



## 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](mailto: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
<b>Cover</b>		
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
<b>Colour</b>	
CMYK	All colour files must be CMYK - Please convert RGB and Pantones to CMYK
<b>Images</b>	
Digital or Scan	300 dpi or higher - Photos in Word are NOT accepted
<b>Fonts</b>	
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

