

# DOGS

## NSW



## 2026 Commercial Media Kit



### DOGS NSW DIGITAL MAGAZINE

Viewed on DOGS NSW website by  
members and visitors.

DOGS NSW MAGAZINE  
**1,300**

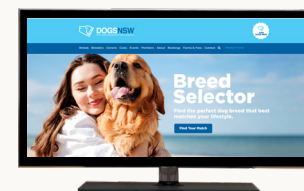
Average hard copies distributed monthly



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)

# 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 Dogs Australia.

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 and The Weekly Woof e-newsletter are the official publications for members of DOGS NSW and these keep our 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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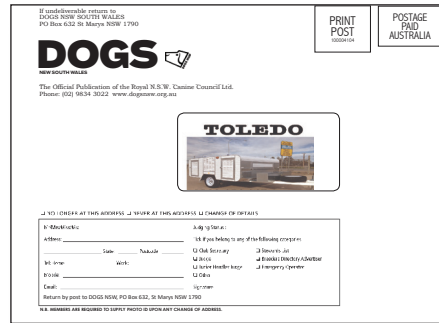


# DOGS NSW portfolio



## 1. DOGS NSW Magazine

Circulation average of **1,300** hard copies monthly



## DOGS NSW Flysheet

Your Brand visible through the polywrap



## DOGS NSW Digital Magazine

Viewed on DOGS NSW website and accessed in three locations.



4.  
DOGS NSW Website  
153,555 users

From 1 Jan to 1 August, 2025 - (Google Analytics)



## Who we are

**DOGS NSW** magazine is the official publication for members of DOGS NSW. With over 9,000 members, along with 321 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 Weekly Woof e-newsletter

Up to **7,751** subscribers in August 2025.  
New larger format ads throughout the e-newsletter.



### 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 zero 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
	80%	88.3%	Target Met
Average percentage of all calls completed in under 8 mins			
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 person 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. Managing the first few



# 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/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.



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## 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.**

## Cancellations

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

# DOGS NSW website



The **DOGS NSW website** has **153,555** users  
(1 January to 1 August, 2025 - (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 mth	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).



# The Weekly Woof e-newsletter



**The Weekly Woof** is a weekly e-newsletter delivered every Friday directly to just DOGS NSW members as well as our affiliated Breed and Kennel Clubs. 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. Average open rate is 35-40%. Links to view are also placed on DOGS NSW website, app and Facebook page.

This audience is highly targeted and engaged: **7,751** subscribers in August 2025.

## E-newsletter rates (per month)

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

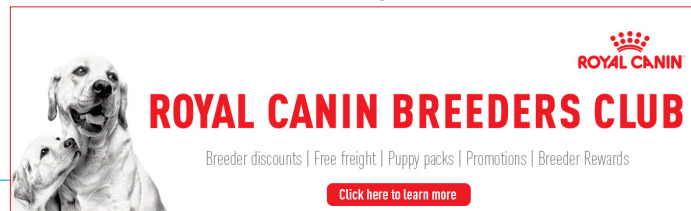
\* All prices include GST.

## Cancellations

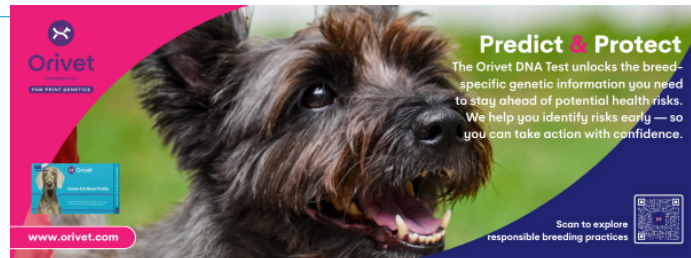
DOGS NSW will only accept cancellations in writing (email accepted), no later than 2 weeks prior to the distribution commencement date.

## Deadlines

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



**ROYAL CANIN**  
**ROYAL CANIN BREEDERS CLUB**  
Breeder discounts | Free freight | Puppy packs | Promotions | Breeder Rewards  
[Click here to learn more](#)



**Orivet**  
The Orivet DNA Test unlocks the breed-specific genetic information you need to stay ahead of potential health risks. We help you identify risks early — so you can take action with confidence.  
[www.orivet.com](#)  
Scan to explore responsible breeding practices



Latest News from DOGS NSW

Friday, 8 August 2025

## WHAT'S ON!

Please refer to the Show & Trials Guide below.

[Show & Trials Guides](#)



**DOG LOVERS FESTIVAL**  
Sat 23 & Sun 24 August 2025  
Sydney Showground  
**PAWS, PLAY & SHOP AWAY**  
INCLUDES FREE ENTRY TO THE CAT LOVERS FESTIVAL!  
vital pet | ADANCE | kurgo | PetSafe

## ~ WHAT'S NEWS THIS WEEK ~

**Closing Date: Nominations for the 2025 RNSWCC Board of Directors Elections**

At the 2025 Annual General Meeting of RNSWCC Ltd, five (5) members of the Board of Directors will retire by rotation pursuant to the provisions of the Constitution of RNSWCC Ltd. Accordingly, the Board has resolved to call for nominations to fill the said vacancies. These five (5) positions are to be elected from the METROPOLITAN Region.

Nomination forms are available from RNSWCC Ltd registered office, 44 Luddenham Road, Orchard Hills NSW 2748, or by emailing the Company Secretary at [secretary@dogsnsw.org.au](mailto:secretary@dogsnsw.org.au).

Nominations must be lodged with the Company Secretary of RNSWCC Ltd at the Company's



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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:

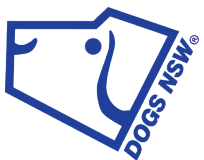
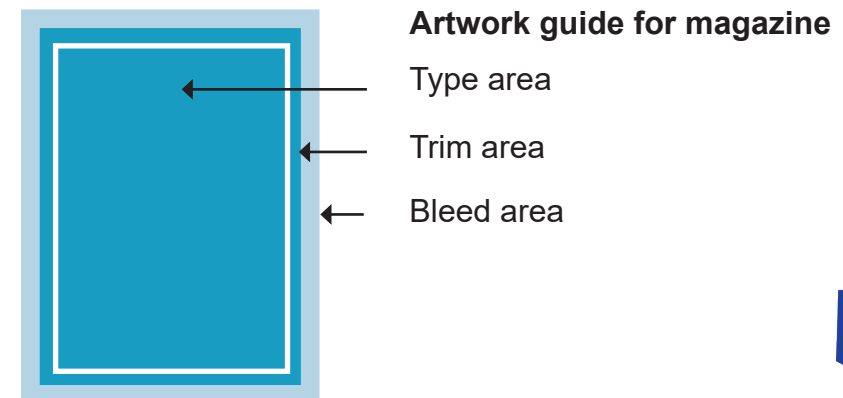
- CMYK press ready PDF files with no special, RGB or PMS colours
- PDF files should be submitted with crop marks and 5mm bleed all sides where necessary.
- All images should be a minimum of 300dpi at the size they will be used and all fonts should be embedded.
- PDF files can be supplied via email or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



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