



The Business of Pet Care

with Dara Forleo

MEDIA KIT

ABOUT THE SHOW

*Broadcasting every Saturday at
14:00 CT on NowMedia*

- Explores the future of professional pet grooming through education, science, and compassionate care.
- Goes beyond technique to examine behavior, anatomy, health, and the “why” behind grooming practices.
- Addresses industry challenges like groomer shortages, training gaps, and long-term career development.
- Offers insights for groomers, educators, and businesses ready to elevate standards and build sustainable grooming careers.





ABOUT THE HOST

DARA FORLEO



- Dara Forleo is the founder of The Whole Pet Grooming Academy, setting a new standard for arts-and-science-based grooming education.
- With over 20 years in the pet industry, she advocates for humane, informed, and career-focused grooming practices.
- A lifelong educator, she emphasizes critical thinking, mentorship, and long-term professional development.
- She also co-founded Come What May Racing, reflecting her deep commitment to animal care and advocacy.



ABOUT NOWMEDIA TELEVISION



1. The Premier Bilingual Television Network in the U.S.

NowMedia is the premier and first bilingual television network in the United States, broadcasting 24/7 English and Spanish content simultaneously across the U.S. and Mexico.

With a unique cross-border presence, NowMedia connects millions of bilingual viewers with exclusive programming tailored to entrepreneurs, innovators, and decision-makers.

2. Nationwide Broadcast and Digital Distribution

NowMedia broadcasts over-the-air in Texas, Louisiana, and Florida, and is available nationwide in the U.S. and Mexico through Roku and Apple TV.

This unmatched distribution network gives your brand expansive visibility, reaching audiences wherever they consume content — from traditional broadcast to cutting-edge streaming platforms.



3. Strategic Syndication and Audio Expansion

NowMedia proudly partners with premium syndicated networks such as iHeart Radio, XM Radio, and Pandora, with audio versions of our shows available across all major podcasting platforms.

These partnerships extend your reach, ensuring your message resonates through every medium — TV, streaming, and on-the-go audio.





ABOUT NOWMEDIA TELEVISION



4. Extensive Video on Demand Library and Continuous Exposure

NowMedia maintains a **vast catalog of Video on Demand (VOD)** content available on **Roku and Apple TV**, keeping your interviews and appearances accessible long after they air.

This sustained visibility builds long-term brand recognition and positions your business as an authority within the bilingual marketplace.

5. Accessible Anytime, Anywhere, on Any Device

NowMedia has its own **dedicated iOS app**, with **Android, Fire TV, and Google TV apps launching soon** — making **NowMedia's broadcast and content available anywhere, anytime, on any device.**

Whether at home, on the go, or on your favorite screen, NowMedia keeps your audience connected to your message 24/7.





WHY YOU SHOULD DO THIS?



1. Connect with High-Impact Entrepreneurs

NowMedia gives you direct access to a powerful bilingual audience of business owners, decision-makers, and innovators who are actively looking for new ideas, strategies, and partners to grow their ventures.



2. Own and Leverage Your Media Content

Gain full access to broadcast-quality interviews with no usage restrictions—perfect for repurposing across your website, social media, marketing campaigns, and client outreach to maximize your brand visibility.



3. Establish Your Authority on Television

Being featured on NowMedia positions you as a trusted authority in your field, elevates your professional credibility, and builds lasting trust



4. Amplify Your Brand Across Platforms

Our amplification team ensures your message reaches beyond TV—your interviews are available on-demand across Roku, Apple TV, Amazon, and more, giving you continuous exposure and strong long-term brand impact.



