

# DOGS

NEW SOUTH WALES



2023

Commercial Media Kit



**DOGS NSW DIGITAL  
MAGAZINE**

Viewed on DOGS NSW website by  
members and visitors.

**DOGS NSW MAGAZINE  
1,600**

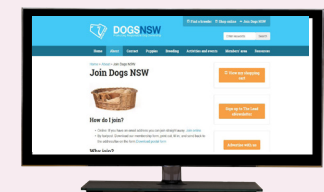
Average hard copies distributed monthly



**The Weekly Woof  
E-NEWSLETTER**

**7,106**

subscribers (September 2022)



**DOGS NSW WEBSITE  
351,823**

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

# WHO is DOGS NSW?



With history as far back as 1948, DOGS NSW is the trading name of the Royal NSW Canine Council Ltd, which was officially established in 1988. It is also an affiliate body of the (ANKC) Australian National Kennel Council Ltd.

With more than 9,000 members and 325 affiliated Breed and Kennel clubs, DOGS NSW is the largest controlling and registration body in Australia for purebred dogs, as well as dog-related activities.

DOGS NSW magazine is the official publication for members of DOGS NSW.

The magazine and the Weekly Woof e-newsletter keeps members up to date with industry and association news, regulations, relevant features, professional advice, as well as show dates and results.



# WHO

## reads DOGS NSW magazine?

DOGS NSW magazine provides advertisers with direct access to over 9,000 DOGS NSW members, all of which have a shared interest in dogs.

Whether that means competing with them in the show ring, being involved in canine sporting activities, breeding puppies responsibly, or caring for them in the veterinary clinic, our target audience is passionate about what they do and strives to provide the very best life for their canine companions.

### OUR KEY AUDIENCES INCLUDE:

- \* **Breeders** - their livelihood is regularly dependent on the health and well being of their dogs.
- \* **Dog Industry Professionals** - people who work with dogs every day and who are authorities in the industry when it comes to product decisions. This audience includes veterinarians, trainers, animal behaviourists, physiotherapists and more.
- \* **Show & Trial Competitors** - regularly engaged in conformation and sport contests, taking great pride in appearance, maintenance and health of their dogs. Whether it's vocation or a hobby, they are dedicated to having the best products to ensure their dogs are prepped for competition.
- \* **Judges** - the people who matter most when it comes to show day.
- \* **Dog Owners** - passionate about their canine companions, these dogs are a member of the family. They are likely to read the magazine to get tips from new articles, find new products, read up on new medical treatments, etc
- \* **Kennel & Breed Clubs** - with 325 Affiliated Clubs, these members are passionate about their sports and are always looking for new and optimum products to get the very best for their dogs, so they can be at their peak health, condition and performance. News of new products and services are often relayed to other club members.



Advertising enquiries: Kerry Christofi 02 9834 0217 [kchristofi@dogsnsw.org.au](mailto:kchristofi@dogsnsw.org.au)

# 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.



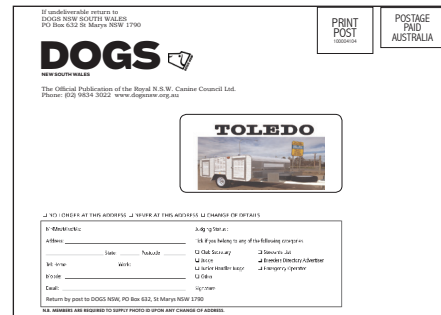
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# DOGS NSW portfolio



## 1 DOGS NSW Magazine

Circulation average of **1,600** hard copies monthly.



