

DOGS NSW



2027 Commercial 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

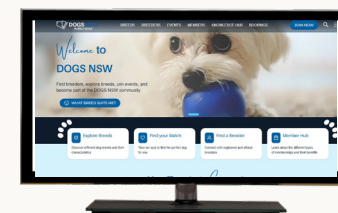


Latest News from DOGS NSW
Friday, 11 October 2024

The Weekly Woof E-NEWSLETTER

7,354

(Average number of weekly emails sent)

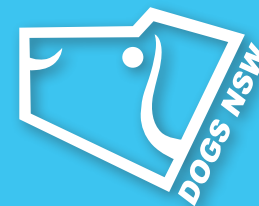


DOGS NSW WEBSITE

340,000

Users - 1 Aug 2025 to 31 July 2026
(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 7,000 members and 304 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 7,000 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 304 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

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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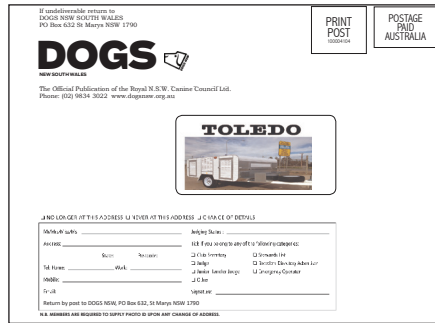
DOGS NSW portfolio



1.

DOGS NSW Magazine

Circulation average of **1,077** hard copies monthly



2.

DOGS NSW Flysheet

Your Brand visible through the polywrap



3.

DOGS NSW Digital Magazine

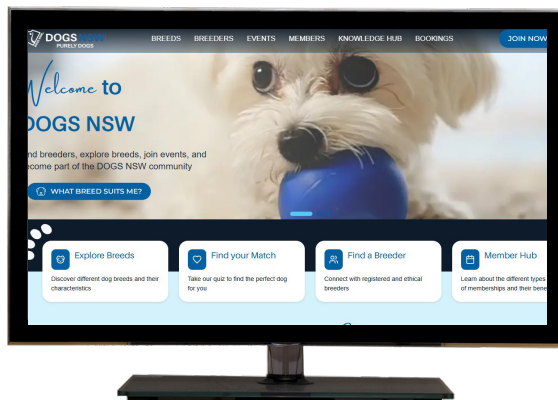
Viewed on DOGS NSW website and accessed in three locations by members, clubs and the public.

4.

DOGS NSW Website

340,000 users

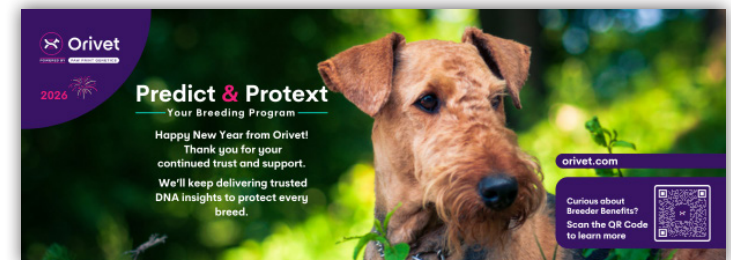
From 1 August 2025 - 31 July 2026 (Google Analytics)
Exposure on each page of our website.



5.

The Weekly Woof e-newsletter

Up to **7,354** subscribers in August 2026.
Economical way to advertise and with weekly editions being sent, this means more current exposure per month.



Who we are

DOGS NSW magazine is the official publication for members of DOGS NSW. With over 7,000 members, along with 304 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.

DOGS NSW digital magazine

DOGS NSW magazine is produced in digital & hard copy formats

Access to the digital magazine remains through monthly emails sent to our member database as well as links sent each week to the same members through our Weekly Woof e-newsletters. Website access for the general public is at the following link: <https://dogsnsw.org.au/knowledge-hub/magazine/>

The digital magazine remains one of DOGS NSW's strongest recurring communications. A weighted open rate above 50% indicates that members recognise and value the monthly issue. Because the email goes to the full database, this result is especially strong.

- The reader base is exceptionally stable, averaging approximately 7,746 email sends per monthly issue.
- The email open rate was 50.27%, compared with a current association average of 33.54% and the earlier report's 35-40% benchmark range.
- Open rate performance softened through the final quarter, reaching 46.16% in July. This is still well above norms.
- Google Analytics recorded 26,413 issue-page views, averaging 2,201 per month. November was the strongest month with 3,415 views.

* All information collected from: 1 August 2025 - 27 July 2026 (Google Analytics)

Advertising in DOGS NSW magazine means you can:

- Have users click through directly to your own chosen media platform (website, social media, etc)
- Have even further visibility with hard copy available to the public at events and online.
- Have a dedicated viewing target audience of clubs, members and dog breeders/owners.
- 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.



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 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.



