



petmoments



**Happy Pets,
Happy Life**



About PetMoments

PetMoments is a UAE-based digital platform designed to help pet owners make smarter, more responsible decisions through expert-backed content, tools, and community support.

[Visit the website](#)





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Why PetMoments?

The Gaaaaaaap in Pet Content

01.

**Too much random,
unverified content**

**Pet parents are left searching, guessing,
and cross-checking.
PetMoments fills that GAP.**

02.

**Too little expert-led,
practical guidance**

03.

**Almost no platforms
combining education
+ lifestyle + utility**





Expert-led
(not random content)



Building a COMMUNITY

What Makes PetMoments Different?

Real-life pet parenting guidance





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Pet Care & Health

Training & Behavior

Adoption & Responsibility

Nutrition

Lifestyle (travel, fashion, experiences)

Real Pet Stories



Content Pillars



Who do we reach



Pet Parents

Lifestyle

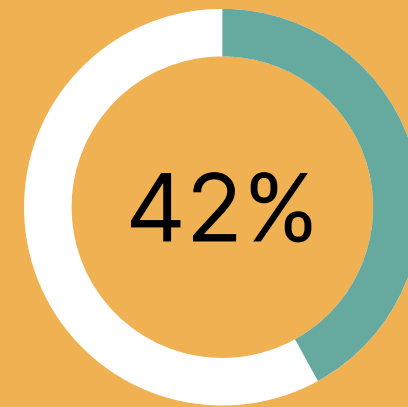
Urban UAE residents (66% in Dubai)

Age

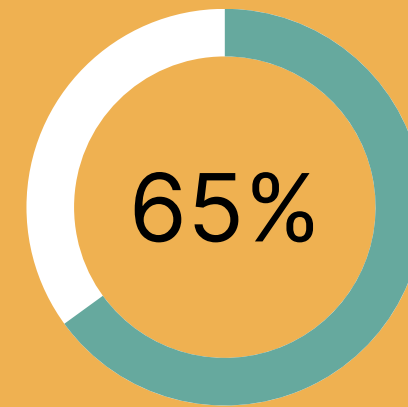
Millennials & Gen Z

Behaviour

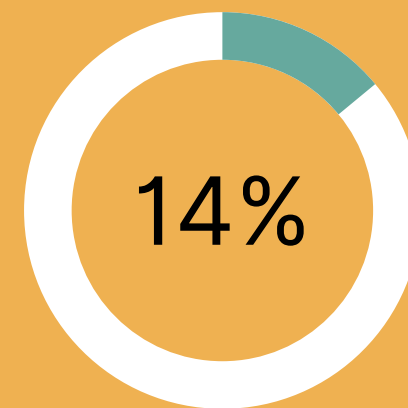
High emotional + spending engagement



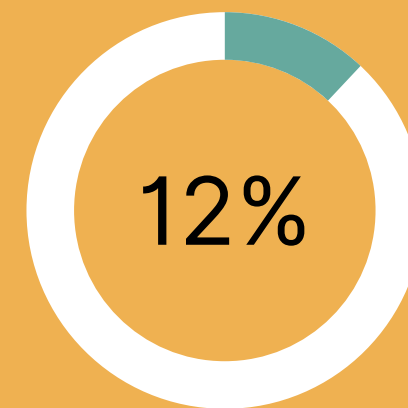
Dog Parents



Cat Parents



Birds Parents



Others Pet Parents



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Multi-Platform Reach

Website

Banners, SEO & articles

Social Media

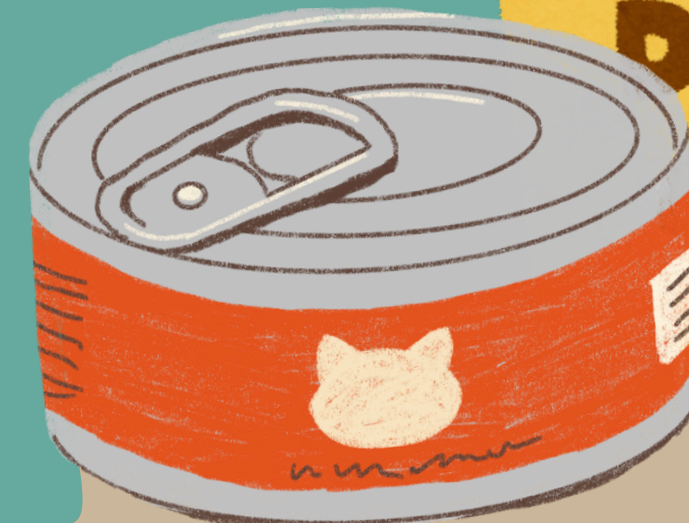
Instagram / TikTok / Snpachat

Video content

Keeps pets hydrated.

