



2018 MEDIA KIT DISPLAY ADVERTISING

Our Mission

Canadian Dogs Annual helps connect people looking for their new best friend with breeders who take a responsible and ethical approach to breeding. It also supports new dog "parents" with leading edge information so they can better care for their new canine companions.



From a Trusted Source!

Canadian Dogs Annual is published by Redstone Media Group, a trusted name in pet publishing since 1999. Located in Peterborough, Ontario, RMG distributes print magazines all over North America. Digital versions and apps reach animal lovers worldwide.

DISPLAY ADVERTISING

Presenting Canadian Dogs Annual

The definitive resource for helping people find and care for their new best friend.

The *Canadian Dogs Annual* features all the breed information you expect but with a fresh new approach. Published by one of Canada's foremost pet publishers and distributed across Canada, this exciting publication is supported by leading breed experts, veterinarians, trainers, nutritionists and groomers.



Maximum Exposure & ROI

55,000 Circulation from coast to coast
240,000+ Readership

| | |
|--|--------|
| Newsstand Paid Circulation | 40,000 |
| Pet Product Retail locations | 5,000 |
| Canadian Kennel Club Members | 5,000 |
| Controlled Distribution to Vets/Groomers | 1,000 |
| Consumer Shows and Events | 4,000 |

Canada Wide Distribution

Airports **Chapters/Indigo** Shoppers Drug Mart **Wal-Mart** Costco
Canadian Tire Loblaws **Fortinos** Zehrs **Real Canadian Superstores**
HDS Retail **Coles/Smithbooks** Real Atlantic Superstores **Metro**
London Drugs **Safeway** National Grocers **Sobeys** Great Canadian
Newsstand **Pharma Plus** Calgary Co-Op **Federated Co-Op** Avondale
Overwaite Save-on-Foods **Gateway Newsstands** International News
Pharmasave Zellers **Petro Canada**



Publication Details

Published: November 2017
Advertising Reserve Date: August 1, 2017
Material Deadline: August 15, 2017



Advertising Information

For more info about advertising or sponsorship opportunities please contact: 1.866.764.1212 x114,
info@cdndogs.ca.

DISPLAY ADVERTISING

Advertising Opportunities

| CMYK or B/W | Size (inches) | Annual Edition |
|---|----------------|----------------|
| Trim Size | Width x Height | |
| Double Page Spread | 16.75 x 10.875 | \$10,995 |
| Full Page | 8.375 x 10.875 | \$6,750 |
| <i>For above ad sizes, please include 0.125" bleed on all sides. Live area 0.25" inset.</i> | | |
| 2/3 Page | 4.75 x 9.75 | \$5,062 |
| 1/2 Page Island | 4.75 x 7.3750 | \$4,388 |
| 1/2 Page Vertical | 3.5625 x 9.75 | \$4,050 |
| 1/2 Page Horizontal | 7.3750 x 4.75 | \$4,050 |
| 1/3 Page Vertical | 2.3125 x 9.75 | \$2,700 |
| 1/3 Page Horizontal | 7.375 x 3.125 | \$2,700 |
| 1/4 Page Vertical | 3.5 x 4.75 | \$2,025 |
| Cover | | |
| Inside Front | 8.375 x 10.875 | \$10,125 |
| Inside Back | 8.375 x 10.875 | \$ 9,450 |
| Outside Back | 8.375 x 10.875 | \$11,475 |

Electronic Specifications for Submitting Materials:

| File Type | Requirements |
|-----------------|---|
| InDesign | Minimum: CS5 - Packaged file with all fonts and images |
| PDF | Ensure all fonts are embedded |
| TIFF/Jpeg | CMYK 300 dpi |
| Illustrator | Minimum: CS5 - "ai" outlined file - Do not set trap to overprint |
| Photoshop | Minimum: CS5 - "psd" CMYK 300 dpi Rasterize all fonts |
| Colour | |
| CMYK | All colour files must be CMYK - Please convert RGB and Pantones to CMYK |
| Images | |
| Digital or Scan | 300 dpi or higher - Photos in Word are NOT accepted |
| Fonts | |
| Mac | Convert fonts to outline or Rasterize in photoshop |

Mechanical Requirements

Please note gutter when designing Double Page Spread ads, this may affect text and/or picture placement.

