

DOGS

NSW



2026 Member Media Kit



DOGS NSW DIGITAL MAGAZINE

Viewed on DOGS NSW website by
members and visitors.

DOGS NSW MAGAZINE
1,300

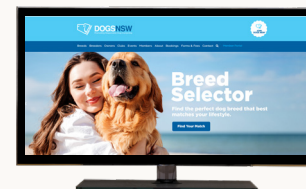
Average hard copies distributed monthly



Latest News from DOGS NSW
Friday, 11 October 2024

The Weekly Woof E-NEWSLETTER

7,751
(August 2025)



DOGS NSW WEBSITE
153,555

Users - 1 Jan to 1 August 2025
(Google Analytics)

2026 editorial features



Issue	Featured breed
January	Pug
February	Whippet
March	Shetland Sheepdog
April	Pointer
May	Skye Terrier
June	Irish Setter
July	Afghan Hound
August	Boxer
September	Bedlington Terrier
October	Akita / Akita (Japanese)
November	Australian Cattle Dog
December	Dalmatian

Editorial Overview

With editorial specifically tailored to the needs of the purebred dog owning community, as well as those members involved in canine sports, readers benefit from the latest news on the various activities of DOGS NSW, which include Conformation shows, sporting activities, 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 examples 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 Puppy Competition, Giveaways, Chairman's Report, 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:

- Preparing for the Advance™ Sydney Royal Dog Show
- DOGS NSW Australia Day Show
- DOGS NSW Canine Sports Spectacular
- DOGS NSW Royal Canin Showdog, Puppy and Neuter of the Year - June
- Advance™ Sydney Royal Dog Show
- Sydney Dog Lovers Festival (pre-show information)
- DOGS ON SHOW
- RNSWCC Board of Directors Elections
- RNSWCC Health & Welfare Charity Shows
- DOGS NSW State Junior Handler Finals / DOGS NSW Endurance Test
- Sydney Dog Lovers Festival
- DOGS NSW Royal Canin International Spring Fair
- DOGS NSW State Agility Titles / State Retrieving Championships
- DOGS NSW Christmas Show



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.





2026 deadlines

Issue	Booking deadline	Material deadline	To print
JANUARY	November 8	November 12	December 5
FEBRUARY	December 10	December 12	January 16
MARCH	January 12	January 16	February 13
APRIL	February 13	February 17	March 13
MAY	March 10	March 13	April 10
JUNE	April 15	April 18	May 15
JULY	May 12	May 15	June 12
AUGUST	June 10	June 13	July 10
SEPTEMBER	July 7	July 10	August 7
OCTOBER	August 11	August 14	September 11
NOVEMBER	September 9	September 12	October 9
DECEMBER	October 6	October 9	November 6

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

Bookings

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

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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	
Flysheet		70mm (wide) x 45mm (high)	

Magazine material format

Advertising should be submitted as:

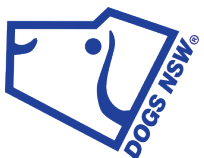
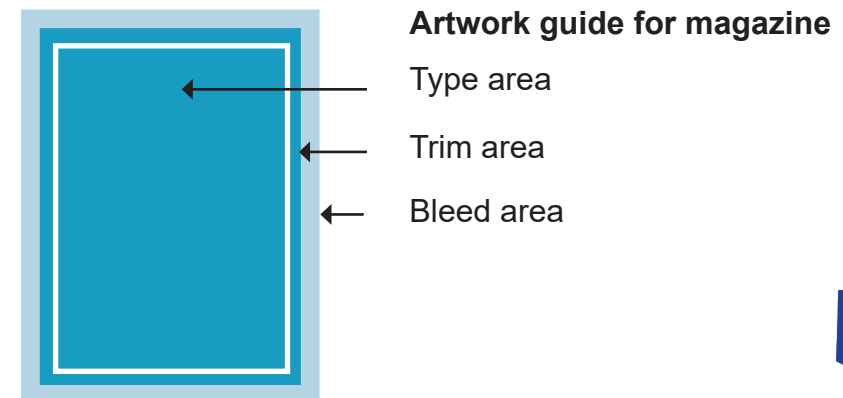
- CMYK press ready PDF files with no special, RGB or PMS colours
- PDF files should be submitted with crop marks and 5mm bleed all sides where necessary.
- All images should be a minimum of 300dpi at the size they will be used and all fonts should be embedded.
- PDF files can be supplied via email or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



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