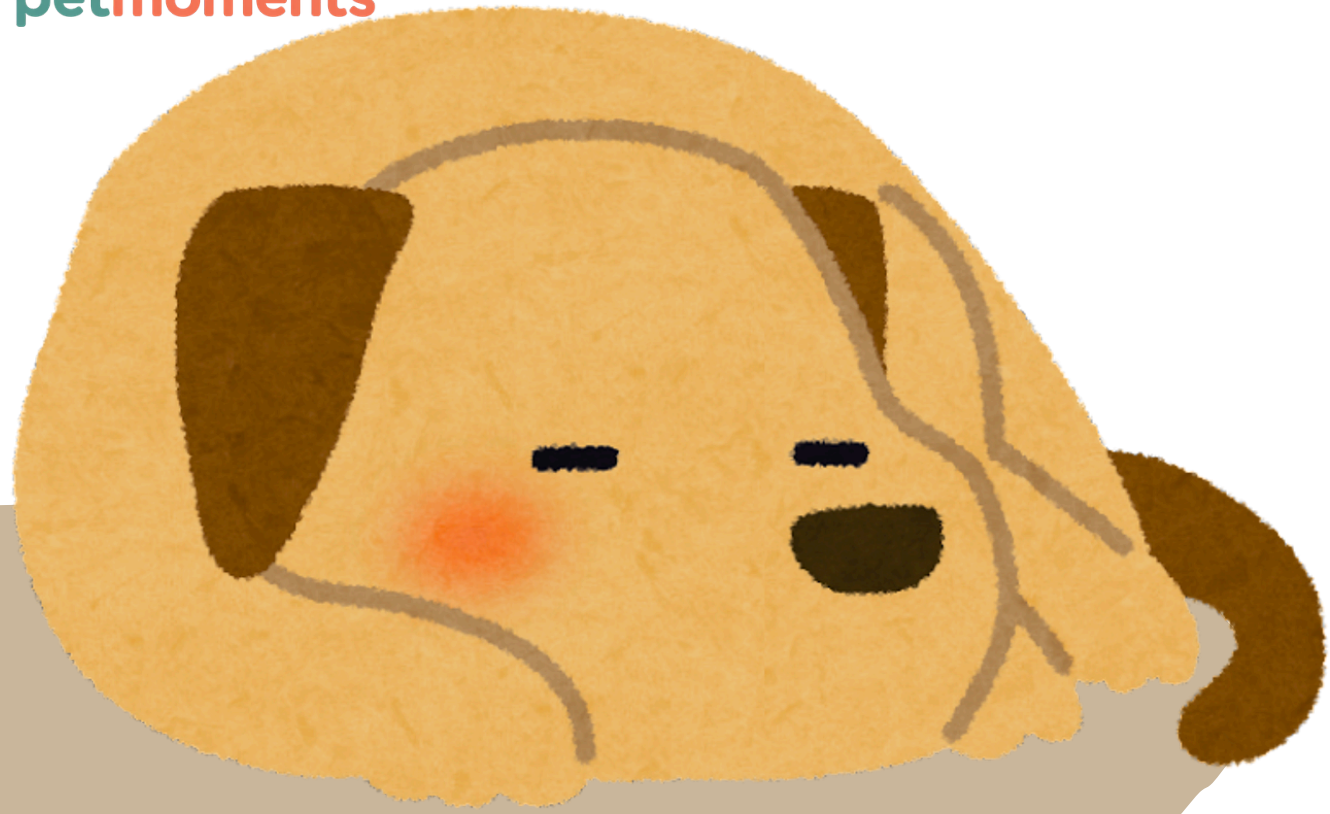
7awi ecosystem

Amplified through 7awi Media Group ecosystem





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How We Tell Stories?

01.

Articles

03.

Educational content/Podcasts

05.

Interviews

02.

