



A bold and powerful
new animal-rights
magazine

because animals matter.

animal rights going vegan opinion arts and culture
sanctuary global action
habitat vivisection animal people
the issues nature research factory farming
undercover the environment the word

inside...

each issue of **ark** is a wealth of information providing a gateway into the vast and ever expanding global animal protection movement. Independent and unaffiliated with any group, **ark** turns an unbiased eye on the issues most affecting animals today, fostering cutting-edge artistic and intellectual endeavors that celebrate the animals.



features

ark gives its readers a sweeping real-time perspective of what's happening in the animal movement with hard-hitting investigative journalism covering the full range of issues. Whether it's dispatches from the legal and legislative front, undercover exposés of animal abuse and habitat destruction, or in-depth profiles of people making a difference, **ark** takes an uncompromising look at the important events, ideas and controversies of our time. **ark** also entertains as it informs with interviews, world-class literature, breathtaking photography and art, and much, much more.

focus

With billions of animals suffering in factory farms, laboratories, circuses, zoos, fur farms, and within their own threatened natural habitats, the need for a publication that brings the facts about animal exploitation to public attention could not be more pressing or timely. But **ark** also does much more; it highlights the inspiring works of those who are helping animals, from local grassroots heroes and enterprising visionaries, to enlightened political leaders.

insight

Information is power, but it's ideas that change the world. **ark** provides an invaluable venue and receptive readership for essays, commentary, opinion, and analysis by some of the movement's most visionary writers and philosophers, as well as a place for constructive debate between those with opposing viewpoints. **ark's** incisive book and film reviews also give readers a first look at the new releases as they hit the shelves and theaters.



our readers...

cross many demographics, but share one common concern: protecting the planet and its inhabitants. They are mainstream animal advocates, grassroots activists, upscale conscious consumers purchasing humane and environmentally sustainable products, and other "animal people" with an appetite for the latest animal news, issues, campaigns and stories in each issue of **ark**.

news

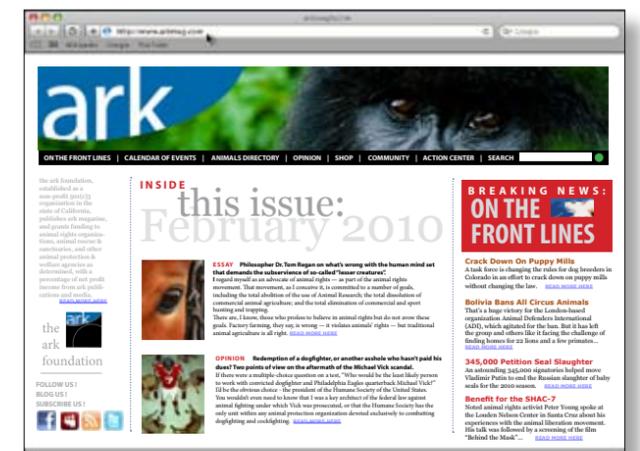
International in scope, **ark's** in-depth coverage of current animal issues goes far beyond anything in today's media marketplace. Every issue of **ark** is packed with dispatches from the frontlines – both good news and bad. As the global animal-protection movement grows and evolves, **ark** is there, reporting on new developments and breakthroughs in the field.

campaigns

ark champions those working to make a compassionate world a reality, and provides readers with the means to directly support their efforts. Whether they involve public protests, boycotts, historic voter initiatives, humane education, viral media, or social networking, **ark** shines a spotlight on the movement's most powerful campaigns to keep readers informed and involved.

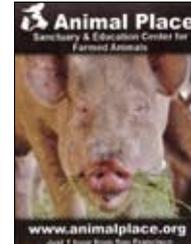
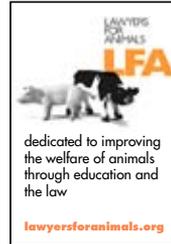
an online portal...

It's a wired world, and **ark** is plugged in. Continually updated with new multimedia content, **ark on the web** is an electronic entryway into the immense online universe of information about animal issues with the latest news, events and happenings. From streaming video and podcasts to social networking that build the bridges between people and causes, **ark on the web** is primed to become the Internet's premiere resource guide on the world of animal protection.



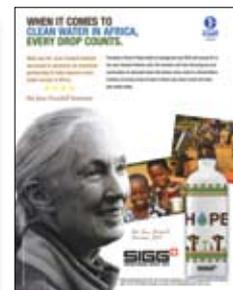
and a resource guide

ark is the most comprehensive and definitive resource guide for animals in print today. Updated each issue, **ark's** categorized listings include descriptions and contact information for animal-rights and protection organizations, animal-care groups, shelters and sanctuaries, legal agencies, pet guardian services, a vegan resource guide, and much more.



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are the animal protection groups, humane societies, vegan restaurateurs and food purveyors, green enterprises, and socially conscious companies that produce the best in everything from, non-animal clothing and cruelty-free cosmetics to commercial pet-care products and services. They are the non-profit institutions and for-profit businesses that care deeply about the issues facing animals today, and want to reach a large and diverse audience of readers who will be receptive to their brand and message. Advertising in **ark** helps companies and organizations build a better future for both humanity and all of Earth's species.



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