



# Commercial Advertising Guide 2024

Established in 1877, Dogs Victoria continues to be the peak body representing owners and breeders of purebred dogs in Victoria.

Our core purpose is to promote and protect purebred dogs. We want to be consistently recognised in the community as a professional organisation which manages a vibrant, progressive and responsible purebred canine association.

# Our Canine Community



Nearly 40%  
of Australians  
own a dog



Victorians spent \$6.6  
billion on their pets in  
2023



63% of owner's  
class their dog as  
a member of the  
family



Just under  
2,000,000 dogs  
are registered in  
Victoria (2023)



There are  
6.4 million  
dogs in Australia's  
pet population



42% of Australian's  
purchased a dog for  
companionship

# Did you know? Dogs Victoria

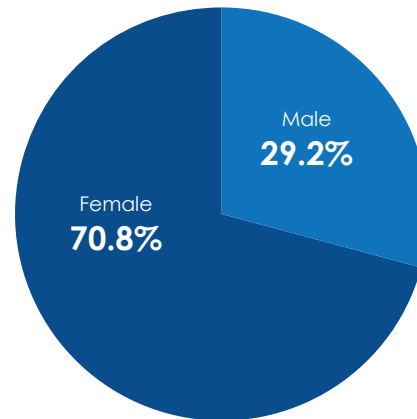
**2** MULTI FACETED FACILITIES

CANINE COMMUNITY AUDIENCE  
**10,000+**

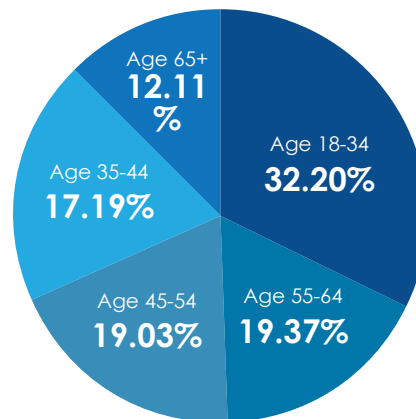
EVENTS THIS YEAR  
**800+**

WEBSITE PAGE VIEWS (2023-2024)  
**1.32 Million**

Gender



Age



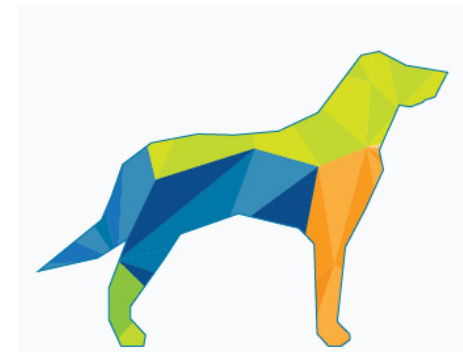
**16,000**  
LIKES



**2,345**  
FOLLOWERS



**401**  
SUBSCRIBERS



Amended April 2024



# What we do

Dogs Victoria's main function is promoting responsible dog ownership and providing educational resources to all dog owners across Australia. Our community sees our organisation as a vital aspect of dog ownership, as we enhance their ability to be responsible dog owners and provide them with the most up to date educational resources.

Dogs Victoria also advocate and represent all Victorian dog owners at a government level and help explain issues faced by dog owners to local, state and federal governments.

Dogs Victoria oversees and sanctions more than 800 dog related events every year, which are attended by thousands of dog owners and competitors. We licence, regulate and promote these events through our many publications and channels to our community and the wider public.

In addition to these services we also promote and regulate Victoria's purebred dog industry, providing registration of purebred litters and breeders while delivering this vital information to the thousands of users visiting our website every week.



*Amended April 2024*



# Who reads the Dogs Victoria Magazine?

## Our Canine Community

Our community are passionate, engaged and place huge importance on providing outstanding products and services for their families. Our community view their dogs as equal members of the family and require all the love and attention a human family member does.

