



Media Kit 2011
Reach all 11,000 members of Australia's largest purebred dog organisation



Key facts

Frequency – published monthly

Circulation – 11,000

Readership – estimated 36,000

Distribution – Mailed Australia-wide and internationally to all 11,000 members of DOGS NSW (the Royal NSW Canine Council)

Demographic – The lucrative pedigree dog owners market

Who are we?

Dogs NSW magazine is the official publication for members of DOGS NSW (the Royal NSW Canine Council), with a respected and trusted 21-year history.



DOGS NSW is the controlling body for all recognised breed clubs and dog related sporting clubs. These sports include championship dog shows as well as dog obedience training, agility, herding and more throughout NSW. DOGS NSW is also affiliated with canine sport clubs Australia-wide.

Who do we circulate to?

Dogs NSW is published monthly and provides advertisers with direct access to over 11,000 members representing three core audiences:

- **Breeders** whose livelihood is regularly dependent on the health and wellbeing of their dogs.
- **Owners** who are passionate about the care of their dogs.
- **Competitors** who regularly engage in conformation and sport contests, taking great pride in the appearance, maintenance and health of their dogs. Whether it be a vocation or a hobby, they are dedicated to having the best products for their dogs to facilitate success when competing.

Total readership is estimated at 36,000.

What can we do for your brands?

Create tailored solutions

We can tailor your campaign to suit your needs including:

- Print campaigns with editorial integration and prime positioning
- Special advertising opportunities such as gatefolds, bellybands, address wrappers and promotions
- Inserts to our entire circulation
- Exclusive feature sponsorship

Provide a targeted audience

We reach the highly lucrative dog care market, and our readers have a high degree of disposable income – nothing is too good for their dogs!

With 871 dog shows or trials in NSW annually and 25,000 purebred dogs registered in NSW alone each year, this market is passionately dedicated to competing and breeding, and see premium dog related products and services as an investment in their success.*

Reader engagement

Dogs NSW magazine is a trusted source of information from an association with a 21-year history.

“*Dogs NSW* is the bible in the dog world. I read it from cover to cover, I love it and it has never been better than it is now.” Vicki Etherington OAM, DOGS NSW member since 1959.

Add credibility

As the official member publication for DOGS NSW your brands are part of a respected and trusted environment, giving you valuable brand credibility.

Recognition

Dogs NSW magazine was awarded Runner-Up Best Magazine Relaunch at Publishers Australia's 2009 Bell Awards, which celebrate the brightest and best in the publishing industry, cementing its reputation as the country's premier glossy magazine for pedigree dog owners.



*Source: ACAC Report

Editorial overview

Dogs NSW's purpose is to inform and encourage responsible dog ownership and to raise the breeding standards of purebred dogs.

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, and working and sporting dog trials.

Each issue of *Dogs NSW* magazine highlights a specific breed as well as including features relevant to purebred dog owners. Each issue also showcases the objectives of DOGS NSW – to promote responsible dog ownership and improve the health and wellbeing of purebred dogs.



2011 features

Issue	Featured breeds	Editorial features	
Jan	American Staffordshire Terrier & Japanese Chin	Grooming The basic skills	Behaviour Recall training
Feb	Bichon Frise & Schipperke	Genetic testing	Series: 12 months with a new puppy. Part 1 Choosing your puppy
Mar	Border Terrier, Boston Terrier & Bernese Mountain Dog	Nutrition Is going organic a good idea?	Series: 12 months with a new puppy. Part 2 How to prepare your house, garden and family
Apr	Keeshond & Australian Silky Terrier	Holidays Dog friendly destinations	Series: 12 months with a new puppy. Part 3 Puppy diet, teething, socialising, puppy preschool, vets and vaccination
May	English Springer Spaniel & Tenterfield Terrier	Osteoarthritis	Series: 12 months with a new puppy. Part 4 Getting outdoors and socialising
June	Miniature Pinscher & Brittany	Grooming Behind the scenes at the groomer	Series: 12 months with a new puppy. Part 5 Dealing with emerging problem behaviours and stimulating healthy growth. Continuing training and socialisation with sports and clubs
July	Japanese, German & Finnish Spitz; Old English Sheepdog	Royal Easter Show	Board elections
Aug	Australian Kelpie & Mastiff	Internal parasites	Training Correcting small problems
Sept	Weimaraner & Airedale Terrier	Holidays Travel options to suit every dog	Go green Simple ways to minimise your dogs' environmental impact
Oct	Newfoundland & Bearded Collie	Fleas & ticks	Education Getting into the petcare industry
Nov	Papillon & Borzoi	Insurance New products	Dental health How to keep your dog's teeth and gums healthy
Dec	Jack Russell Terrier & Cairn Terrier	Nutrition Bulk up – how to put weight on a too-skinny dog	Behaviour Why does my dog bark? How to stop problem barking

Value packages

Capture the attention of our loyal readers with these great package deals.

