

DOGS today

Have we been introduced?

Dogs Today Magazine started in 1990. It was founded by one of the richest and most powerful media men in Britain – the late Viscount Rothermere. But in an altruistic gesture he gave the magazine its freedom by selling the title to our Editor Beverley for £1, while maintaining his support as a private investor. His love of dogs was legendary and his passion for what we do was enormous. He fully understood the unique bond that dogs and owners share and he felt that in time, the magazine would grow almost by word of mouth.

Dogs Today is a very unusual magazine and when it is discovered it seems to be treasured. Four years ago the magazine office suffered a devastating and unexpected flash flood and the original bound copies of all the back issues of the magazines were lost. When this was announced in the next edition, the editorial team were amazed to discover that eight readers not only had every single edition but they were very happy to donate them back to us to help us get over the flood. It's not just 'another' magazine hastily produced to mimic another.

We print 35,000 copies per month of which just over 4,000 are subscription copies. The rest are sold nationally through retail outlets such as WH Smith, Tesco and Waitrose. We are, in fact, the first pet magazine to be stocked permanently by this prestigious supermarket.

Our magazine is aimed at intelligent, caring dog owners who want the very best for their existing pet or want their hand holding in their search to acquire the most suitable dog to fit into their lifestyle – be that a puppy or a rescue dog.

In order to assist them in this aim, we also have three much visited Web Sites/Blogs.

The problem solving <http://dogstodaythinktank.blogspot.com/> answers a range of reader and/or advertiser generated questions on line and also in print, where we publish the most interesting or visited topics and queries. This blog has an increasing number of visitors, but currently averages at 1,500 per month. www.perfectpup.co.uk/ is the world's most comprehensive site for all the information you need about individual breeds and buying a healthy puppy that suits your lifestyle. Current visits per month amount to 10,000 and we have recently published our first 'Bookazine' – Perfect Pup –

which is the printed companion for this site.

Perfect Pup also appears every month in Dogs Today and Breeders who meet our criteria advertise alongside this regular feature.

Finally we have our Editor - Beverley Cuddy's Blog www.coldwetnose.blogspot.com/ which carries news and views from the UK and around the world. Stories which are often picked up by the National Press or which are generated by national news and events. This site currently gets an average of 6,000 visits per month and growing.

We care about quality and ethics and firmly believe the two should go hand in hand. We are very deeply committed to trying to improve the health and well-being of all pet dogs by delivering information and advice in an entertaining magazine format that never lectures.

Dogs Today is glossy and attractive and contains some excellent journalism and photography from household names like dog trainer Victoria Stilwell, vet and author Bruce Fogle etc. We remain the only pet magazine that has ever won or been short-listed for PPA and BSME awards for excellence and we were even in the last two for 'best dog magazine in the world' in an American competition!

But you have to read the magazine to grasp what is different about us; Nat Mags supremo Terry Mansfield is a fan. He says that he has never known a magazine to move its readers so dramatically.

We work closely with most of the major animal and support dog charities – RSPCA, Dogs Trust, Hearing Dogs, Guide Dogs for the Blind, Blue Cross, Hounds for Heroes etc etc (far too many to list here) and find that our readers are very generous in their support.

Our reader demographics are slightly female biased, ABC1 and of an average age of 30 - 40 but we get letters in from small children as well as the very elderly. There are other dog magazines but they tend to be more formulaic, certainly less cerebral, less visually interesting and definitely dilute in the passion department. If we were to take a glimpse at the readers within the specialism and at the cars they drive, our people are more likely to buy Mercedes, Volvo or BMW estates. They will be looking at more eco-friendly cars in the future – but the comfort and safety of their dog will be paramount and must not be compromised.



Dogs Today
Display & Sponsorship

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Dogs Today - Feature List 2012

January

(On sale 8th Dec)

Holiday with your best friend - We highlight the most welcoming Hotels, B&Bs, Caravan Parks - UK and Europe. We look at some of the best ways for the whole doggie family to enjoy a holiday together.

February

(On sale 12th Jan)

What's in Your Bowl? Wet their appetite - We ask our readers who prefer wet which varieties they feed and why. We're going to look at the ranges available and ask what is it about wet that wets the appetite. From top of the market to budget we'll be showing the readers the market.

March

(On sale 9th Feb)

Crufts - The doggie shopping event of the year! Are you having a stand? Why not tell our readers why they should visit you? Crufts tends to remind the nation's media that dogs exist. Hence it tends to be our best-read edition of the year. So even if you're not going to the show, you don't want to miss the mag.

April

(On sale 8th March)

What's in Your Bowl? Are you a complete person? - More people feed complete food than any other type - why is that - we ask our readers why they prefer this type of food. Few people realise there are so many options available within dry. Which is the most luxuriant premium dry? Which is the best value economy option? And how do you choose. We talk to our friends in the pet retail trade about what people buy and why.

May

(On sale 12th April)

Summer is coming, make the most of it! - Longer days mean more time to have fun outdoors with your dog. We want to profile everything you need for you and your dog when you are out and about this Spring and Summer.

