



BlogHer and BlogPaws Join Forces to Serve the Rapidly Growing Online Pet Enthusiast Community

500 blogs in the BlogPaws community will serve the avid interests of BlogHer's 13 million dog owners and 10 million cat owners

Belmont, CA; May 26, 2011 – [BlogHer, Inc.](#), the leading participatory news, entertainment and information network for women online, and BlogPaws, the internet's premier community for pet bloggers, announced today their new collaboration. BlogPaws' passionate pet blogging community will work with BlogHer, the largest publisher of women bloggers on the web, to raise the profile of pet enthusiasts who write about the animal family members in their lives. This partnership will create marketing and revenue opportunities for their blogs and better serve these two passionate communities of pet lovers.

Of American households, 62% own at least one pet, and BlogHer's community is more likely than the average woman online to care for at least one pet at home. Today BlogHer reaches 13 million dog owners and 10 million cat owners every month. *(Sources: American Pet Products Manufacturers Association's National Pet Owners Survey 2009/2010, Nielsen @Plan)*

Working together, BlogHer and BlogPaws will launch a new Pets section on [BlogHer.com](#), featuring content and headlines from BlogPaws' 500 bloggers as well as related writing by BlogHer's 2,500 bloggers, and their combined audience of more than 26 million monthly readers. In addition, BlogPaws bloggers will be invited to add a co-branded publishing unit to their blogs that includes branding, advertising and marketing elements designed to feature marketing partners and community news.

"The passion of BlogHer and BlogPaws pet owners is creating one of the most supportive communities I've seen," said Lisa Stone, CEO and Co-founder of BlogHer Inc. Noting that BlogHer's recent Nielsen study showed more than half of U.S. women blog readers have purchased a product based on a blog recommendation, Stone added, "We know that trusted blog recommendations drive reader purchase, and we're excited to find in BlogPaws a level of quality conversation and writing that matches BlogHer's own. Together, we're excited to work with marketers and brands who appreciate this community's value and power."

"We are excited to learn about the collaboration between BlogHer and BlogPaws," said Yeechin Harvey, Iams Marketing team. "Our pet passionate consumers are increasingly searching for information online on how to better care for their four-legged family members. This collaboration allows the pet blogger network to reach more of those pet passionate consumers and provide the quality content they are seeking."

"BlogPaws is thrilled to work with BlogHer, bringing together our two vibrant communities," says Yvonne DiVita, co-founder of BlogPaws. "It's a natural fit because, like the women of BlogHer, our growing pet blogger network is made up of dedicated, vocal and supportive bloggers who love connecting with fellow bloggers, brands, and pet people from all over the world. This collaboration gives our bloggers another way to share their passion for their pets, online and off."



About BlogHer

Reaching more than 25 million women each month (Nielsen Site Census, January 2011), BlogHer is the leading participatory news, entertainment and information network for women online. Founded in February 2005 by Elisa Camahort Page, Jory Des Jardins and Lisa Stone, BlogHer's mission is to create opportunities for women who blog to pursue exposure, education, community and economic empowerment. Today BlogHer creates opportunities for members via a community hub (www.blogher.com), annual conferences and a publishing network of more than 2,500 qualified, contextually targeted blog affiliates. BlogHer provides the highest quality content on a range of topics, with all blogs continually edited to meet strict editorial standards, including content quality, category relevance and blog frequency. BlogHer enjoys a strategic partnership with iVillage, part of Women@NBCU. BlogHer's investors are Venrock, GE/NBC Universal's Peacock Equity Fund, and Azure Capital Partners.

About BlogPaws

BlogPaws is the premier online resource to help pet bloggers, brands and pet enthusiasts connect digitally, build their online presence, enhance their social networks and give back to the community. In addition to its dynamic web-based network, BlogPaws brings this passionate community together for annual live events. This year's conference, BlogPaws 2011, will be held August 25-27 in Tysons Corner, VA. To learn more, please visit:

<http://www.blogpaws.com>.

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