

DOGS

NEW SOUTH WALES



2022

Member/Commercial Media Kit



DOGS NSW DIGITAL MAGAZINE

Viewed on DOGS NSW website by
members and visitors.

DOGS NSW MAGAZINE
2,000

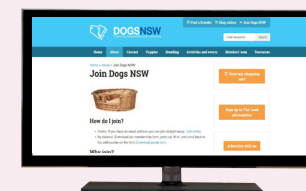
Average hard copies distributed monthly



The Weekly Woof E-NEWSLETTER

8,288

subscribers (October 2021)



DOGS NSW WEBSITE **567,403**

Users - Jan 1 to Sept 1, 2021
(Google Analytics)

WHY advertise with DOGS NSW?

***Provide a guaranteed targeted audience**

As a member magazine, we can tell you exactly who your advertising is reaching. You know that your marketing dollars are well spent communicating with this relevant and highly targeted audience, both as a hard copy and digital publication.

***Add trust and credibility to your campaign**

DOGS NSW is the trading name of the Royal NSW Canine Council Ltd, which has been established since 1988, but has a history as far back as unification in 1948 under the Royal Agricultural Society Kennel Club.



Advertising enquiries: Kerry Christofi 02 9834 0217 kchristofi@dogsnsw.org.au

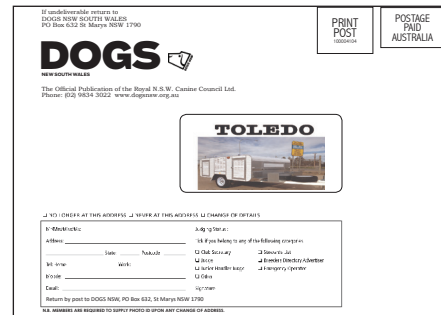
DOGS NSW portfolio



1

DOGS NSW Magazine

Circulation average of **2,000** hard copies monthly.



DOGS NSW Flysheet

Your Brand visible through the polywrap

2



3

DOGS NSW Digital Magazine

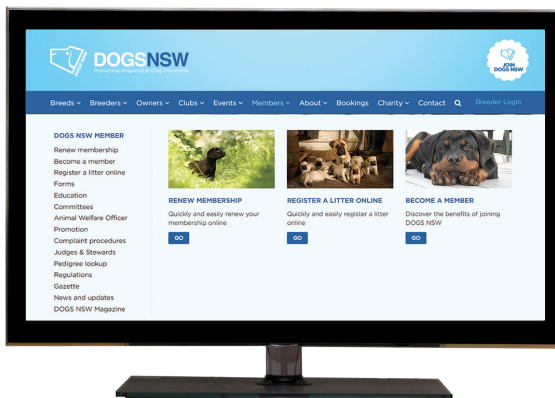
Viewed on DOGS NSW website

4

DOGS NSW Website

567,403 users

From Jan 1 to Sept 1, 2021 - (Google Analytics)



5

The Weekly Woof e-newsletter

Up to **8,288** subscribers in October 2021.
New larger format ads throughout the e-newsletter.

Who we are

DOGS NSW magazine is the official publication for members of DOGS NSW. With over 9,000 members, along with 325 Affiliated Breed and Kennel Clubs, we are the largest purebred dog association in Australia.

Who we reach

DOGS NSW members are highly influential within the canine world; they are small business owners, who are digitally savvy and spend hundreds of dollars a month on their dogs.

What we do for your brand

Through integrated packaging, we set your brand apart from the rest. We can provide you with prime positioning and special advertising opportunities, placing you directly in front of DOGS NSW members, your target audience.

THE ROYAL CANIN® LITTERBOXES PRESENTED BY THE DOGS NSW MAGAZINE. THE DOGS NSW MAGAZINE IS A MEMBER OF THE DOGS NSW BREEDERS SECTION. THE DOGS NSW MAGAZINE IS A MEMBER OF THE DOGS NSW BREEDERS SECTION. THE DOGS NSW MAGAZINE IS A MEMBER OF THE DOGS NSW BREEDERS SECTION.

