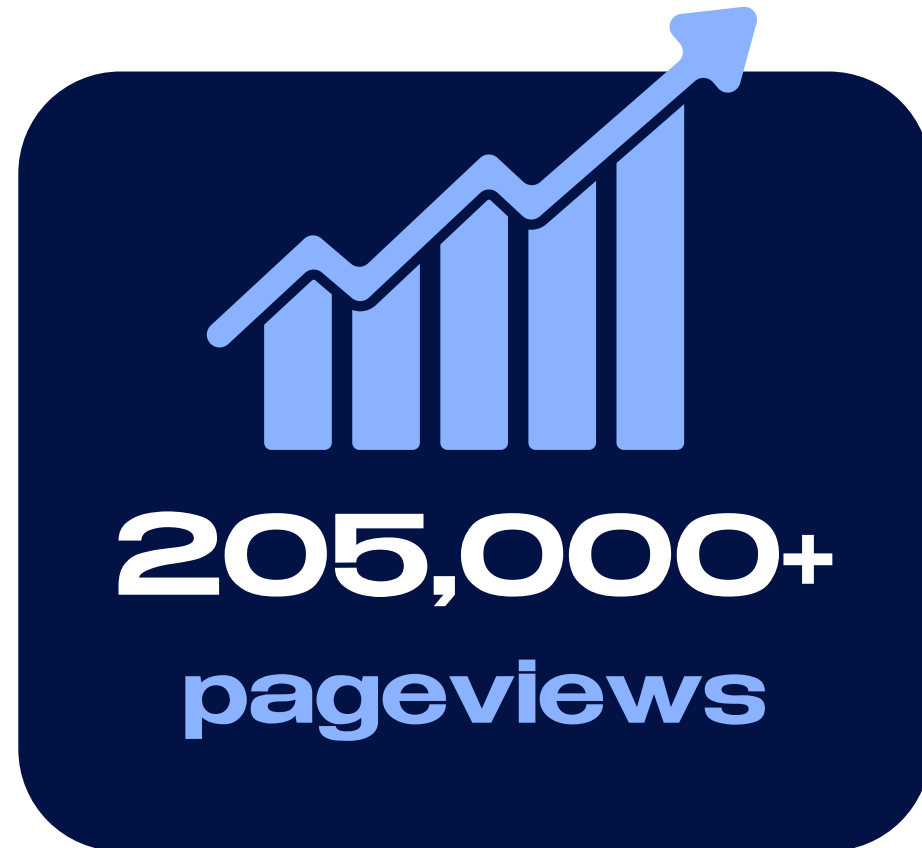
Women
68.5%





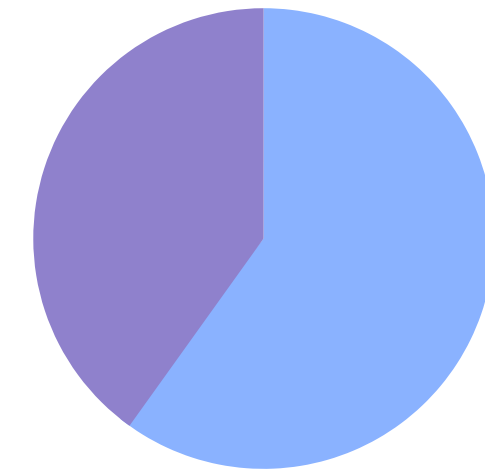
Website

Reaching a niche audience of pet owners in the Long Island / Brooklyn area



Numbers as of
January 6, 2023

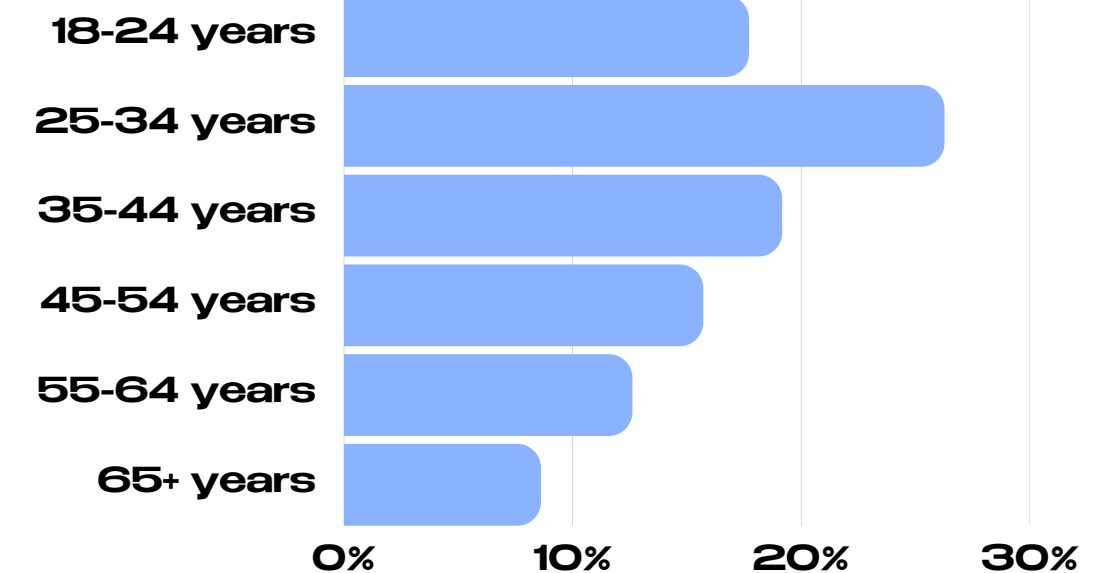
Women
40.1%



Men
59.9%



~\$185,000
average household income



Our Team



Mauro Carignano
Media Director



Daniel Reitman
CEO & Founder



Dan Fothergill
Social Media Manager



Matt Weitzman
SEO Manager

Press



BUSINESS
INSIDER

BuzzFeed



**the
dodo**

THE
HUFFINGTON
POST

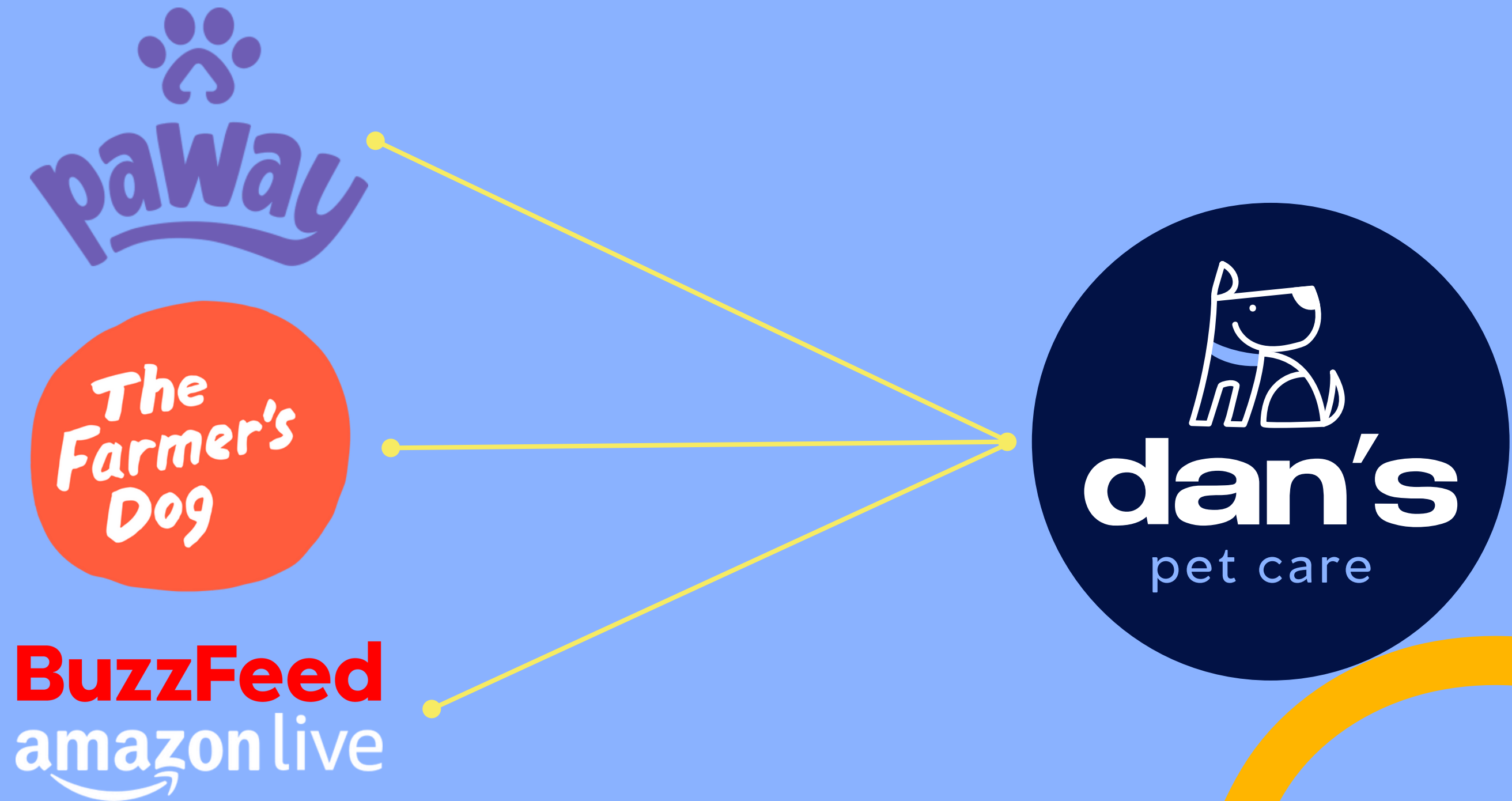


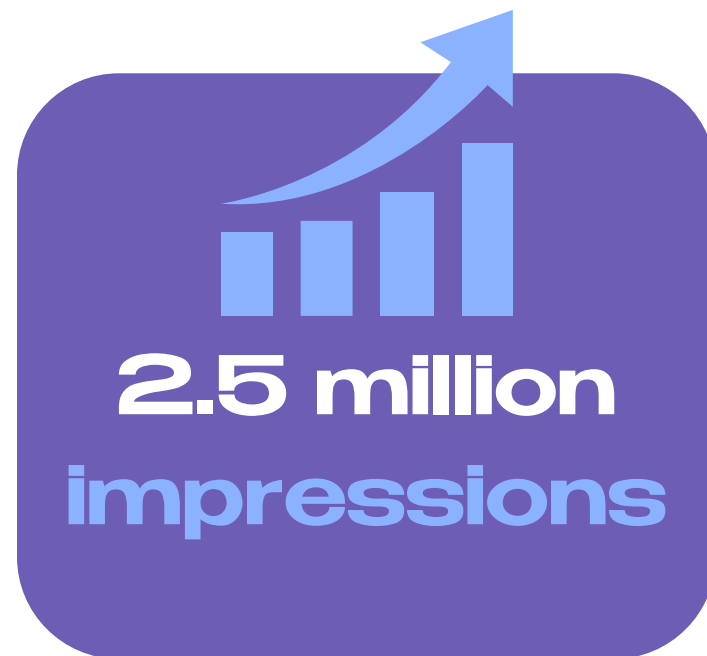
250+
mentions in
articles



255 million
interview
impressions

Case Studies





what we did:

Created Content for the Paway Team
and took part in live TV interviews
(Pix11, KTLA) as a brand representative

Partnership:

We worked directly with Paway to help create brand awareness and trust as an established pet sitting brand supporting this new platform with the goal of creating media awareness and exposure.



Pix11 Interview

**The
Farmer's
Dog**


1,800+
leads
generated


15.4%
CTR


210
purchases


Partnership:

We worked directly with The Farmer's Dog Ambassador team to create and implement content that would create brand awareness from a trusted source and generate new leads.

what we did:

- Email Campaigns
- YouTube Video Shared
- LiveStreams
- Blog Links

BuzzFeed amazon



500,000
total views



1,000+
products sold

Hosted Prime Day and Cyber Monday
with a combined 210,000+ views

Partnership:

We worked worked with teams from both BuzzFeed and Amazon hosting livestreams and creating content to promote these events. The purpose was to drive sales and create awareness of upcoming streams resulting in sales.

products we promoted:

Furbo Cameras
Kong Toys
PetCube Cameras
ThunderShirt
MilkBone Treats
Outward Hound

Interested in working with us?

E-mail

media@danspetcare.com