Reels / short videos

04.

Social storytelling

06.

Community-driven content





Partnerships Opportunities



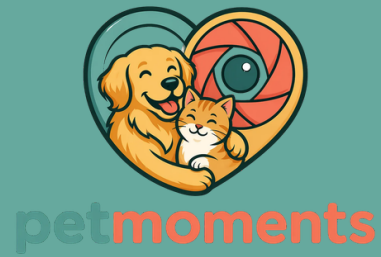
Content collaborations

Brand integration in articles

Social media exposure

Editorial storytelling





Advertising rates

Channels	Details	Rate
Website	Homepage Takeover (1 month)	\$1950
	Article	\$1750
Social Posts	Story (max 15sec on IG & FB)	\$250
	Story package (up to 5 stories on IG & FB)	\$1000
	Full Carroussel (IG)	\$2000
	Carroussel Listing (IG)	\$750
	Reel (video provided - IG, FB & Tiktok)	\$1750
	Reel (production + posting - IG, FB & Tiktok)	\$2500
	Stories + Reel Live reporting (same day posting IG)	\$3500
	Highlighted story (up to 5 stories - 1 month - IG)	\$2500
	Collab Post (IG)	\$750
	Pinned Post - 5 days (IG)	\$1250





Sponsorships Opportunities



**Create
WITH us,
not just
advertise**

Sponsor a content series

**Sponsor a category
(nutrition, care ...)**

Branded campaigns

• Always-on brand presence



***Prices Upon request**



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Your Brand x PetMoments Care Guide

Adoption Awareness Campaign

Online Pet Parent Challenges

Expert-led series by [Your Brand]

Vet & expert collaborations

Offline pet experiences & events

*Prices Upon request

Special & Limited Opportunities



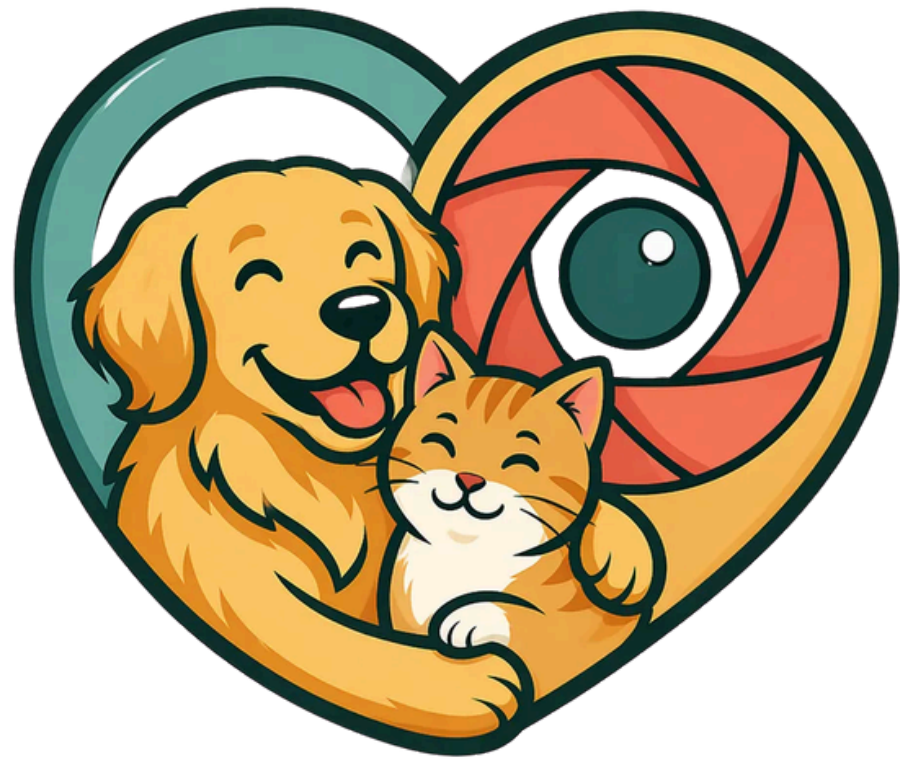


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Why you should Work With Us?

- Emotional connection with audience
- High trust environment
- Native storytelling (not ads)
- Access to engaged pet owners
- Amplification through 7awi





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Let's Fill the Gap Together

Website

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