### Our key audiences include:

- Breeders - their livelihood relies on the health and general wellbeing of their dogs
- Canine Industry Professionals - this includes people who work with dogs on a daily basis and have authority in the industry to make product decisions. This refers to veterinarians, trainers, animal behaviourists, physiotherapists and more
- Show and trial competitors - regularly engaged in the sports and trials
- Judges - a crucial aspect of show day
- Dog owners - passionate individuals and families who treat their canine companion as family
- Kennel and breed clubs - These members are always looking for new ways to get the best results for their dogs

## Our Primary Demographic

- Females aged between 55-64
- Prefer to spend time with physical media like the magazine (long term focused engagement)
- Engaged with social media and follows dog community pages
- Loves to discuss fine dining, travel and canine issues
- Extremely focused on the quality and value of dog products and services
- Seeks a broad range of dog products
- Utilises the website to check regulations and for upcoming events
- Owns 1-3 purebred dogs who are considered family members
- Predominantly Melbourne based
- Predominantly English speaking



# Why advertise with Dogs Victoria?

Advertising with Dogs Victoria will provide multiple benefits to your company. Some of these are listed below:

## **Improved reputation**

Dogs Victoria has been a trusted organisation for over 143 years, therefore advertising on our multiple streams provides customers with a sense of your business being a high quality and trustworthy brand.

## **Better brand awareness**

We can improve brand awareness by increasing the likelihood of your business being viewed and therefore producing a larger target source of customers.

## **Expanded website traffic**

This provides your business with extra validation to gain trust from search engines like Google. Increased SEO is essential in this time and age as it gives your business a higher chance at priority ranking on search pages.

## **Increased local customer base**

By advertising with Dogs Victoria it increases the chances of targeting a higher local customer as your business appears as a priority in their local area.





# 2024 Editorial Features

Issue	Featured Breed
January	Nova Scotia Duck Tolling Retriever
February	Afghan Hound
March	Corgi (Cardigan)
April	Siberian Husky
May	Schipperke
June	Pekingese
July	American Staffordshire Terrier
August	Weimaraner
September	Whippet
October	Puli
November	Dobermann
December	Japanese Spitz

## Editorial Overview

With editorial content specifically tailored to the needs of the purebred dog owning community, readers benefit from the latest news on the various activities of Dogs Victoria, which includes dog shows, obedience, agility, working and sporting trials.

## Spotlight Breed Features

Dogs Victoria Magazine highlights a specific Dogs Australia recognised breed in every issue. This outlines the history, characteristics, temperament and suitability of each. These highlights are written by a specialist in the area and provides interesting facts about the breed along with beautiful photographs displaying the breed.



*Amended April 2024*

# Magazine

## Advertising

**Covers** 193 x 264mm + 5mm bleed

**Inside Front**      **Inside Back**      **Outside Back**

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**Full Page** 193 x 264mm + 5mm bleed

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**Half Page** 173 x 120mm

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**Quarter Page** 85 x 120mm

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## Commercial Advertising Rates

**Covers (excludes front cover) \$1,254**

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**Full Page \$878.50**

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**Half Page \$631.30**

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**Quarter Page \$375.60**

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The magazine print copy currently goes out to over 1000 members a month.

The digital copy is viewed by over 7,000 members a month. It is also available to the public.



Custom design available - charge rate: **\$81.40/hr**

Amended April 2024



# Newsletter

## Advertising (Monthly)

## Commercial Advertising Rate

Banner \$115.60

### What's included


Advertisement Banner  
Business logo  
Website link  
Promotions (if applicable)

The Dogs Victoria monthly member e-newsletter is sent to over 6,000 members via email with jam packed information and updates on events, memberships, breeder information and more! You can feature a banner in our monthly member newsletter.

We also have an affiliates newsletter that gets sent bi-monthly to over 250 clubs.



**ROYAL CANIN**  
**BABYDOG MILK**



**NEW** Make this product part of your whelping kit.

- ✓ Insufficient milk
- ✓ Large litters
- ✓ For orphaned or rejected puppies
- ✓ Cases of mastitis.