Members with Two Prefixes

Members with two prefixes are now able to have multiple advertisements on the DOGS NSW Breeders section for each prefix. Members with one prefix are reminded that only one advertisement per prefix is allowed and any additional advertisements created by that Member will need to be paid for or will be removed.



WHERE ARE WE AT?

Office Statistics - Week ending 27 September 2019

The Office Team have maintained processing days to **3000 days**, which means that applications received in the morning mail delivery are processed the same day. The target for processing is generally two days which is currently being exceeded.

| KEY PERFORMANCE MEASUREMENT - Week ending 27 Sept | TARGET | ACTUAL | STATUS |
|---|--------|----------|------------|
| Average incoming call duration - start to finish | 5 mins | 4.2 mins | Target Met |
| Average percentage of all calls completed in under 8 mins | 80% | 88.3% | Target Met |
| Average calls received per day | 100 | 84 | Target Met |

The digital version of DOGS NSW August magazine is now available!

Please [click here](#) to view the digital version of DOGS NSW August 2020 magazine.

To view past magazine issues: click on the latest digital version above, click on the three horizontal lines (top right hand corner), then choose ISSUES.

To view the digital version of August's Gazette, please [click here](#) and log in with your member number and password.

Royal Canin® Neonates webinar now available for DOGS NSW® members until 31st August



Royal Canin® is a Proud Sponsor of DOGS NSW®.
Royal Canin® Neonates webinar is now available for DOGS NSW® members until 31st August 2020.
Topic: Only One Chance To Grow - The Ins And Outs Of Canine and Feline Neonates

Birth and growth has always been a major focus for Royal Canin®, as they're critical times and determine the health and well-being of cats and dogs throughout their lives. Navigating the first few



2021 editorial features



| Issue | Featured breed |
|-----------|-----------------------------|
| January | Pharaoh Hound |
| February | Field Spaniel |
| March | Havanese |
| April | Soft Coated Wheaten Terrier |
| May | Briard |
| June | Irish Terrier |
| July | Basenji |
| August | Clumber Spaniel |
| September | Pyrenean Mountain Dog |
| October | Spanish Water Dog |
| November | German Pinscher |
| December | French Bulldog |

Editorial Overview

With editorial specifically tailored to the needs of the purebred dog owning community, readers benefit from the latest news on the various activities of DOGS NSW, which include dog shows, obedience, agility, plus working and sporting trials.

Spotlight Breed Features

DOGS NSW magazine highlights a specific ANKC Ltd recognised breed in each issue, outlining the history, characteristics, temperament and suitability of each. Written by specialists of the breed, the spotlights are a wonderful introduction to the reader and reveal interesting facts about each breed, along with beautiful photographic displays of the best of the breed.

Regular Features

There are a number of regular features, which appear each month and bi-monthly. They are the Animal Welfare & Community Liaison Officer's (AWCLO) report, Vet Chat, Puppy Competition, Giveaways, Book Reviews, Chairman's Report, Editor's Report and Breeders' Directory.

Special Features

Over the course of the DOGS NSW calendar, there are a number of events, which feature in particular editions, such as:

- NSW State Obedience Titles - January
- DOGS NSW Christmas Show - February
- DOGS NSW Australia Day Show - March
- DOGS NSW Royal Canin Showdog, Puppy and Neuter of the Year - May
- Advance Sydney Royal Dog Show - June
- DOGS NSW Elections - July
- DOGS ON SHOW - August
- NSW State Junior Handler Finals / Sydney Kennel Club - September
- RNSWCC Health & Charity Show / DOGS NSW Endurance Trial - October
- DOGS NSW Royal Canin International Spring Fair - November
- DOGS NSW State Agility Titles / State Retrieving Championships - December





DOGS NSW Magazine Member / Commercial Rates

| Size | Casual | 3x | 6x | 12x |
|--------------------|--------------|-------|-------|-------|
| Double page spread | Upon request | | | |
| Full page | \$980 | \$925 | \$865 | \$800 |
| Half page | \$520 | \$460 | \$410 | \$350 |
| Quarter page | \$350 | \$320 | \$290 | \$260 |
| Flysheet | \$170 | | | |

*All quoted prices are GST inclusive.



