



CANINE MASTER CHRIS ONTHANK

2020 MEDIA KIT

Contact:

Celie Tamoney

celie@caninemaster.com

caninemaster.com

caninemaster.com

(202) 650-8400





PARTNER YOUR BRAND WITH A PET INDUSTRY EXPERT

**CANINE MASTER IS MORE THAN A RADIO SHOW...
WE ARE YOUR #1 STOP RESOURCE FOR KNOWING EVERYTHING
YOU NEED TO LIVE THE BEST LIFE WITH YOUR DOG!**

Canine Master Chris Onthank is a widely known expert in canine behavior. His mission is to inform, educate, entertain & encourage all dog owners to live their best lives together.

Chris will be a Brand Ambassador for your products. He stands behind any product he endorses and his listeners trust him to educate them about the best products in the pet industry.

- Canine Master listeners have an affinity for the host and love of the show.
- Great hosts make great reads. Instead of getting a typical 30-second pre-recorded audio spot, podcast listeners hear unique, live ad reads made personal by their favorite host.
- Your brand's message is credible as being backed by the trusted host who is an expert in the pet industry.
- Canine Master listeners are a highly dedicated, engaged audience, who care enough to tune in on a regular basis. They're an informed resource for your colleagues or friends. Podcasts attract people who are much more passionate, and influential.
- Podcasts are downloaded and listened to worldwide.



***From Training Tips, To
Trending Products,
Master the Relationship
with your Pet!***



Canine Master Chris Onthank Launches New PET LIFE RADIO Show featuring rescue correspondent Jill Rappaport

July 2015 - PRLog -- Beginning this week canine behaviorist, Chris Onthank will have a regular Pet Life Radio show focusing on dogs and canine behavior. "My mission is to inform, educate, entertain and encourage all dog owners to live their best lives together". Topics will include training, health, innovative pet products and general information on how to keep dogs happy, healthy and safe.

Onthank's good friend and fellow animal advocate Jill Rappaport will be the guest on this week's show. Jill is best known as a news correspondent but she has also become the voice for the voiceless for animals in need, and is working tirelessly to make a difference by shining a light on shelters across America.

Onthank wants listeners to be part of his show. "I'm your resource for all things improving life with your dog". His website caninemaster.com not only includes many informative blog posts and information about the show but also has a section "Ask the Canine Master" questions where anyone can ask questions and post videos and/or photos of their dogs. He promises to do his very best to respond.

For the past 25 years, Chris' focus has been on dogs. He has raised them, studied them and trained them. He has launched two successful businesses: an 11,000 square foot Canine Center in Norwalk, CT that offers boarding, daycare, training, swimming and grooming and Dog Gone Smart Pet Products that manufactures pet products worldwide. Onthank states "I have had many animals in my life but my love, let's be honest, is really dogs. I love dogs! I love everything about them. My passion is to share my love and knowledge of dogs with you so that you can make life with your pet easier and more enjoyable".

"Think of this as your training and lifestyle resource for your pet—I will help you MASTER your relationship with your dog".





Make the Host Your Advocate

The podcast host is your advocate, ambassador, and endorser. You want the host to know and understand your product well so that he's invested in your success. Keep in mind that podcast ad reads are not like typical radio commercials. (And that's why we like them, right?) Many hosts don't read ads verbatim, but rather use your key message points as a launching pad to tell their listeners about your product or brand in their own particular style.

Podcast ads are native, integrated seamlessly into the show.

Great hosts create ad reads that are entertaining and engaging, making the spots part of the podcast, not a break.

Listeners pay attention to podcast ads

They don't skip ads, because they don't want to miss out on any part of the show. Fans often cite ad reads as some of their favorite moments. By comparison, when an ad comes on the radio, listeners jab at the preset button to change stations. Podcast listeners are opt-in; they intend to listen to the whole show.

Listeners trust their favorite hosts

They develop relationships with podcast personalities over the course of dozens of hours of intimate listening time. Listeners maintain those relationships because they trust the people they listen to every week.

Podcast ads are endorsements

When a host presents your product or service, he is leveraging the trust that he has cultivated with his listener over time and applying it to your brand or service. Canine Master only reads ads for brands and products he believes in and can endorse sincerely.

Listeners buy products from podcast ads

An amazing 63% of podcast listeners have bought a product they heard advertised on a podcast.





The Power of The PODCAST



Podcasts are the most **mobile media** because shows are consumed anytime and everywhere.

Podcasts are **on-demand**, letting listeners consume them on their own schedule, without being confined to a broadcast grid.

Listeners binge-listen. 93% of podcast listeners say they listen to most or every episode of a podcast they subscribe to.

Research says the typical podcast listener consumes on average six shows per week. And we expect that number to keep growing

As of January 2018*:
77% of American adults have a smartphone
53% of American adults own a computer
(*2018 Pew Internet Project)



ABOUT US



Pet Life Radio is the largest and #1 award-winning pet 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! There are over 7 million monthly on-demand listeners.

Pet Life Radio is available on-demand from the PetlifeRadio.com website, iTunes, Google Play, Spotify and over 30 podcast distributors. On the cutting edge of technology, our live 24/7 live radio stream is broadcast worldwide to over 150 million subscribers on the PetlifeRadio.com home page as well as to smart phones, mobile devices, Xboxes and cars through iHeartRadio, TuneIn Radio, Stitcher Radio, iTunes Radio, Aha Radio, Agogo, Streema, iStream Radio, and ooTunes Radio.

Pet Life Radio recently 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 is enjoyed by over 7 million monthly on-demand listeners!



