

DOGS

NEW SOUTH WALES



2023
Member Media Kit



**DOGS NSW DIGITAL
MAGAZINE**

Viewed on DOGS NSW website by
members and visitors.

**DOGS NSW MAGAZINE
1,600**

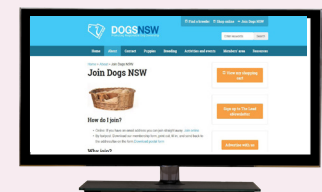
Average hard copies distributed monthly



**The Weekly Woof
E-NEWSLETTER**

7,106

subscribers (September 2022)



DOGS NSW WEBSITE

351,823

Users - Jan 1 to August 31, 2022
(Google Analytics)



2023 editorial features



Issue	Featured breed
January	Australian Terriers
February	English Setters
March	Japanese Chin
April	Irish Wolfhound
May	Samoyed
June	Collie (Rough & Smooth)
July	Staffordshire Bull Terrier
August	Lhasa Apso
September	Golden Retriever
October	Norwegian Elkhound
November	Dobermann
December	Border Collie

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 Dogs Australia 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, Chairman's Report, Book Reviews and Editor's Report.

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/July
- DOGS ON SHOW - August
- DOGS NSW Elections - September
- 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/ December
- DOGS NSW State Agility Titles / State Retrieving Championships - December





DOGS NSW Magazine Member Rates

Size	Casual
Double page spread	Upon request
Full page	\$520
Half page	\$290
Quarter page	\$180
*All quoted prices are GST inclusive.	

Cancellations

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





2023 deadlines

Issue	Booking deadline	Material deadline	To print
JANUARY	November 10	November 14	December 9
FEBRUARY	December 8	December 12	January 13
MARCH	January 9	January 13	February 10
APRIL	February 10	February 14	March 10
MAY	March 6	March 10	April 6
JUNE	April 10	April 14	May 12
JULY	May 8	May 12	June 9
AUGUST	June 8	June 12	July 7
SEPTEMBER	July 10	July 14	August 11
OCTOBER	August 7	August 11	September 8
NOVEMBER	September 4	September 8	October 6
DECEMBER	October 9	October 13	November 10

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

Bookings

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

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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:

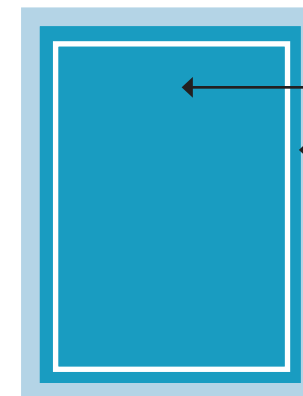
- CMYK press ready PDF files with no special, RGB or PMS colours
- PDF files should be submitted with crop marks and 5mm bleed all sides where necessary.
- All images should be a minimum of 300dpi at the size they will be used and all fonts should be embedded.
- PDF files can be supplied via email or uploaded in dropbox.
- 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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