



## **PETS AT HOME'S 'MY VIP MAGAZINE' HITS THE SHELVES**

Pets at Home has created a new customer magazine to be sold in stores across the country from Friday 15 March.

'My VIP Magazine' will boast 84 pages of content, featuring pet news, advice and exclusive interviews with celebrity pet owners, the first with Olympic gold medallist and now VIP magazine cover star Victoria Pendleton.

The magazine, which has a projected circulation of 500,000, will retail at a special launch price of just £1 and will be free to members of the VIP club, the new customer scheme which enables shoppers to convert points they receive into support for a local or national animal charity.

The first issue, available until the end of May, will include more than £100 worth of money off vouchers redeemable against pet food, toys, housing and insurance. The magazine will also feature the latest pet shopping trends, bringing customers up to date with new arrivals in store as well as offering pet care advice from fully qualified Pets at Home colleagues and charity partners.

Covering all types of pets from dogs and cats to snakes and horses the publication will offer ideas on how owners can make the most of their time with their pet. It will also offer a dedicated eight page section for children and some light entertainment in the form of quizzes and puzzles.

Gavin Hawthorn, head of loyalty and digital marketing at Pets at Home said: "Yet another of the many unique benefits planned for our VIP Club members, My VIP Magazine is absolutely jam-packed with photos, stories, tips, advice and interviews. It has been produced by pet lovers for pet lovers and is a fantastic opportunity for us at Pets at Home to get even closer to our customers and provide them with an insight into what goes on behind the scenes."

My VIP Magazine is the latest project by Pets at Home's VIP scheme, which collects 'Lifelines' every time a customer's VIP card is swiped, which in turn, are redeemed by animal charities for essential supplies. VIP members receive a 10 per cent discount welcome voucher for signing up to the scheme as well as a whole host of exclusive offers.

My VIP magazine will also keep members of the scheme up to date on how their card swipes are benefiting different animal charities across the UK and will have the opportunity to be featured in future issues.

**-Ends-**

**For further information please contact Alex Duckett at Havas PR on 0161 234 9769 or [alex.duckett@havasww.com](mailto:alex.duckett@havasww.com)**

**Notes to Editors:**

**Pets at Home** offers great products, tips and advice to keep your pet happy and healthy. From specialist pet food to toys and training aids, there is everything a pet owner could wish for and more.

There are more than 335 Pets at Home stores across the UK. Log onto [www.petsathome.com](http://www.petsathome.com) to find your nearest store and for further information

Pets at Home are proud winners of The Sunday Times Top 25 Best Big Companies to Work for in 2013.

My VIP is created and published by John Brown Media. Contact Jeff Bird for details 020 7565 3037. [www.johnbrownmedia.com](http://www.johnbrownmedia.com)