



**For immediate release**

## **HealthyPet® and e-Friends for DVMs™ Join Together to Offer...**

### **e-Friends Customers a Special Free Two Month Subscription to HealthyPet Magazine**

**Los Angeles, CA – January 2008** – HealthyPet® Magazine and e-Friends for DVMs™ have joined together to market HealthyPet Magazines directly to e-Friends users.

Currently, thousands of veterinarians send HealthyPet Magazine to their clients as a great way to remind clients of their annual visits. Published four times a year, HealthyPet Magazine is a collaboration of veterinarians, industry experts and trusted partners providing important education on pet care. Key topics include preventative diseases, wellness, nutrition, dental health, behavior and more

“We are thrilled to be working with e-Friends for DVMs on this marketing initiative,” says Doug Drew, publisher of HealthyPet Magazine. “We work with more than 4,000 hospitals to help them distribute a quality magazine to their clients and it’s been a success because veterinarians don’t have time to create content on preventative care and wellness. But most importantly, veterinarians trust HealthyPet with their key asset, their client list.”

So how do clients get a copy of HealthyPet? Unlike magazines that need subscription or newsstand distribution, HealthyPet is delivered to the pet owner from their veterinarian adding credibility to the information being ushered into the home. Veterinarians send the magazine as a way to educate their clients and provide useful tips on wellness and preventative care during the year. Each magazine comes with a custom wrap addressed directly to the pet with reminder information such as, “Daisy, your annual check-up is coming up, call us today.”

In addition to the sending the magazine to a veterinarian’s clients, a free email reminder that the magazine will be arriving soon can also be sent to pet owners. This raises the pet owner’s level of awareness that the pet’s reminder is on the way and that an appointment should be scheduled.

“HealthyPet produces and mails the magazine, a convenience for veterinarians that need to be focused on practicing medicine,” adds Drew.

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#### **About HealthyPet Magazine**

Launched in 1999, HealthyPet publishes four times year and has brought a mixed dose of advertisers from Bayer Animal Health, Pfizer Animal Health, Veterinary Pet Insurance to Hill’s Pet Nutrition. Each cover features a celebrity and their pet and each issue discusses key pet topics such as preventative care, wellness, nutrition, behavior and more. Previous celebrity covers include Vanessa Williams, Regis Philbin, James Brolin and the cast of 7<sup>th</sup> Heaven. You can learn more about HealthyPet by calling (877) 596-1919 or visiting [www.healthypetmagazine.com](http://www.healthypetmagazine.com).