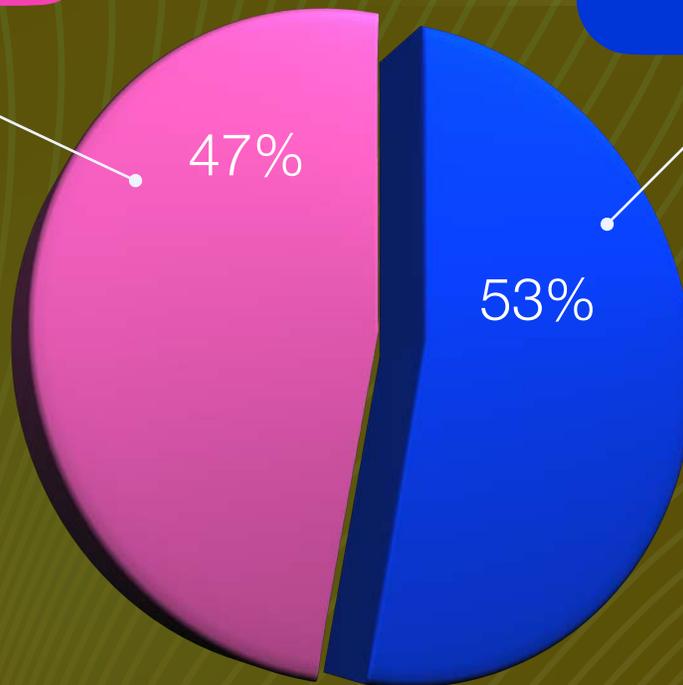


AUDIENCE DEMOGRAPHICS

Gender

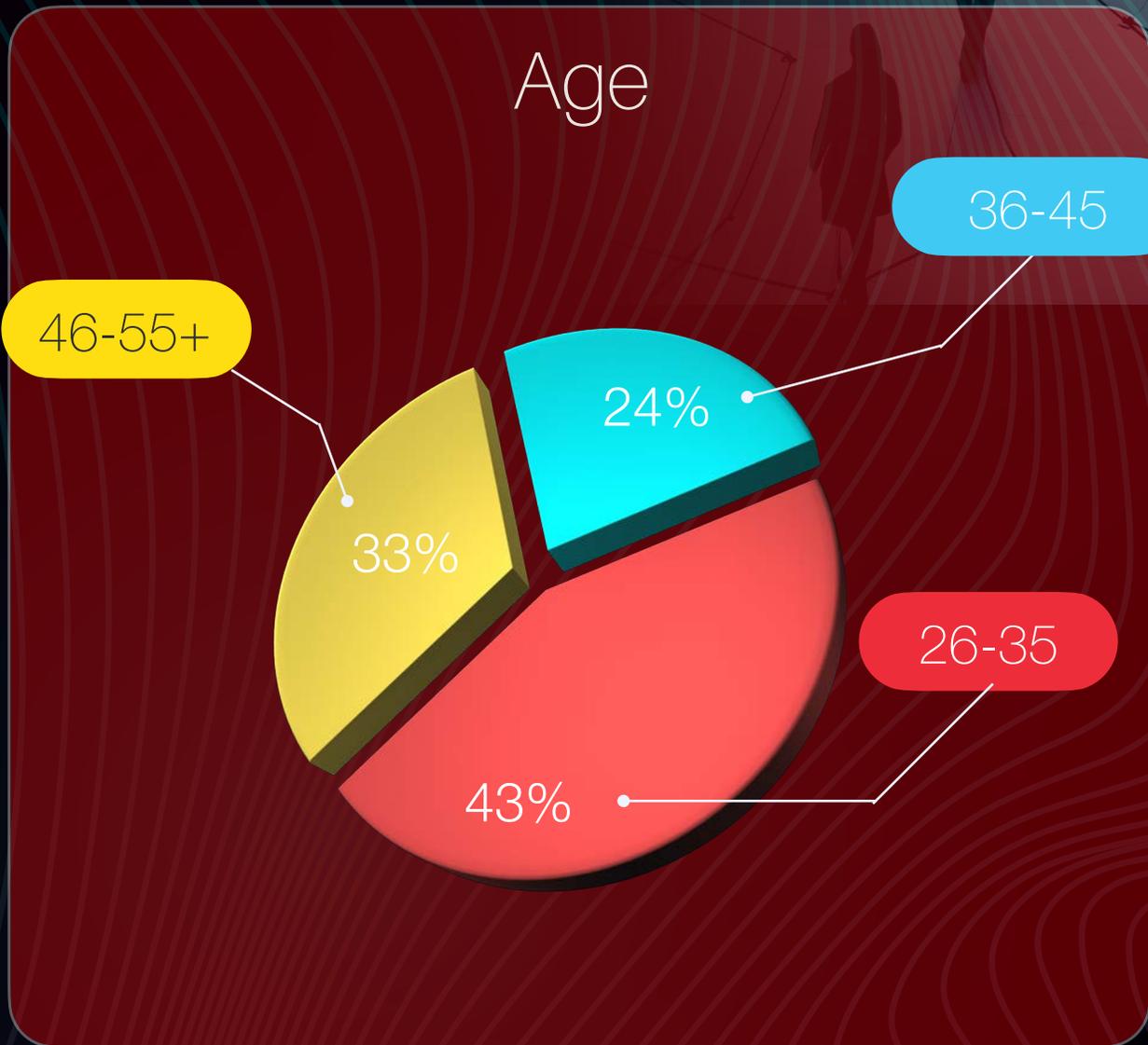
Female

Male





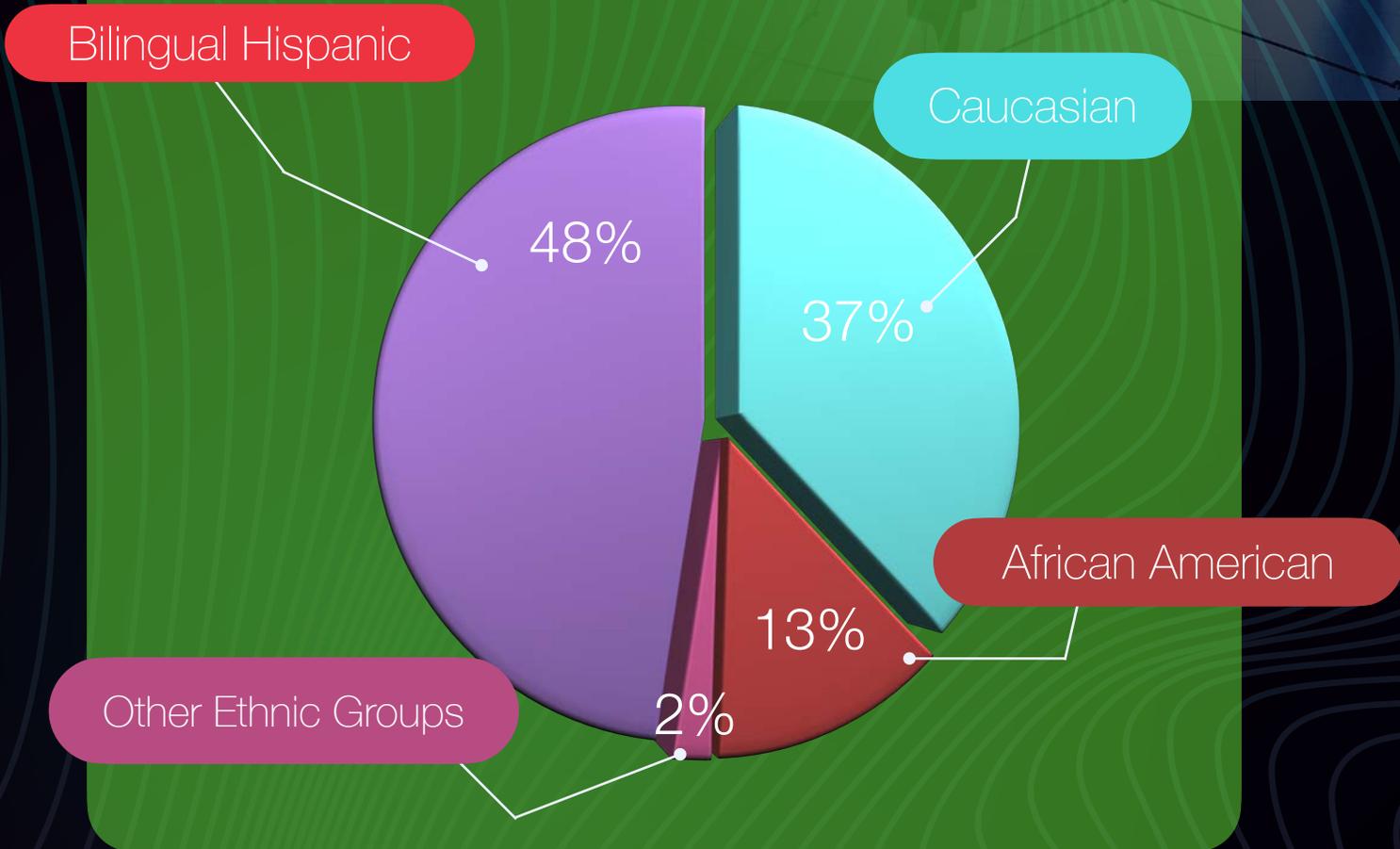
AUDIENCE DEMOGRAPHICS





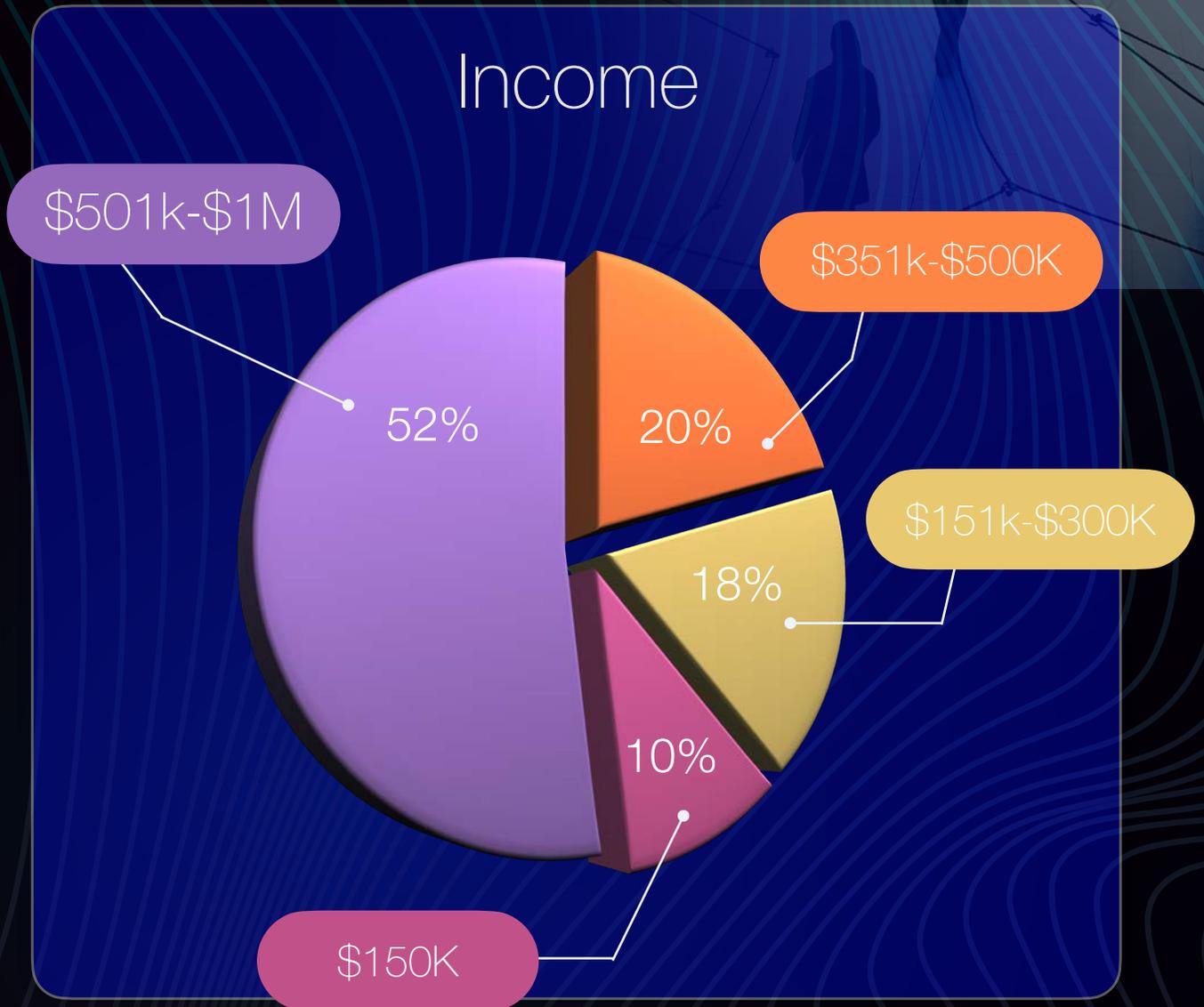
AUDIENCE DEMOGRAPHICS

Race





AUDIENCE DEMOGRAPHICS





YOUR TELEVISION APPEARANCE



1. Multiple Appearances for Maximum Impact

Consistency builds recognition. With a series of at least four interviews across different shows, your brand gains sustained visibility and audience engagement—turning exposure into influence.



2. Meaningful Conversations, Not Commercials

Every interview is designed to deliver authentic, insightful dialogue that inspires bilingual entrepreneurs. It's not advertising—it's storytelling that connects, educates, and builds trust.