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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.*

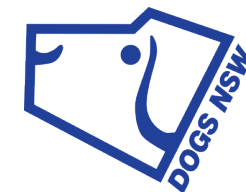
Bookings

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

Cancellations

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DOGS NSW website



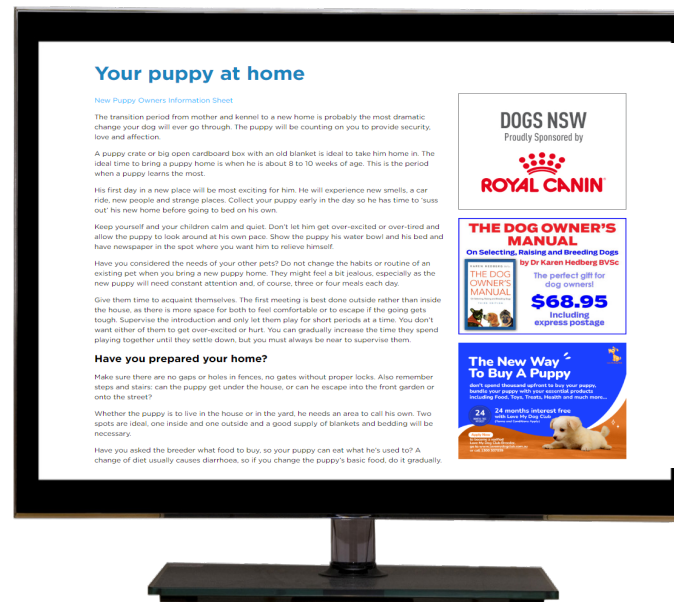
The **DOGS NSW website** has **340,000** users
(1 August 2025 to 31 July 2026 - (Google Analytics))

Breakdown: Organic traffic - 167,000 Direct - 95,000 Paid - 20,000

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 34.4% male and 65.5% female, with 62.5% between 25 -54 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.



Tired of pets digging holes and wearing out the grass?



Patch & Purr
Pet Cremations

We understand that losing a pet is like losing a member of the family.

FIND OUT HOW WE MAKE IT A LITTLE EASIER
patchandpurr.com.au



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

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The Weekly Woof e-newsletter



The Weekly Woof is a weekly e-newsletter delivered every Friday directly to jDOGS 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 46.92%, based on 30 editions sent from 16 January to 7 August 2026. Links to view are also placed on DOGS NSW website and Facebook pages.

This audience is highly targeted and engaged: 7,354 subscribers in August 2026.

E-newsletter rates (per month)

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

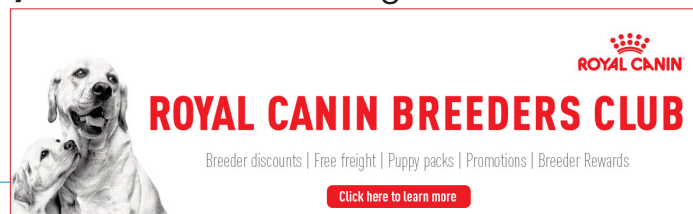
* All prices include GST.

Cancellations

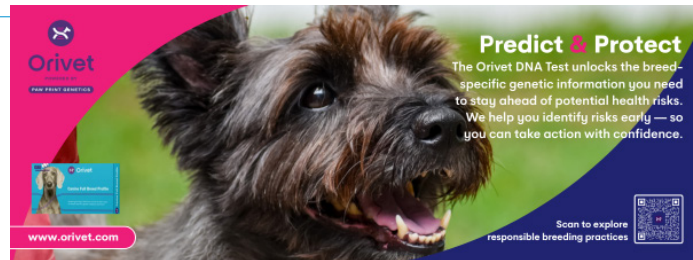
DOGS NSW will only accept cancellations in writing (email accepted), no later than 2 weeks prior to the distribution commencement date.

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.

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:

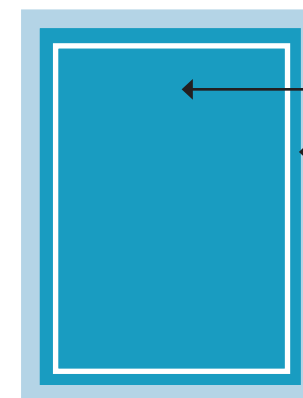
- CMYK press ready PDF files with no special, RGB or PMS colours
- PDF files should be submitted with crop marks and 5mm bleed all sides where necessary.
- All images should be a minimum of 300dpi at the size they will be used and all fonts should be embedded.
- PDF files can be supplied via email or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

The Weekly Woof Enewsletter	Size
Tile	610 x 225 pixels

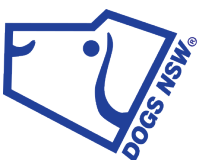


Artwork guide for magazine

Type area

Trim area

Bleed area



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DOGS NSW COMMERCIAL BOOKING FORM

ADVERTISER

Company:
Contact:
Position:
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:

Credit Card Details - *a flat fee of \$1.00 for services paid by credit cards will apply.

Total

TOTAL INCL.
GST

Please debit my credit card for the amount of \$ + \$1 Credit Card Fee

Cardholders Signature:

Signature:

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

Advertising Contacts

Kerry Christofi / DOGS NSW
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.