

*An exciting new publication*  
free to pet people with a passion!

Autumn Edition – Priceless

## Companion

dogworld



**Show and Tell**  
Page 3

**Show Scenes**  
Page 10-11

**Inside this issue:**



**Show and Tell** page 3



**Starting out** page 2



**Hi Society** page 4



**Hi Society** page 4



**Ask the experts** page 6

50mm x 262mm Advert Space

## **Circulation**

40,000

## **Format**

A free 16 – 24 page tabloid newspaper on high quality news print.

## **Frequency**

Quarterly plus a special edition at Crufts.

## **Readership**

Pet people with a passion! Mostly attending open, limit, breed and companion shows.



## **These will be dog owners who are:**

- Very interested in dogs
- Enjoy spending time with other people who like dogs
- Who will require more kit than the standard pet owner.
- Owners of more than one dog.
- Looking for a rescue dog
- Looking for puppies
- Like going to shows and spending time with other people who have dogs.
- Potentially interested in Championship shows.

## **Circulated to...**

***Sent directly to Companion, open, limit and agility shows through the 3 month shelf life. These happen throughout the year so each edition will go to different shows and readership each time.***

***We are asking the secretaries if they would like them rather than just send them, and we are receiving a great response.***

***Also being sent to charities, such as the dogs trust to be left in their receptions.***

## Proposed content

- Dedicated at least one double page spread per issue to a 'round-up' of previous quarter's open and companion shows.
- One page per issue dedicated to round up of Ch shows.
  - This helps define the three levels of dog show and will give beginners to the hobby a flavour of the entire show scene and will reflect every stage of their potential progression up the dog-showing ladder.
- Approach those shows which our photographers attend for WWA adverts therefore we already have photos.
- Run open show society features: Different one in each issue, based on an interview with the secretary and information about what the society's latest events/news. Working title: 'Hi Society'
- 'How to' columns: Advice columns from experienced dog showers on topics including, how to choose a puppy/raise a champ/how to prepare for a show/impress the judges. A way of passing on 'tricks of the trade' to the beginner.
- Other areas to consider include obedience, agility as well as track and field.
- Suggested working title: 'show and tell'. Marina Scott column for handling techniques, which could tie in with her videos/new edition of her book?
- Beginners column or interview with a newcomer to the hobby. - Include their experiences and progress.
- Monitor the showing scene for newcomers making an impact on the showing scene who could possibly contribute to this.
- Regular breed specific features - DPS: Outlining what judges are looking for in specific breeds in the show-ring. - To include 'anatomy of a champion' regular feature. This takes the form of an annotated photograph/illustration of a specific breed highlighting its winning credentials. Ensuring info is basic enough for beginners.
- One 'show' page possibly called 'showing - the basics'
  - The workings of a dog show and breed clubs.
  - Jargon buster box out. A possible list words/abbreviations and explanations.



- Equipment pages: Focus on different types of equipment in each issue e.g. brushes, cages, leads, shampoos to focus advertising.
  - Carry information about what the Kennel Club does.
    - Include some of its initiatives such as ABS, KC Good citizen schemes.
  - Events calendar for the next three months (i.e. Companion DW, A basic version of Dog Man's Diary (brief explanation of DMD.....))
  - Regular quick-fire interviews same 20 questions each month with top dog people including from the show scene and other disciplines.
- Use established and new DW contributors/dog show contacts such as show secretaries/rising stars/established dog showers.
- Feature on dog-related business. Could involve rescue organisations in a regular feature.
  - Others may include a buying guide, what to look out for and top tips to make sure you get a healthy pedigree dog.

## Rate Card:

Full page £550

Half page £280

Quarter page £180

12x2 £90

PSCC rate £4.50

Positions available

Front page banner - £100

Inside front cover 50% supplement

Early right 25% supplement

Outside back cover 60% supplement



## When will Companion Dog World be released?

The first will be released at Richmond Dog Show society on Friday September 10<sup>th</sup>, 2010.

Space is limited, so as not to be disappointed, contact the advertising team now.

Deadline is Friday August 27<sup>th</sup>, 2010

**To contact the advertising department please call 01233 621877  
or email [advertising@dogworld.co.uk](mailto:advertising@dogworld.co.uk)**