



BRANDSHARE
PRINT MEDIA PACK

DogsToday

DogsToday

PRINT OPPORTUNITIES



OUR HISTORY & AUDIENCE

Dogs Today was launched 32 years ago by the famous media mogul Lord Rothermere. He had a vision for a magazine that gave pet owners a strong voice. When Beverley Cuddy got the launch editor's job, she never imagined she'd end up owning the publication, but that's what happened. Lord Rothermere, owner of the Daily Mail, the seventh richest man in Britain, gifted Beverley the title for £1 and even became a shareholder in her new company. It wasn't just Lord Rothermere and his dear friend Sir David English who were impressed with the title's passion every month; the new title picked up many glittering awards and nominations from the media – and still does, all these years later.

It is the magazine the media turns to whenever there's a doggie story. It's the magazine that normal people turn to when there's a serious doggie problem that needs solving, too. This is a magazine with a heart that gets things done; it doesn't just report the news, it makes it. With a maximum print run of 20,000, dependant on events and promotions our readership has remained steady at around 80,000 which makes Dogs Today one of the most highly read magazine within the sector.



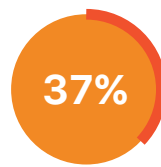
60%
of readers
have more than
one dog



65%
of readers
vaccinate their
dogs



57%
of readers
have children



37%
of readers
feed their dogs
supplements



69%
of readers
have pet
insurance



57%
of readers
have other pets

Dogs Today is the only pet magazine that has ever won or been shortlisted for PPA and BSME awards for excellence.

Since December 2011 Dogs Today has featured more than 3500 rescue dogs looking for a home.

Dogs Today is glossy monthly magazine which contains excellent journalism and photography from household names.

DogsToday

PRICING RATES

All pricing subject to VAT

Double Page Spread	£3630	Eighth Page	£285
Full Page	£1925	Outside Back Cover	£2750
Half Page	£965	Inside Front Cover	£2230
Quarter Page	£545	Inside Back Cover	£2230

CLASSIFIED RATES

Quarter Page	£420
Eighth Page	£240
Sixteenth Page	£180
5X1	£115
3X1	£90

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

DIMENSIONS

Double page spread	426w x 303h mm
Whole Page	210w x 297h mm
With bleed	216w x 303h mm
Half page horizontal	190w x 133h mm
Half page vertical	92w x 277h mm
Quarter page vertical	92w x 133h mm
Eighth page	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, 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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