Cancellations

DOGS NSW will only accept cancellations in writing (email accepted), prior to the issue's booking deadline.





2022 deadlines

| Issue | Booking deadline | Material deadline | To print |
|-----------|------------------|-------------------|-------------|
| JANUARY | November 10 | November 14 | December 10 |
| FEBRUARY | December 10 | December 14 | January 14 |
| MARCH | January 17 | January 19 | February 11 |
| APRIL | February 11 | February 15 | March 11 |
| MAY | March 8 | March 12 | April 8 |
| JUNE | April 13 | April 17 | May 13 |
| JULY | May 10 | May 14 | June 10 |
| AUGUST | June 8 | June 12 | July 8 |
| SEPTEMBER | July 12 | July 16 | August 12 |
| OCTOBER | August 9 | August 13 | September 9 |
| NOVEMBER | September 7 | September 11 | October 7 |
| DECEMBER | October 11 | October 15 | November 11 |

* *Deadline schedules may be subject to change at DOGS NSW discretion.*

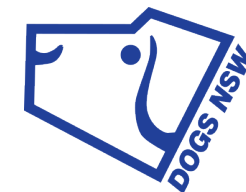
Bookings

* **Payment is required at time of booking.**

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DOGS NSW website

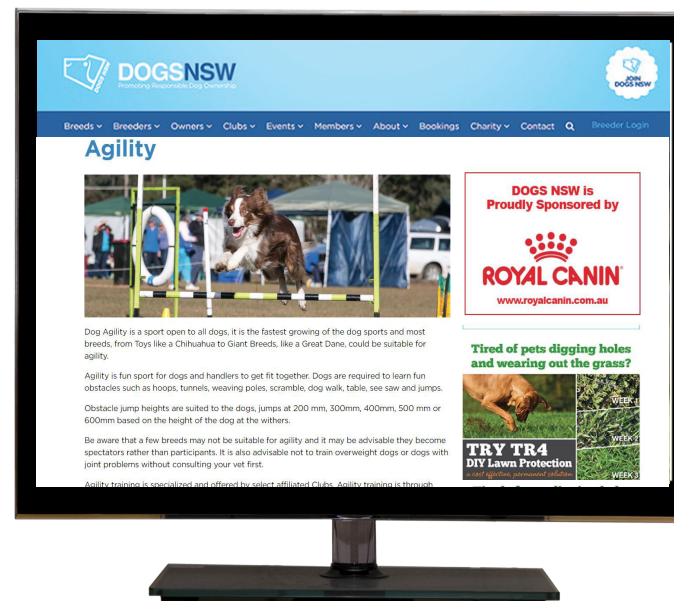


The **DOGS NSW website** has 567,403 users - Jan 1 - Sept 1, 2021 (Google Analytics).

Our Dogs Australia recognised breeds, along with an online quiz which will help determine which breed of dog would best suit the person's lifestyle. There is an online Breeders Directory, where our Registered Breeders can advertise their chosen breed and users can access these breeders online when searching for a puppy, viewing photographs of their dogs. Viewers are 54% male and 46% female, with 60% between 18 -34 years of age.

Advertising on DOGS NSW website means you can:

- Have users click through directly to your own chosen media platform (website, social media, online shop)
- Have even further visibility with run of site on all pages, which are available for advertising.
- Have a dedicated viewing target audience.



Rates (per month)

| | Single month | 3 mths | 6 mths | 12 mths |
|-------------------------------------|--------------|----------|----------|----------|
| Run of Site (excludes home page) | \$506.00 | \$495.00 | \$480.00 | \$465.00 |

* All prices include GST.

Cancellations

DOGS NSW will only accept cancellations in writing (email accepted), no later than 2 weeks prior to the campaign commencement date.

Deadlines

Material is due two weeks prior to the campaign commencement date. Deadline schedules may be subject to change at DOGS NSW discretion.

