



# BRANDSHARE

## PRINT MEDIA PACK

**Dogs**  
MONTHLY

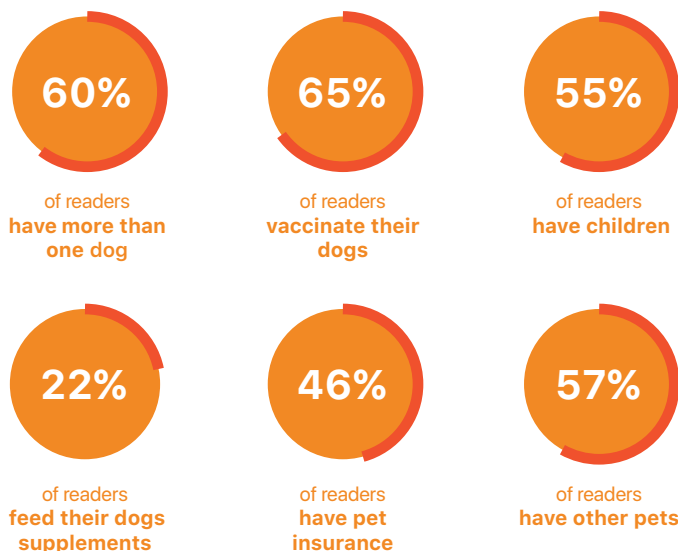
# Dogs MONTHLY

## PRINT OPPORTUNITIES



## OUR AUDIENCE

Dogs Monthly is one of the most highly read magazines within the sector with a bias to its online version and all the immediacy that allows an advertiser to benefit from. With an average monthly readership of 60,000, and available within the newstrade, via a controlled circulation, at events throughout the year, selected partners and through our digital mediums.



**Behaviour, care and training:** top tips from frontline experts.

**Feeding:** expert advice from leading canine nutritionists.

**Trail hounds:** tried and tested dog-friendly holidays and walks.

**Case studies:** owners' experiences of all things dog.

**Freebies:** great giveaways and competitions.

**Top gear:** product reviews.

## PRICING RATES

All pricing subject to VAT

<b>Double Page Spread</b>	<b>£2650</b>	<b>Eighth Page</b>	<b>£240</b>
<b>Full Page</b>	<b>£1320</b>	<b>Outside Back Cover</b>	<b>£2250</b>
<b>Half Page</b>	<b>£790</b>	<b>Inside Front Cover</b>	<b>£2100</b>
<b>Quarter Page</b>	<b>£475</b>	<b>Inside Back Cover</b>	<b>£2100</b>

## CLASSIFIED RATES

<b>Quarter Page</b>	<b>£350</b>
<b>Eighth Page</b>	<b>£200</b>
<b>Sixteenth Page</b>	<b>£150</b>
<b>5X1</b>	<b>£95</b>
<b>3X1</b>	<b>£75</b>

Smaller semi-display classified advertising is charged at £25 per single column centrimetre and lineage at £1.25 per word (minimum 20 words).

Charity advertising is also available.

## DIMENSIONS

<b>Double page spread</b>	426w x 303h mm
<b>Whole Page</b>	210w x 297h mm
<b>With bleed</b>	216w x 303h mm
<b>Half page horizontal</b>	190w x 133h mm
<b>Half page vertical</b>	92w x 277h mm
<b>Quarter page vertical</b>	92w x 133h mm
<b>Eighth page</b>	92w x 61 hmm

## SUPPLYING ARTWORK

PDF FILES (Portable Document Format) preferred. Distiller settings are available to view on line at [www.warners.co.uk/printing-services/pdfspecifications.aspx](http://www.warners.co.uk/printing-services/pdfspecifications.aspx), files must have all objects and fonts embedded. All high-res images must be embedded as CMYK colours only. Images should be supplied to a minimum resolution of 300dpi. Full page ad files should have 3mm bleed on all edges. Files should be prepared with trims centred, and registration and bleed marks included. A separate PDF should be supplied for each page.

Tiffs, EPS, JPEG and PSD If the advert has bleed please include on the file. All images must be CMYK -300dpi. We cannot be held responsible for colour variations and picture quality, these are the responsibility of the sender. Supply a same-size digital contract proof with each ad file eg. digital Cromalin.

## MORE INFORMATION

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Web: [www.dogsmonthly.co.uk](http://www.dogsmonthly.co.uk)