3. Flexible Recording: Studio or Remote

NowMedia offers cutting-edge production quality whether you record in-studio or remotely. All interviews are captured in Ultra High Definition, ensuring your brand always looks its best.



4. Amplify Your Personal and Business Brand

Regular appearances elevate your credibility and strengthen your brand identity—opening doors to new partnerships, audiences, and business opportunities across all markets.





RECENT AIRED EPISODES

Podcast About Subscribe



The Business of Pet Care

The Business of Pet Care is a program dedicated to the business side of the pet care industry, hosted by Dara Forleo, founder of The Whole Pet Grooming Academy. With over two decades of experience... [more](#)

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Latest Episodes

January 15, 2025

The Business of Pet Care (Aired 01-15-25) From Invisible to Impactful: How Beth Lambert Helps Pet Professionals Show Up, Connect, and Convert on Social Media

In this insightful episode of The Business of Pet Care, host Dara Forleo sits down with renowned educator and instructional design expert Beth Lambert...

[PLAY](#) 00:48:01

January 15, 2025

The Business of Pet Care (Aired 01-03-26) The Hidden Cost of Cat Behavior Issues: How Prevention, Education, and Empathy Keep Cats Out of Shelters

In this powerful and eye-opening episode of The Business of Pet Care, host Dara Forleo welcomes renowned professional and humane education leader...

[PLAY](#) 00:47:29

January 15, 2025

The Business of Pet Care (Aired 08-30-25) Listening Beyond Words: How Animal Communication Deepens the Human-Pet Bond with Deb Hennen

In this heartfelt and eye-opening episode of The Business of Pet Care, host Dara Forleo welcomes Deb Hennen of Heart to Spirit, a professional...

[PLAY](#) 00:48:01

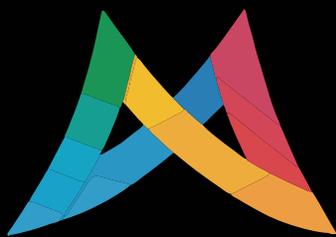
January 15, 2025

The Business of Pet Care (Aired 08-18-25) Marketing Without Burnout: How Joe Meyers Helps Pet Businesses Grow Through Connection, Content, and Community

In this practical and energizing episode of The Business of Pet Care, host Dara Forleo sits down with pet industry marketing expert Joe Meyers...

[PLAY](#) 00:53:19





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