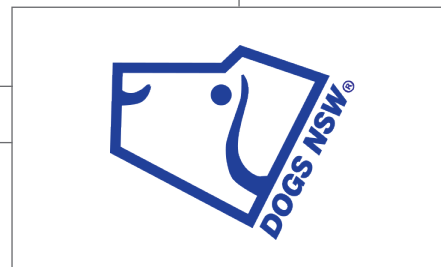
## 2 DOGS NSW Flyersheet

Your Brand visible through the polywrap



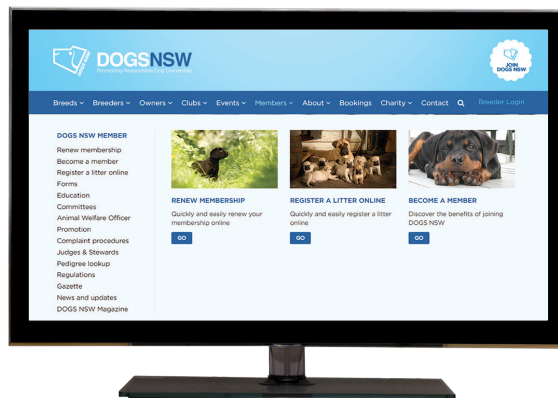
## 3 DOGS NSW Digital Magazine

Viewed on DOGS NSW website



## 4 DOGS NSW Website

**351,823** users + **2.15m** page views  
From Jan 1 to August 31, 2022 - (Google Analytics)



## 5 The Weekly Woof e-newsletter

Up to **7,106** subscribers in September 2022.  
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 DOGS NSW WEBSITE 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.

#### Members with Two Prefixes

Members with two prefixes are now able to have multiple advertisements on the DOGS NSW website page to allow breeders and Breed Clubs to list any dog available for adoption. The feature is designed to help place dogs into good homes. Further details of when this will be available will be announced soon.



#### 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	3 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



# 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 Commercial Rates

Size	Casual	3x	6x	12x
Double page spread	Upon request			
Full page	\$1,435	\$1,265	\$1,150	\$1,040
Half page	\$750	\$700	\$640	\$580
Quarter page	\$440	\$390	\$380	\$350
Flysheet	\$190			

**\*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

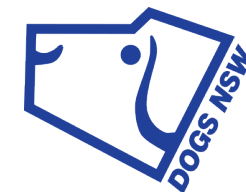
\* **Payment is required at time of booking.**

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# DOGS NSW website



The **DOGS NSW website** has **351,823** users + **2.15m** page views (Jan 1 to August 31, 2022 - Google Analytics).

Our website, attracts more viewers, with breed information available on all 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 7,000 members of DOGS NSW. The link to this email can also be viewed on the DOGS NSW App, Facebook and DOGS NSW website pages. Ads are now a larger format and featured throughout the e-newsletter with links to websites and/or preferred pages.

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: 7,106 subscribers in September 2022.**

## Enewsletter rates (per month)

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

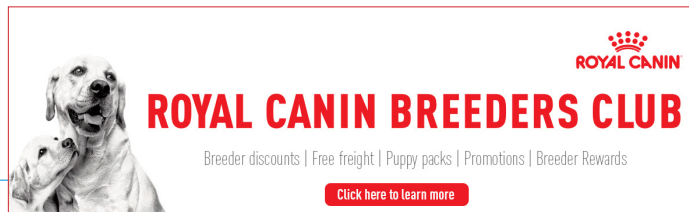
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**ROYAL CANIN**

### 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](http://masterbreeders.com.au)



## Weekly Woof

### Latest News from DOGS NSW

Friday, 9 September 2022

#### A Message from the President

Dear Members,

The ongoing issues with the Government Legislation Response to Select Committee Recommendations, for the Puppy Farming Bill, is still a matter for concern. As DOGS NSW members and breeders, we all need to continue to lobby our State members, particularly Labor, to make them aware that our members health test and also import dogs, at great expense, to extend our gene pools. Our members also have rescue systems in place within many of our breed clubs and all abide by the NSW Code of Practice. Emails should primarily be sent to:

Hon. Dugald Saunders MP - [dubbo@parliament.nsw.gov.au](mailto:dubbo@parliament.nsw.gov.au)  
Mr Chris Minns MP - [koonarah@parliament.nsw.gov.au](mailto:koonarah@parliament.nsw.gov.au)



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# 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:

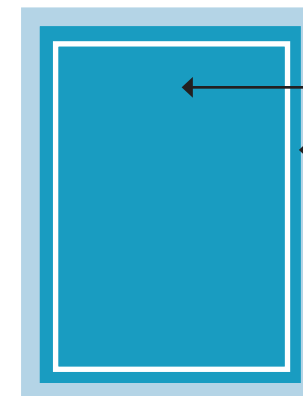
- CMYK press ready PDF files with no special, RGB or PMS colours
- PDF files should be submitted with crop marks and 5mm bleed all sides where necessary.
- All images should be a minimum of 300dpi at the size they will be used and all fonts should be embedded.
- PDF files can be supplied via email or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