



2012

# DOGS Victoria

MEDIA KIT



[www.dogsvictoria.org.au](http://www.dogsvictoria.org.au)

Pure Fun, Pure Sport, Purebred



**Circulation: 10,000\***  
**Readership: 40,000\***  
**Frequency: Monthly**  
**Content: Pedigree dogs**  
\*Subscription-only based readers.

## 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

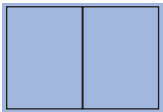


## Covers

Inside Front \$1620  
Inside Back \$1470  
Outside Back \$1740  
(193 x 262mm + 5mm bleed)



**Full Page** - Full colour  
(193 x 262mm + 5mm bleed)  
\$1450



**Double page Spread** - Full colour  
(386 x 262mm + 5mm bleed)  
\$2320



**Half Page** - Full colour  
(173 x 120mm)  
\$900



**Quarter Page** - Full colour  
(85 x 120mm)  
\$470



**Gazette** - Mono  
**Sixth Page Vertical Island Ads**  
(56 x 100mm)  
\$380

**Canine Classifieds** - Full colour



**Sixth Page Vertical**  
(56 x 100mm)  
6 Issues \$1380  
12 Issues \$2430



**Sixth Page Horizontal**  
(114 x 50mm)  
6 Issues \$1380  
12 Issues \$2430



**Twelfth Page**  
(56 x 50mm)  
6 Issues \$690  
12 Issues \$1212

\* All rates do not include GST

## FRONT COVER



\$660  
(193 x 262mm + 5mm bleed)

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

- Breed of Dog
- Registered Name of Dog
- Registered Owner/s of Dog
- Photographed by  
(if copywrite needs to be acknowledged)

## Cover artwork requirements

- Digital Shots: Minimum 273mm high x 202mm 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.

### 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.

# Website – [www.dogsvictoria.org.au](http://www.dogsvictoria.org.au)

DOGS Victoria recently launched its website, [www.dogsvictoria.org.au](http://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 & 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.

## Website Advertising Specifications and Rates



### Regular

(220 pixels wide by 300 pixels high)



### Vertical Strip

(150 pixels wide by 400 pixels high)



### Horizontal Strip - (Sponsors only)

(550 pixels wide by 70 pixels high)

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

### 6 month commitment

\$280 + GST per month

### 12 month commitment

\$230 + GST per month





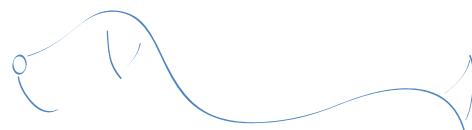
# 2012 Deadline Dates

January Issue	
Booking deadline	10th November 11
Artwork deadline	16th November 11
February Issue	
Booking deadline	8th December 11
Artwork deadline	14th December 11
March Issue	
Booking deadline	5th January 12
Artwork deadline	11th January 12
April Issue	
Booking deadline	9th February 12
Artwork deadline	15th February 12
May Issue	
Booking deadline	15th March 12
Artwork deadline	23rd March 12
June Issue	
Booking deadline	19th April 12
Artwork deadline	25th April 12

July Issue	
Booking deadline	17th May 12
Artwork deadline	23rd May 12
August Issue	
Booking deadline	21st June 12
Artwork deadline	27th June 12
September Issue	
Booking deadline	19th July 12
Artwork deadline	25th July 12
October Issue	
Booking deadline	16th August 12
Artwork deadline	23rd August 12
November Issue	
Booking deadline	13th September 12
Artwork deadline	19th September 12
December Issue	
Booking deadline	11th October 12
Artwork deadline	17th October 12

Artwork deadline is the absolute latest date we will receive completed artwork,  
NO EXCEPTIONS

For all DOGS Victoria magazine, website  
& sponsorship enquiries please  
contact Joe Zappala: Ph: (02) 9357 6477



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