

DV

MARCH 2017



www.dogsvictoria.org.au

For all Dogs Victoria magazine, website and sponsorship enquiries please contact Janet Davidson Ph: 9788 2505 j davidson@dogsvictoria.org.au

THE MAGAZINE

Dogs Victoria is the state's premier pedigree dog magazine containing crucial information for owners and breeders of pedigree dogs, including shows and trials, litter registrations and industry news along with feature articles covering a variety of topics including health, obedience and training.

As a subscription-based publication, advertisers are guaranteed readership every month consisting of pedigree dog owners and breeders as well as industry professionals from around Australia – judges, stewards, veterinarians and associated clubs and affiliations.

THE READER

Readers of Dogs Victoria are registered breeders of pedigree dogs and actively involved in the showing and breeding of pedigree dogs. As such, they are interested in giving their dogs the very best care and treatment.

As the state's number one source of information about pedigree dogs and as the official publication of the Victorian Canine Association, Dogs Victoria has a long-standing credibility that has resulted in a very committed and loyal readership.

The typical reader wants information on how they can best care for their dogs and with a majority of readers owning more than one dog per household, sales to these groups will translate into mass volume sales.



MAGAZINE RATES & SPECIFICATIONS



Covers
Inside Front \$1050
Inside Back \$1050
Outside Back \$1050
(193 x 264mm + 5mm bleed)



Full Page - Full colour
(193 x 264mm + 5mm bleed)
Member: \$294
Commercial: \$735



Half Page - Full colour
(173 x 120mm) Member: \$173
Commercial: \$525



Quarter Page - Full colour
(85 x 120mm)
Member: \$91
Commercial: \$315



Canine Classifieds - Full colour
Twelfth Page (56 x 50mm)
Commercial \$105

FRONT COVER ARTWORK REQUIREMENTS

\$330 (193 x 264mm + 5mm bleed)

Please supply the following details that will appear on Page 1.
No other details will be accepted.

- Only one image permitted per cover.
- Photographer's name cannot be published on the front cover
- Sponsor's logos are not permitted on the cover.
- Publications committee reserves the right to decide in its absolute discretion to edit and/or change the image submitted for the front cover.
- Breed of Dog
Registered Name of Dog
Registered Owner/s of Dog
Photographed by
(if copywrite needs to be acknowledged)
- Digital Shots: Minimum 274mm high x 203mm wide at 300DPI.
- Portrait format ONLY will be accepted for the front cover.
- Ample border space around the dog (including left, right and above).
- No person or part of person to be in any part of the photograph (leash is acceptable).
- Either full body shot or head shot.



ARTWORK REQUIREMENTS

- We accept artwork via email or on disc in the following formats:
- High resolution TIFF - all artwork must be 300 dpi
- High resolution PDF - 300dpi
- All artwork to be supplied in CMYK
- In Design document and files - images and fonts MUST be included on the CD or in a zip/stuffit archive if emailed
- 5mm bleed on all full page artwork
- Artwork charges will apply if completed artwork is not supplied on application.

DESIGN

Charge rate: \$70/hour

- We don't accept the following file formats:
Excel, Powerpoint, Word, Publisher, CorelDraw, Pagemaker or QuarkXPress.
- True type fonts are not accepted.



POLICY ON PUBLISHING OF CONFORMATION/OBEDIENCE PHOTOS

All photos are to be landscape only

- Sponsor's logos are not to be included in photo
- Photographer's name is not to be included in photo
- Photos to be 100mm x 75mm with a dpi of 300
- Details of judges, owner, breed, dog's name, photographer's name, type of event, number of entries, club name and date of event to be included on CD in word document format
- Dog should take up the majority of the photo, not handler and/or sponsors product
- CD with photos and word document text should be sent to Dogs Victoria as soon as possible after the event



WEBSITE – WWW.DOGSVICTORIA.ORG.AU

The user-friendly website is accessed by members of Dogs Victoria to be informed about shows, activities and association information. It is also the first place potential new dog owners as well as existing dog lovers visit to learn more about their breed of choice, search for products and services.

Advertising on the website reaches an increasing number of breeders and dog lovers and by simply clicking on to your product, they will be lead directly to your website.

Advertising on the Dogs Victoria website is easy, inexpensive and targets consumers interested in your products.

Price on application contact Janet Davidson jdavidson@dogsvictoria.org.au Ph: 9788 2505

WEBSITE ADVERTISING SPECIFICATIONS AND RATES

Regular
(220pxW x 300pxH)



Vertical Strip
(150 pxW x 400pxH)



Horizontal Strip
(Sponsors only)
(550 pxW x 70pxH)



Dogs Victoria magazine and website combined reaches over 60,000 specialist dog owners every month!