petprep

Media kit

Ready for a pet. There for its whole life.

PetPrep (company in formation)
david@petprep.si · petprep.si

What PetPrep is

PetPrep is an app and animal register that helps a family prepare for a dog or a cat before bringing one home. In a 12-week challenge they care for a realistic AI pet, while a parent sees in a dashboard how the care really goes.

The breed register explains what each animal needs, with cited sources. Every number traces back to a source and every partner content is labelled.

Audience

Families just before deciding on a pet, and adults testing whether a breed really suits them. The reader already knows which species and breed they are studying, so attention is concrete.

Content examples

The app

A 12-week challenge with a realistic AI pet and a parent dashboard.

Breed register

117 breeds (111 dogs, 6 cats) with sources, as of 16 November 2026.

“12 Weeks” series

A video series following 12 weeks of pet care; a place for a sponsor mention.

PetPrep (company in formation)

david@petprep.si

Forms of cooperation

Sponsoring the “12 Weeks” series

A sponsor mention in the episode and its description. The sponsor does not edit the series.

Sponsored content on petprep.si

A labelled piece beside a breed page or in the knowledge base, with no influence on content or sources.

Insurers

Fixed sponsorship or payment per referred contact. Contacts only with a parent’s explicit consent. Lead referral is in preparation.

Founding directory partner

Vets, dog schools, groomers, breeders: a highlighted listing. 190 € per year, price locked, places limited per country.

Shelters and associations

A free listing and the option to recommend PetPrep to adopters.

What we do not do

Ads in the children’s app, selling data, health promises, and promoting breeds that veterinary associations advise against advertising.

Contact

david@petprep.si

Write to david@petprep.si or use the form at petprep.si/partners.