June

(On sale 10th May)

What's in Your Bowl? Natural feeding - We look at raw and natural feeding generally. We examine the history of the feeding method and talk to fans of prepared raw and other nature foods.

July

(On sale 14th June)

Under attack: Bugs, Fleas & Ticks - We look at all the ways of keeping house and hound free of invaders.

August

(On sale 12th July)

Tired of working like a dog? Want a dream job with dogs? - We take a look at the dog-related franchises available for our many readers who daydream of a change of career.

September

(On sale 9th Aug)

Gentle alternatives - Natural remedies for good health and to help with specific problems.

October

(On sale 13th Sept)

The Golden Years - Our readers are always keen to find ways of improving their dogs' quality of life and they treasure every day. Products and remedies that give the vintage dog a spring in their step, a better night's sleep or a leg up onto the couch will be very much appreciated!

November

(On sale 11th Oct)

Take the fright out of Firework Night - We're keen to preventing firework phobia in this year's new pups and in anything that makes life more bearable for those dogs who hate this time of year.

December

(On sale 8th Nov)

Have a yappy Christmas - What do you buy the dog who has everything? Tell our readers what should be in their Christmas stockings. And don't forget the humans!



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Display Sizes

FULL PAGE (WITH BLEED)

297mm high x 210mm wide plus 3mm bleed at top, bottom & outside edges

Type area 273mm high x 184mm wide

LANDSCAPE HALF PAGE

134mm high x 184mm wide

VERTICAL HALF PAGE

273mm high x 90mm wide

QUARTER PAGE

134mm high x 90mm wide

VERTICAL STRIP (QUARTER PAGE SPONSORSHIP)

273mm high x 43mm wide

HORIZONTAL STRIP (QUARTER PAGE SPONSORSHIP)

64mm high x 184mm wide

Classified Sizes

QUARTER PAGE

134mm high x 90mm wide

EIGHTH PAGE

64mm high x 90mm wide

SIXTEENTH PAGE

60mm high x 43mm wide

Smaller semi-display classified advertising is charged at £25.00 per single column centimetre and lineage at £1.25 per word, (minimum 20 words).

All print advertising artwork to be distilled as a press quality PDF with trim marks. 300dpi. All colours to be converted to CMYK. All fonts embedded. Where bleed is required on full page artwork, 3mm beyond trim marks is the minimum.

On-line Sizes

BANNER

60px high x 486px wide

SKYSCRAPER

600px high x 120px wide

BUTTON

143px high x 143px wide

All on-line advertising to be supplied as flash and alternative gif. Flash player 7, with the following code on the button: `getURL(_root.clickTag,"_blank")`. Flash should be silent except on interaction. Gifs can be infinite loops if required. max file sizes 50k unless specially requested. Please supply a target URL in your email submitting the swf, fla and gif.



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DEADLINES 2011-13

In order for the process to run smoothly and to avoid you any disappointment it is important that you let us know your instructions for each issue prior to deadline. Instructions should be sent in writing by e-mail, fax or post.

ISSUE	BOOKING	FINAL AW	ONSALE
2012			
JANUARY	11 th NOV	18 th NOV	8 th DEC
FEBRUARY	7 th DEC	14 th DEC	12 th JAN
MARCH	13 th JAN	20 th JAN	9 th FEB
APRIL	10 th FEB	17 th FEB	8 th MAR
MAY	9 th MAR	16 th MAR	12 th APR
JUNE	13 th APRIL	19 th APRIL	10 th MAY
JULY	18 th MAY	25 th MAY	14 th JUN
AUGUST	15 th JUNE	22 nd JUNE	12 th JUL
SEPTEMBER	13 th JULY	20 th JULY	9 th AUG
OCTOBER	17 th AUG	24 th AUG	13 th SEP
NOVEMBER	7 th SEPT	14 th SEPT	11 th OCT
DECEMBER	12 th OCT	19 th OCT	8 th NOV
2013			
JANUARY	11 th NOV	18 th NOV	13 th DEC
FEBRUARY	7 th DEC	14 th DEC	10 th JAN
MARCH	11 th JAN	18 th JAN	14 th FEB
APRIL	15 th FEB	22 nd FEB	14 th MAR
MAY	13 th MAR	20 th MAR	11 th APR
JUNE	12 th APRIL	19 th APRIL	9 th MAY
JULY	17 th MAY	24 th MAY	13 th JUN
AUGUST	14 th JUNE	21 st JUNE	11 th JUL
SEPTEMBER	11 th JULY	18 th JULY	8 th AUG
OCTOBER	16 th AUG	23 rd AUG	12 th SEP
NOVEMBER	13 th SEPT	20 th SEPT	10 th OCT



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Display Rates

COLOUR	SINGLE	6 SERIES	12 SERIES
Double Page Spread	£3,630	£3,355	£3,025
Whole Page	£1,925	£1,760	£1,595
Half Page	£965	£875	£765
Quarter Page	£545	£455	£410

MONO

Double Page Spread	£2,215	£2,145	£1,940
Whole Page	£1,200	£1,025	£965
Half Page	£695	£565	£510
Quarter Page	£355	£315	£290
Spot Colour 10% extra			

SPECIAL POSITIONS

Outside Back Colour	£2,750	£2,365	£2,090
Inside Front Cover	£2,230	£2,150	£1,940
Inside Back Cover	£2,230	£2,150	£1,940

On-Line Rates (per month)

www.perfectpup.co.uk (Banner)	£300
www.perfectpup.co.uk (Skyscraper)	£250
www.coldwetnose.blogspot.com (Button)	£200
www.dogstodaythinktank.blogspot.com (Button)	£200

Classified Rates

Quarter page	£275
Eighth page	£165
Sixteenth page	£90

Smaller semi-display classified advertising is charged at £25.00 per single column centimetre and lineage at £1.25 per word, (minimum 20 words).