For ads with bleed please allow 0.125" of bleed around all sides. Type safety is to be 0.25" inside trim size for all ads.

Note: As *Canadian Dogs Annual* prepress is direct to plate, an electronic file is necessary.

If you have questions regarding design or production, please contact us:

Design@CDNDogs.ca and ship material to:
Redstone Media Group Inc. 160 Charlotte Street, Suite 202,
Peterborough, Ontario K9J 2T8

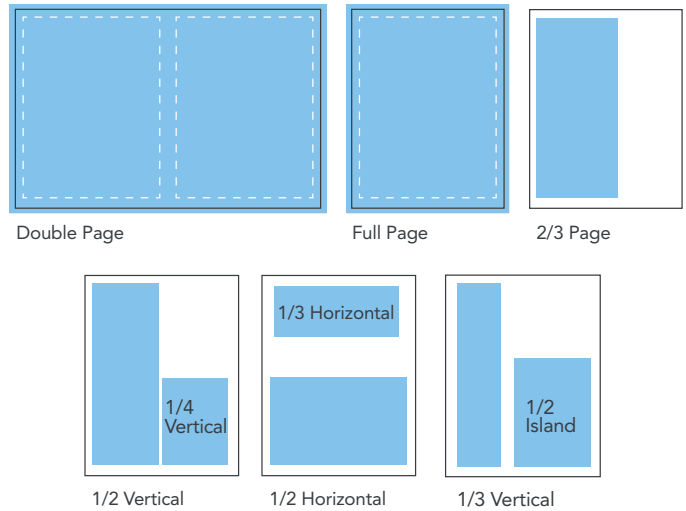
Sponsorship Opportunities

| | |
|------------------------|-----------------------|
| Breeder Spotlight | Travel Section |
| Photo Contest | Grooming Section |
| Health Section | Rare Breeds Section |
| Training Section | Top 10 Breeds Section |
| Natural Health Section | Free Food Contest |

DISPLAY ADVERTISING

My choice of Ad is

| Size | | Rate |
|---------------------|-----------------------|----------|
| Double Page Spread | <input type="radio"/> | \$10,995 |
| Full Page | <input type="radio"/> | \$6,750 |
| 2/3 Page | <input type="radio"/> | \$5,062 |
| 1/2 Page Island | <input type="radio"/> | \$4,388 |
| 1/2 Page Vertical | <input type="radio"/> | \$4,050 |
| 1/2 Page Horizontal | <input type="radio"/> | \$4,050 |
| 1/3 Vertical | <input type="radio"/> | \$2,700 |
| 1/3 Horizontal | <input type="radio"/> | \$2,700 |
| 1/4 Vertical | <input type="radio"/> | \$2,025 |
| HST | 13% | _____ |
| TOTAL | | \$ _____ |



DISPLAY ADVERTISING - ORDER FORM

METHOD OF PAYMENT - Payment must accompany order.

Cheque enclosed
 Money order
 VISA
 MasterCard

Make payable to Canadian Dogs

Credit Card Number Expiry

 CVB Code

PLEASE NOTE: A \$35 charge will apply for NSF cheque or declined credit card
* Payment plans available on approved credit.

SIGNATURE OF AUTHORIZED CARD HOLDER

Company Name: _____

Contact: _____

Address: _____

City: _____ Prov: _____

Postal Code: _____

Phone: _____ Fax: _____

Email: _____

Signature: _____ Date: _____

* Although we make every effort to ensure the information is presented accurately, the Publisher cannot be held responsible for any claims made in the advertising listings, or any issues that arise as a result of errors or omissions.