Hello There!

I'M LAUREN FARRICKER

First and foremost, I am the passionate pet parent of Pixie, Duke, and Gus. I believe that dog owners want to give their pup the best life possible. They need trusted resources to answer their questions and allow them to learn about companies, experiences and organizations that reflect their modern sensibilities.

Over three years ago I set forth with one goal: create a community of dog owners that reflect how I would want to be spoken to in the 21st century. For modern dog owners, your dog is your life and your child.

Modern dog owners embrace health and wellness to improve the quality of their pup’s life. Pet companies need to ensure that they are speaking to pet parents in a manner that inspires them to want to open their home to their products or services.

I can’t wait to hear what you envision, how you plan to team up, and what your plan is to speak to modern dog owners in a compelling way. I hope that we can work together, support one another, and make an impact as a team.

Now, let’s make it happen!
The Blog...

After I owned my dog walking and pet sitting business for years in Seattle; I realized that people had so many questions about how to provide the best life for their pup. Consumers want exposure to product options beyond what they see in major pet retail chains. They resort to social, word-of-mouth and other pet owners for unique products, services and experiences that match their lifestyle.

I created a platform to share articles, engaging content, and product reviews to provide value to other pet owners. Over the years the readership has continued to grow and the content has evolved into a larger footprint and an increased emphasis on sustainability, dog events, Adopt Don’t Shop, and companies giving back. I also compile entertaining interviews with Insta-famous dogs. I enjoy curating content that makes me smile, laugh and inspires me daily.

The STATS

2,500 + monthly page views

1,500 + unique monthly visitors

65.5% returning visitors

34.5% % new visitors

50% mobile readerships

80% readers from social media (Facebook & Instagram)
Let’s Get Social

What goes better together than dogs and Instagram? Nothing!

I have created a fun, dynamic and engaging way to highlight the Woof Republic community across social media channels. The Woof Republic community is a group of pups and owners who share their photos, their milestones, and trust Woof Republic to share these moments with other passionate pet owners. Woof Republic is a press partner to Insta-famous dogs, celebrities and pet businesses.

What can you expect?

A quality, high-end, naturally lit, professionally shot and styled image of your product or service. You’ll get an authentic, excited, engaging caption, and a genuine desire to share you with my audience!
The Podcast

The Woof Life Show is a podcast for dog lovers, created by a dog lover. My podcast covers topics including: dog products, businesses, inspirational stories, exclusive interviews, travel recommendations, petcare, entertainment, and more.

This platform strives to create human connections by sharing stories of the impact that dogs have on our lives.

Notable guests include: Sophie Gamand (Pitbull Flower Power), Tinkerbelle the Dog, cast and crew of SuperPower Dogs on IMAX, The Super Collies, Andrew Muse (Muse Productions), and so many more coming soon.

Podcast Sponsorships:

Podcast native endorsement reaches listeners quickly and is becoming a popular way to advertise through authentic brand storytelling. I will work with your brand to test the product in advance so that I can speak to the product in a compelling and authentic manner.

An Entire Episode Sponsorship is $150

A 15-second Pre-Roll Sponsorship $40

A 60-second Pre-Roll Sponsorship $70

** PRICING FOR THE WOOF LIFE SPONSORSHIPS ARE VALID THROUGH AUGUST 2019 **
Price List

FEATURED BLOG POST

Featured blog posts are posted one time at the editor’s discretion. Day and time can be discussed and scheduled accordingly. Product or service reviews are most common for this option.

$200 per post

AD ON WOOF REPUBLIC

Ads are placed directly on the blog. Dimensions are: 300 x 250 pixels.

$250 per month

SOCIAL MEDIA ENDORSEMENTS

Social media endorsement reaches readers quickly and is becoming the most popular way to advertise. This rate includes endorsement of service/product on Facebook, Instagram, Twitter, and Pinterest. Social media endorsement could take the form of a sponsored giveaway.

$150 per post

SPEAKING ENGAGEMENTS

Lauren brings an influential perspective as the voice of modern dog owners. Speaking engagements can include pet industry panels or as an ambassador on behalf of your brand at events. Travel costs to be negotiated separately.

$1,000 per event

MARKETING CONSULTATION

Brands can receive one-on-one consultation from a millennial pet owner who has worked for years in the space. With a keen understanding of market needs, Lauren partners directly with brands to provide feedback, consultation, and execution.

Pricing varies per project and needs

Who follows Woof?

WOMEN, 25 - 40, USA

Woof’s audience is primarily female dog owners. They are passionate dog owners who view their pup as their child. These users tend to be college educated and are more affluent. They are willing to invest in their pup, seek high quality products, and they want to hear about companies giving back to dogs in need. They also seek out dog content that makes them smile and laugh because let’s be honest, dogs are funny.

Things to note:

All posts subject to approval and may be declined based on brand image or interest at requested time. Pricing for services is subject to change.
Thank you so much! I can’t wait to collaborate!

How To Partner

LET’S DO THIS

All sponsorships and collaborations are on a first come, first serve basis. To get your product or service lined up for a collaboration, please email: lauren@woofrepublic.com and include your product or service, your website, and what you envision for the sponsorship.

Please allow 24-48 hours for a reply. I’m so excited to team up with you and work together to make a difference!

LAUREN@WOOFREPUBLIC.COM
WWW.WOOFREPUBLIC.COM

AS SEEN IN:

Buzz Feed
pet food express
FirstMate PET FOODS
Heed Foods
SURFDog
SO CAL CORGI NATION