Loose Inserts

£45 per thousand (Minimum 30,000 – maximum on request)



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Loose inserts technical information

DELIVERY ADDRESS

BenhamGoodheadPrint Limited
Chaucer Business Park Launton Road
Bicester OX26 4QZ

DELIVERY REQUIREMENTS

- The Insert Warehouse is only open to receive inserts Monday – Friday from 0900 to 1700 hrs.
- A delivery note must be provided with the following information relating to the product and must include: -

Insert name and code
Title of the publication the insert is going in to Issue date / Number
Total quantity supplied
Number of Pallets

- Inserts for more than one issue must be packed on separate pallets for each issue.
- Each pallet must only have one type and size of insert, no mixed products.
- Customers must ensure that inserts arrive no more than 5 working days and not less than 2 working days prior to the finishing schedule. bgp will not be held responsible for failure to include inserts that arrive outside the above deadlines.

PACKING & LABELLING

Dogs Today utilise high speed saddle stitching and perfect binding lines which process inserts in line at speeds of up 20,000 copies per hour, the following points detail what is acceptable to us to maintain our running speeds and to meet our delivery deadlines. If the inserts are presented to us in a manner that will reduce our production outputs, we may have to reject the insert in order to protect delivery schedules or there may be an extra cost to the client.

- All pallets must be wrapped to provide stability and weather protection of inserts.
- All pallets must be labelled to show the name of the insert, title of the publication it is inserting into, issue date/number and total pallet quantity. A sample of the insert should be attached to the outside of the pallet.
- Inserts should be stacked in as larger bundle quantities as possible, in turns of not less than 100mm in height.
- If the nature of the insert is such that to form a stable bundle it would require turns of less than 100mm, they must be cartoned without banding or turning.
- If supplied in cartons, every carton must be labelled to show the content of the carton.
- The maximum weight per carton must not exceed 14kg.
- All inserts must be packed flat with tight folds, no distortions or any curled edges.

OVERS

- It is not our policy to store overs of Inserts and consequently all overs are disposed of immediately, unless we are given written instructions to the contrary.
- Dogs Today will not accept responsibility for shortages.
- Should we receive a consignment of Inserts that we consider to be in an unacceptable condition or without sufficient information, we reserve the right not to accept delivery.

DELIVERY DEADLINES

2011		2012		2012		2012		2013	
ISSUE	DEADLINE	ISSUE	DEADLINE	ISSUE	DEADLINE	ISSUE	DEADLINE	ISSUE	DEADLINE
SEPTEMBER	29th July	JANUARY	25th November	MAY	1st April	SEPTEMBER	26th July	JANUARY	25th November
OCTOBER	26th August	FEBRUARY	23rd December	JUNE	26th April	OCTOBER	31st August	FEBRUARY	21st December
NOVEMBER	23rd September	MARCH	27th January	JULY	1st June	NOVEMBER	21st September	MARCH	1st February
DECEMBER	28th October	APRIL	24th February	AUGUST	29th June	DECEMBER	26th October	APRIL	1st March



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New Media

Dogs Today always strives to be ahead of the pack and very recently we launched our exciting online edition, making the magazine one of the first dog magazines in the world directly available through the iTunes and the App Store platform. Our distributors have been stunned at the number of downloads the launch attracted in the first couple of weeks. It's been one the most successful launches they have handled and we are reaching a new audience all over the world - instantly.

Online readers are delighted at the easy way they can flick the pages of the magazine on screen and they are loving the extra connectivity that means they can click through on any interesting websites as they see them. But the digital edition isn't just available to iPad, iPod and iPhone users - anyone with a computer can download the mag via <http://www.pocketmags.com>.



POCKET MAGS

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Dogs Today Magazine

We think this is the best dog magazine in the world! 20 years of helping people find and train the ideal dog and live life together to the full. More to read than other less passionate, formulaic dog mags. Award-winning, tackling serious issues head-on, imaginative problem-solving for our readers, but still finding time to have lots of fun. Gorgeous photography and illustration, top writers and lots of ways you can get involved and possibly see your dog in the mag! Friendly, inclusive, mould-breaking, campaigning. Produced by a tiny independent publishing team that loves dogs as much as you do. Heroic dogs, amazing inspirational stories, beautiful dogs.

Country of Origin: United Kingdom
Language: English

BUY LATEST ISSUE NOW

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