



## 2018 MEDIA KIT

### MARKETPLACE 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.

# MARKETPLACE 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 x222, [info@cdndogs.ca](mailto:info@cdndogs.ca).

# MARKETPLACE ADVERTISING

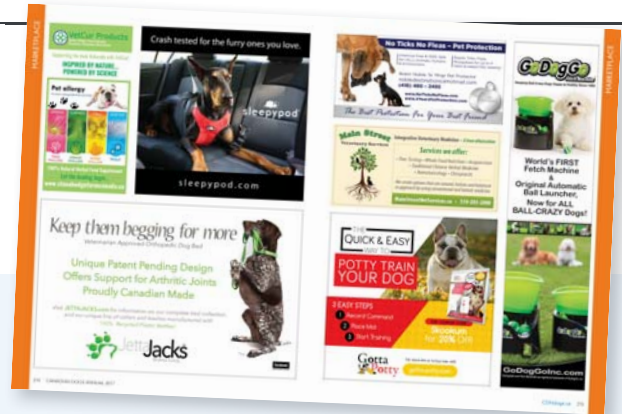
## Advertise in Marketplace

### The resource section for dog lovers

Our readers are looking for the best products and services for both new puppies and older dogs. That's why they turn to our Marketplace – a source of great products and services for new puppy and dog parents alike.



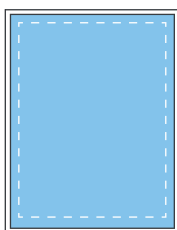
Get a free ad in the **Online Marketplace Section** and a web link to your site included with the purchase of any ad.



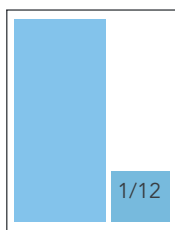
## Advertising Opportunities

Size	Width (inch)	Height (inch)	Rate
Full Page	7.375	9.75	\$2,340
2/3 Page	4.75	9.75	\$2,025
1/2 Page Vertical	3.5	9.75	\$1,440
1/2 Page Horizontal	7.375	4.75	\$1,440
1/3 Vertical	2.375	9.75	\$1,190
1/3 Horizontal	7.375	3.25	\$1,190
1/3 Square	4.75	4.75	\$1,190
1/6 Vertical	2.35	4.75	\$830
1/6 Horizontal	4.75	2.35	\$830
1/12	2.5	2.5	\$420

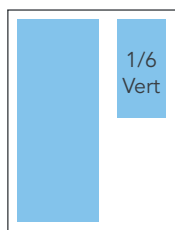
**Note:** Leave 1/4" inset for type safety



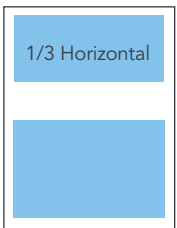
Full Page



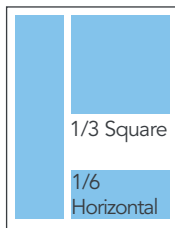
2/3 Page



1/2 Vertical



1/2 Horizontal



1/3 Vertical



## 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

**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

We have a variety of ad sizes for every budget. Ask your sale representative about our payment plan options.

# MARKETPLACE ADVERTISING

## My choice of Ad is

Size		Rate
Full Page	<input type="radio"/>	\$2,340
2/3 Page	<input type="radio"/>	\$2,025
1/2 Page Vertical	<input type="radio"/>	\$1,440
1/2 Page Horizontal	<input type="radio"/>	\$1,440
1/3 Vertical	<input type="radio"/>	\$1,190
1/3 Horizontal	<input type="radio"/>	\$1,190
1/3 Square	<input type="radio"/>	\$1,190
1/6 Vertical	<input type="radio"/>	\$830
1/6 Horizontal	<input type="radio"/>	\$830
1/12	<input type="radio"/>	\$420
HST	13%	_____
<b>TOTAL</b>		\$_____

## Notes

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## MARKETPLACE 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.