

DOGS

NEW SOUTH WALES



2025 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

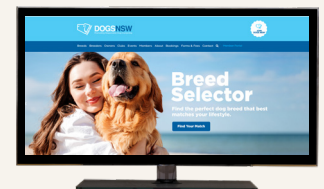


Latest News from DOGS NSW
Friday, 11 October 2024

The Weekly Woof E-NEWSLETTER

7,427

subscribers (October 2024)



DOGS NSW WEBSITE
310,000

Users - 1st Jan to 1st October 2024
(Google Analytics)

2025 editorial features



Issue	Featured breed
January	Manchester Terrier
February	Australian Stumpy Tail Cattle Dog
March	Rottweiler
April	Shih Tzu
May	English Toy Terrier
June	Gordon Setter
July	Chow Chow
August	Greyhound
September	Welsh Corgi (Pembroke & Cardigan)
October	Pekingese
November	Dachshund
December	Siberian Husky

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:

- Preparing for Sydney Royal / The Pet Show - January
- DOGS NSW Christmas Show - February
- DOGS NSW Australia Day Show - April
- DOGS NSW Royal Canin Showdog, Puppy and Neuter of the Year - June
- Advance Sydney Royal Dog Show - June/July
- Sydney Dog Lovers Festival (pre-show information) - July
- DOGS ON SHOW - August
- DOGS NSW Elections / RNSWCC Health & Charity Shows - September
- NSW State Junior Handler Finals / DOGS NSW Endurance Test - October
- Sydney Dog Lovers Festival - October
- DOGS NSW Royal Canin International Spring Fair - November/ December
- DOGS NSW State Agility Titles / State Retrieving Championships - December





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



2025 deadlines

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

* 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

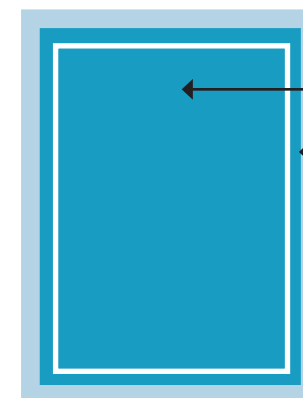
370 x 280 pixels

The Weekly Woof Enewsletter

Size

Tile

610 x 225 pixels

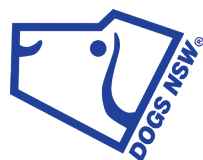


Artwork guide for magazine

Type area

Trim area

Bleed area



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