To join the Royal Canin® Breeders Club and access exclusive discounts, benefits and products like BABYDOG Milk and more, visit:  
[breeders.royalcanin.com.au](https://breeders.royalcanin.com.au)

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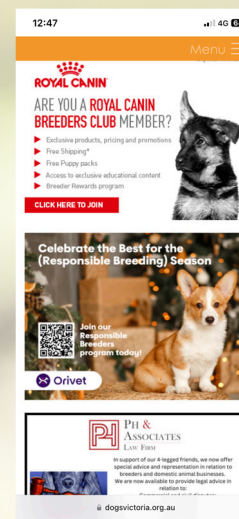
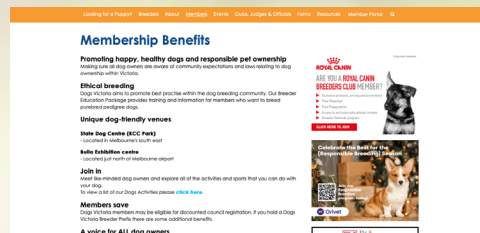
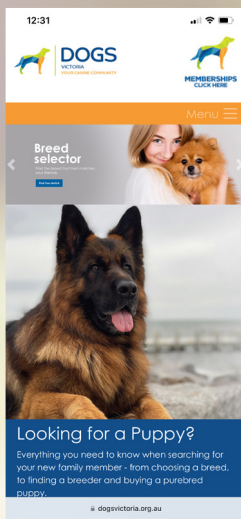
# Website

## Advertising

We offer a side column slideshow on our website that has over 1,300 visitors per day!

## Commercial Advertising Rates

Side Panel \$115.60



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# Social media

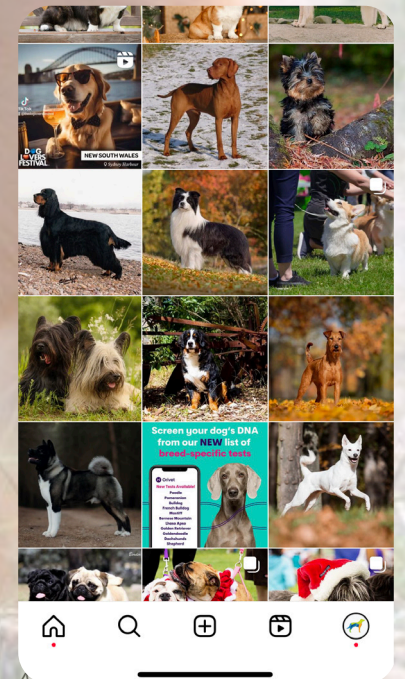
## Advertising

As social media becomes the most popular form of communications, Dogs Victoria offers the chance for you to have your content or advertisements shared on our social media platforms.

## Commercial Advertising Rates

Social Media & Website \$520

Social Media \$404.50 (2 posts per month)



# Pavilion Banners

## Advertising

KCC Park is a popular spot for dog shows, with over 500 events held each year. Each event typically attracts over 200 people, meaning that a pavilion banner with your business name and logo could be seen by over 100,000 people annually! In addition to dog shows, KCC Park hosts various other events, such as the Nursery and Garden Industry Victoria (NGIV) tradeshow, school events and plant expos. This means that even more people could see your pavilion banner yearly.

A pavilion banner is a great way to promote your business to a large audience. It's also a relatively inexpensive way to advertise. It also lasts for a much longer duration than other advertising streams.

Here are some additional benefits of having a pavilion banner at KCC Park:

**Increased brand awareness:** Your pavilion banner will be seen by many people, which can help increase brand awareness and drive traffic to your business.

**Lead generation:** Your pavilion banner can generate leads by including contact information. This way, people interested in your business can easily contact you.

**Sales:** Your pavilion banner can also drive sales by promoting special offers or discounts. This can be a great way to attract new customers and boost sales.

If you want to promote your business to a large audience, a pavilion banner at KCC Park is a great option. It's an affordable and effective way to get your message out there and reach many people.

## Commercial Advertising Rates

**Pavilion Banner** \$802.50 (yearly cost) - manufacture and installation costs are paid for by the advertiser



# Pavilion Banners



## This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

## This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



# Contact us

## Want to know more?

We offer advertising opportunities for businesses big or small.

To secure your spot or for any further enquiries, contact:

Chelsy Hardy

03 9788 2511

Communications & Marketing Officer  
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