Tired of pets digging holes and wearing out the grass?



Advertising enquiries: Kerry Christofi 02 9834 0217 kchristofi@dogsnsw.org.au

The Weekly Woof e-newsletter



The Weekly Woof is a weekly e-newsletter delivered every Friday directly to over 6,000 members of DOGS NSW. The link to this email can also be viewed on the DOGS NSW App and Facebook page. Ads are now a larger format and featured throughout the e-newsletter with links to websites.

The Weekly Woof keeps readers up to date with the latest news, regulations changes, tips for responsible dog ownership, plus office updates.

This audience is highly targeted and engaged: 8,288 subscribers in October 2021.

Enewsletter rates (per month)

| Casual | 3 x | 6 x |
|----------|----------|----------|
| \$400.00 | \$365.00 | \$355.00 |

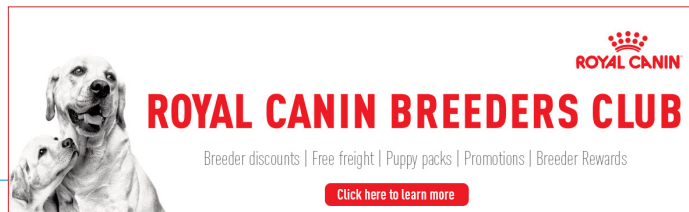
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ROYAL CANIN

ROYAL CANIN BREEDERS CLUB

Breeder discounts | Free freight | Puppy packs | Promotions | Breeder Rewards

[Click here to learn more](#)



BlackHawk MasterBreeders

PROGRAM AVAILABLE AUSTRALIA WIDE

Sign up now at masterbreeders.com.au



Latest News from DOGS NSW

Friday, 3 September 2021

Message from the President

Greetings to All!

Revised Codes of Practice - Breeding Dogs and Cats
This week sees the much anticipated release of the revised Codes of Practice for Breeding Dogs and Cats. Please see below the press release from the Chief Animal Welfare Officer (CAWO), which explains some of the changes and includes links to the revised Codes.



Advertising enquiries: Kerry Christofi 02 9834 0217 kchristofi@dogsnsw.org.au

Artwork

Display material specifications

| Size | Type area | Trim area | Bleed area |
|--------------------|---------------|---------------------------|---------------|
| Full | 180mm x 255mm | 210mm x 275mm | 220mm x 285mm |
| Half (Horizontal) | | 183mm x 115mm | |
| Quarter | | 89mm x 115mm | |
| Sixth (Vertical) | | 57.5mm x 110mm | |
| Sixth (Horizontal) | | 120.5mm x 51mm | |
| Twelfth | | 57.5mm x 51mm | |
| Flysheet | | 70mm (wide) x 45mm (high) | |

Magazine material format

Advertising should be submitted as:

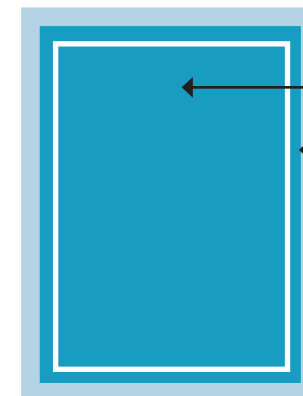
- CMYK press ready PDF files with no special, RGB or PMS colours
- PDF files should be submitted with crop marks and 5mm bleed all sides where necessary.
- All images should be a minimum of 300dpi at the size they will be used and all fonts should be embedded.
- PDF files can be supplied on disc or via email.
- Advertisements cannot be accepted in original format (eg. InDesign files)
- It is the responsibility of the advertiser to ensure that all PDF files are submitted to press ready standard.
- Advertisers should make a pre-flight check on the final PDF document for "all potential problems" before supplying material.



Online material specifications

| DOGS NSW website | Size |
|------------------|------------------|
| Medium rectangle | 370 x 280 pixels |

| The Weekly Woof Enewsletter | Size |
|-----------------------------|------------------|
| Tile | 610 x 225 pixels |



Artwork guide for magazine

Type area

Trim area

Bleed area



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