THREE ISSUE OFFER

Book full-page advertisements in three consecutive issues of *Dogs NSW* in 2011 and you will receive the following:

Save
25%

- **5% discount off full-page rate**
- **Premium right-hand page** positioning without loading in three issues
- **Half-page editorial** in our 'Industry news' section in one issue, details to the right

Total value = \$7,915
Your investment = \$5,835

SIX ISSUE OFFER

Book full-page advertisements in six consecutive issues of *Dogs NSW* in 2011 and you will receive the following:

Save
40%

- **10% discount off full-page rate**
- **Premium right-hand page** positioning in the first quarter of the magazine without loading in six issues
- **Full-page competition** exclusively featuring your products in one issue, details to the right
- **Half-page editorial** in our 'Industry news' section in one issue, details to the right

Total value = \$19,050
Your investment = \$10,800

TWELVE ISSUE OFFER

Book full-page advertisements in twelve consecutive issues of *Dogs NSW* in 2011 and you will receive the following:

Save
50%

- **25% discount off full-page rate**
- **Premium right-hand page** positioning in the first quarter of the magazine without loading in nine issues
- **Outside back cover** positioning without loading in three issues
- **Full-page competition** exclusively featuring your products in one issue, details to the right
- **Half-page editorial** in our 'Industry news' section in two issues, details to the right

Total value = \$35,575
Your investment = \$18,000

INDUSTRY NEWS EDITORIAL

Half-page editorial in our 'Industry news' section to showcase your products and services (including 150 words and an image)

Total value: \$1,150



Half-page 'Industry news' editorial COMPETITION

A full-page competition exclusively featuring your products. Simply supply 200 words, images and \$1000 RRP of product, and we will design the competition page with your approval

Value-add promotion includes:

- A teaser and image in the contents page
- A front cover splash promoting the competition
- You will receive all entries to add to your marketing database

Total value: \$3,140



Contents



Cover splash



Full-page competition

FEATURE SPONSORSHIP

You have the opportunity to exclusively sponsor our feature stories. This includes:



- Full-page lead in
- Full-page lead out
- A 'handy hints' editorial box*
- Half-page 'Industry news' editorial
- Full-page competition, including cover splash and contents page
- Expert editorial comments integrated into the feature*

Total Value = \$13,490
Your Investment = \$5,000

*ALL EDITORIAL INCLUSIONS MUST BE FROM AN EXPERT SOURCE, AND ARE SUBJECT TO THE EDITOR'S APPROVAL



Full-page lead in



Full-page lead out



A 'handy hints' editorial box*



Half-page 'Industry news' editorial



Competition: Full page



Competition: Cover splash



Competition: Contents page



Rate card

Frequency	Casual	3X	6X	12X
Four Colour				
Full Page	\$2,050	\$1,945	\$1,800	\$1,590
Half Page	\$1,150	\$1,090	\$1,010	\$895
Quarter Page	\$590	\$560	\$520	\$460
Sixth Page	\$240	\$225	\$210	\$185
Twelfth Page	\$130	\$123	\$114	\$100

Discounts available to members of DOGS NSW. Published 1st week of each month.

2011 deadlines

Issue	Booking deadline	Material deadline	On-sale
Jan	11-Nov	16-Nov	3-Jan
Feb	3-Dec	8-Dec	4-Feb
Mar	10-Jan	13-Jan	4-Mar
Apr	10-Feb	15-Feb	1-Apr
May	17-Mar	22-Mar	5-May
Jun	11-Apr	14-Apr	2-Jun
Jul	12-May	17-May	1-Jul
Aug	17-Jun	22-Jun	6-Aug
Sep	14-Jul	19-Jul	1-Sep
Oct	18-Aug	23-Aug	2-Oct
Nov	13-Sep	16-Sep	3-Nov
Dec	13-Oct	18-Oct	1-Dec

Position loadings

Outside back cover 30%
 Inside front cover 20%
 Inside front cover double page spread 40%
 Inside back cover 20%
 First quarter right hand page 20%
 All other preferred or guaranteed positions 10%

Prices are exclusive of 10% GST

Inserts, bellybands, gatefolds, tip-ons and other special requirements are available on application.

Cancellations

Cancellations will not be accepted unless received in writing no later than the booking deadline date of the issue. Cancellation may affect all rates and/or positioning protection for the remainder of the contract.

Artwork

Advertising should be submitted as:

- CMYK press-ready PDF files with no special or PMS colours
- PDF files should be submitted with crop marks and 5mm bleed on all sides where necessary
- All images should be a minimum of 300dpi at the size they're used and all fonts should be embedded
- PDF files can be supplied on disk or via email.
- Paper proofs of the advertisements should also be submitted
- Advertisements cannot be accepted in original format (eg: Quark Express or 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
- Incorrect supplied material will incur a production charge of \$80 per hour

Artwork delivery

Courier/Post: Mahlab Media
G9/1-15 Barr Street, Balmain NSW 2041

Email: nikki@mahlabmedia.com.au

Material specifications

SIZE	BLEED AREA	TRIM AREA	TYPE AREA
Full	220 x 285mm	210 x 275mm	180 x 255mm
Half (Horizontal)		183 x 115mm	173 x 105mm
Half (Vertical)		89 x 237mm	79 x 227mm
Quarter		89 x 115mm	84 x 110mm
Sixth		57.5 x 110mm	56.5 x 109mm
Twelfth		57.5 x 51mm	56.5 x 50mm

Advertising enquiries:

Nikki Brew
Advertising & Business Development Executive

Mahlab Media
G9/1-15 Barr Street, Balmain NSW 2041
P 02 9818 8896
F 02 9818 6080
M 0405 211 265
E nikki@mahlabmedia.com.au
W mahlabmedia.com.au

Membership and subscription enquiries:

PO Box 632, St Marys NSW 1790
P 02 9834 3022
F 02 9834 3872
E info@dogsnsw.org.au
W dogsnsw.org.au



Advertising enquiries: Nikki Brew **P** 02 9818 8896 **E** nikki@mahlabmedia.com.au

DOGS

NEW SOUTH WALES 

Advertising enquiries:

Nikki Brew
Advertising & Business Development Executive

Mahlab Media
G9/1-15 Barr Street, Balmain NSW 2041

P 02 9818 8896

F 02 9818 6080

M 0405 211 265

E nikki@mahlabmedia.com.au

W mahlabmedia.com.au
