

DOGS NSW



2027 Member Media Kit

Shutterstock Image: Brewer Terrier



DOGS NSW DIGITAL MAGAZINE

Averaging approximately 7,746
emails sent per monthly issue,
with 50,27% open rate.

DOGS NSW MAGAZINE
1,077

Average hard copies distributed monthly

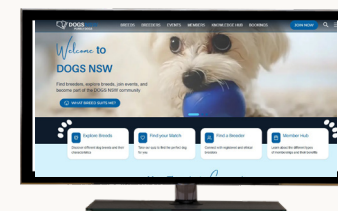


Latest News from DOGS NSW
Friday, 11 October 2024

The Weekly Woof E-NEWSLETTER

7,354

(Average number of weekly emails sent)



DOGS NSW WEBSITE
196,000

Users - July 2025 to July 2026
(Google Analytics)

2027 Features



Issue	Featured breed
January	Hungarian Vizsla / Wirehaired Vizsla
February	Neapolitan Mastiff
March	Pomeranian
April	Irish Water Spaniel
May	Cocker Spaniel/ Cocker Spaniel (American)
June	Borzoi
July	Italian Greyhound
August	Portuguese Water Dog
September	Lakeland Terrier
October	Great Dane
November	Australian Shepherd
December	Basset Hound

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 ther 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
- State & National Obedience, Agility, Scent Work & Retrieving Championships



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.



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



2027 deadlines

Issue	Booking deadline	Material deadline	To print
JANUARY	November 4	November 7	December 4
FEBRUARY	December 10	December 12	January 15
MARCH	January 12	January 16	February 13
APRIL	February 13	February 17	March 12
MAY	March 10	March 13	April 9
JUNE	April 15	April 18	May 14
JULY	May 12	May 15	June 11
AUGUST	June 10	June 13	July 9
SEPTEMBER	July 7	July 10	August 6
OCTOBER	August 11	August 14	September 10
NOVEMBER	September 9	September 12	October 8
DECEMBER	October 6	October 9	November 5

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

Bookings

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

Cancellations

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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:

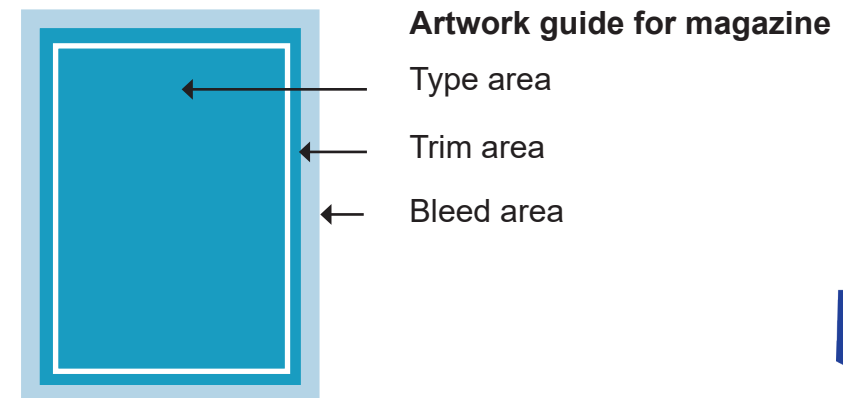
- CMYK press ready PDF files with no special, RGB or PMS colours
- PDF files should be submitted with crop marks and 5mm bleed all sides where necessary.
- All images should be a minimum of 300dpi at the size they will be used and all fonts should be embedded.
- PDF files can be supplied via email or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

The Weekly Woof Enewsletter	Size
Tile	610 x 225 pixels



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DOGS NSW MEMBER / COMMERCIAL BOOKING FORM

ADVERTISER

Company:	
Contact:	
Member No:	
Address:	
Phone:	
Email:	

MATERIAL CONTACT

Company:	
Contact:	
Position:	
Address:	
Phone:	
Email:	

ISSUE	YEAR	SIZE Magazine	Enewsletter	Website	RATE / Magazine	RATE / Enewsletter	RATE / Website	TOTAL (incl. GST)
January								
February								
March								
April								
May								
June								
July								
August								
September								
October								
November								
December								

Credit Card Details

Mastercard ☐ Visa ☐ Expiry Date: ____ / ____ CCV No: ____

Total

TOTAL INCL.
GST

Please debit my credit card for the amount of \$

Cardholders Signature: _____

Signature:

Date:/...../.....

Advertising Contacts

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PO Box 632 St Marys NSW 1790
P: 02 9834 0217
E: kchristofi@dogsnsw.org.au
W: www.dogsnsw.org.au

For Office Use only:

Invoice / Booking ID:

JA.....

LA.....

WA.....

Processed by Finance:-

Date:

Initial:

* Direct Deposit enquiries, please contact DOGS NSW office for account details on 02 9834 3022

TO CONFIRM THIS BOOKING PLEASE COMPLETE THIS FORM AND EMAIL BACK TO DOGS NSW

Special Instructions:

Terms and Conditions: 1. Payment terms are strictly 14 days prior to print date. 2. All advertisements and advertorials are subject to approval by DOGS NSW and their approvers, who reserve the right to reject any advertiser deemed inappropriate. DOGS NSW reserve the right to edit advertorial text (with the approval of advertisers) deemed inappropriate or contrary to the NIBA editorial policy or DOGS NSW Code of Ethics or Regulations. 3. DOGS NSW accepts no responsibility for any loss resulting from the failure of an advertisement, in full or part, to appear or for any error in an advertisement. 4. Artwork must be supplied to the specifications in the rate card. DOGS NSW reserves the right to change incorrectly supplied artwork without notification to the advertiser and will pass on associated costs to the advertiser. 5. DOGS NSW takes no responsibility whatsoever for errors in supplied artwork or files. 6. Cancellations will not be accepted unless in writing (email accepted) no later than the issue booking deadline. Cancellation may affect all rates and/or positioning protection for the remainder of the contract. 7. **THIS BOOKING FORM IS A BINDING AGREEMENT TO PROCEED WITH SPECIFIED BOOKING SCHEDULES. ANY CANCELLATIONS TO ADVANCED BOOKINGS (3-12 MONTHS) MUST STILL BE PAID IN FULL.** 8. The advertiser and its agents warrant that material supplied complies with all relevant laws and regulations and indemnifies Dogs NSW against any and all claims for damages, costs, compensation, copyright or any liability whatsoever including defamation, slander, breach of copyright, infringement of trademarks, business names and patents arising from publication.