Some recent guests have included Jennifer Aniston, Owen Wilson, Rachael Ray, Betty White, Ali MacGraw, Paris Hilton, Brad Garrett, Steve Wozniak, Dean Koontz, Ryan O'Neal, Andy Garcia, Lisa Vanderpump, Cesar Millan, Katherine Heigl, Fred Willard, John O'Hurley, Tim Conway, Alison Sweeney, Vanessa Williams, Glenn Close, James Caan and many more!

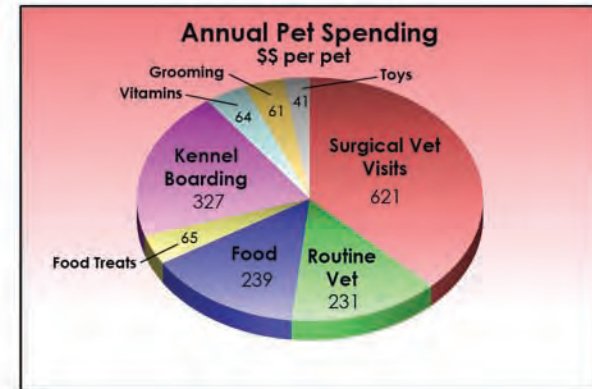
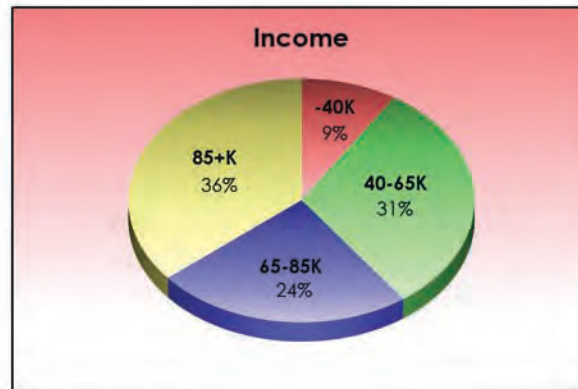
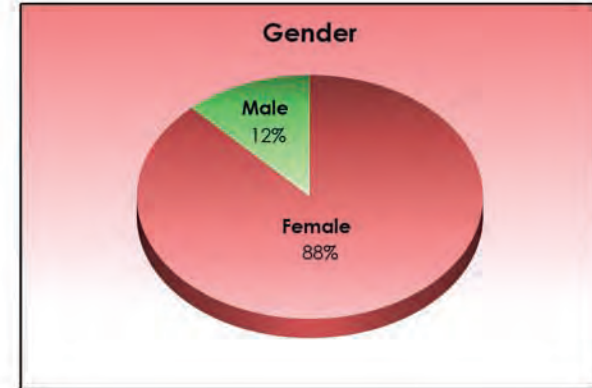
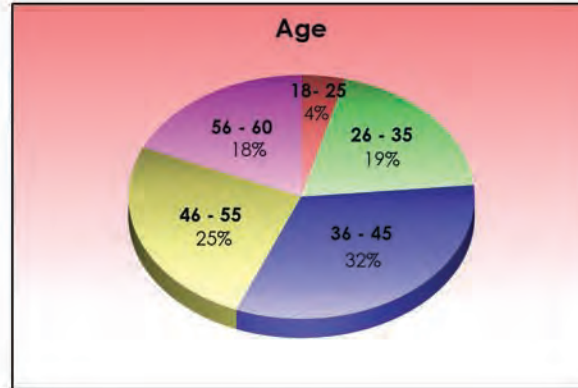
“Master the
Relationship
With your Dog.
From the
Relationship
Come the
Results!”

~
Chris Onthank

OUR LISTENERS



PET LIFE RADIO
PET LIFE RADIO
PET LIFE RADIO
PET LIFE RADIO
PET LIFE RADIO
PET LIFE RADIO



"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 videos, pet fashion tips, as well as health information" - *popsugar*

PET LIFE RADIO

P.O. Box 26485

Ft. Lauderdale, FL 33320

954-547-0941

sales@petliferadio.com



The advantages of advertising in our shows include the fact that because just about all listeners to Pet Life Radio own pets, you're hitting the bull's-eye with your target audience. You're reaching only the people you want to use your product or service!

Also, unlike regular radio & TV commercials that play and then disappear until the next airing, commercial spots in Pet Life Radio shows become part of the episode and are contained within the show. The shows are accessible, and archived forever on the PetlifeRadio .com website and in iTunes and will be available to listen to for years to come. Since your ad is hardwired into the show, anytime someone accesses those shows, they will hear your commercial.

Our 24/7 live radio stream broadcasts worldwide to over 100 million subscribers!

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 weekly talk shows have a global reach with over 7 million listening impressions per month and growing ... and cover everything from pet health, training and obedience to pet fashion, pet products, pet travel and more, from the most prestigious and well-known pet professionals in the industry.

“Your [Pet Life Radio] program is the best canine information source. You provide excellent insight to dog behavior and thought process. Thank you!”
Baceliza M.



Available on
iTunes



Google play

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. You'll also receive online ads which appear either across the network, or on specific show pages on the website.

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.

Hey, we can even write and produce your very own commercial jingle!

Of course, if you already have a produced radio spot for your business, we will be happy to play that! Visit our site at PetlifeRadio.com, and click on the "Advertise" link, where you can listen to ads our in-house advertising department recently created for online advertisers.

We're in your car.



NOW ON
PET LIFE
RADIO



Why Pet Life Radio Advertising is the way to go... on the go!



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.

Digital Radio (online and mobile) continues to see the largest growth rate. Radio reaches more than 90% of the U.S. population each week (*Nielsen 2017). Talk Radio is the #1 radio format. Nielsen found that consumers who were exposed to ads on the radio had a 35% higher awareness of the TV ad than those who only saw it on T.

Pet Life Radio is carried by iHeartRadio, Android Auto, TuneIn and Stitcher which puts us in all makes of cars!

