

DOGS DOGS DOGS

Toronto's Favourite Newspaper for Dog Lovers Since 1994

Distributed through more than 250 dedicated locations in the Greater Toronto Area.
Additional copies distributed at dog-related events throughout Southern Ontario

Distribution	
Veterinary Hospitals	40%
Pet Supply Retailers	37%
Animal Shelters	10%
Groomers	10%
Dog Training Schools	2%
Subscription	1%

Who are our readers?	
96%	Live in the Greater Toronto Area
97%	Visited their veterinarian within the past 12 months
86%	Agree with the statement "Love me, love my dog."
32%	Also live with at least one cat

ADVERTISING RATES				
Size	Width	Depth	Black/White	Full Colour
Business Card	3"	1-1/2"	67.	N/A
Barcode	3"	3"	112.	N/A
Front Cover Footer- Single	3"	1-1/2"	N/A	199.
Front Cover Footer - Double	6-5/8"	1-1/2"	N/A	299.
Front Cover Footer – Triple	9-5/8"	1-1/2"	N/A	399.
1/6 Page	3"	6-1/4"	192.	405.
1/4 Page	4-3/4"	6-1/4"	310.	565.
1/3 Page	6-1/4"	6-1/4"	375.	679.
1/2 Page	9-1/4"	6-1/4"	520.	935.
Full Page – Inside	10-1/2"	14"	930.	1700.
Full Page – Outside Back	10-1/2"	14"	N/A	1800.

Classified ads \$29 for first four lines; \$2 each additional line

Bleed: not available. **Inserts:** please contact us. **Additional ad sizes:** available on request
Trim size: 11 – 1/4" wide x 15" deep. **Live area:** 10 – 1/2" deep x 14" deep

Schedule			
Issue	Reserve	Material	Distributed
Winter 2011	Nov 9	Nov 11	Dec. 2011
April/May	March 9	March 11	April 2012
June/July	May 9	May 11	June 2012
Aug/Sept	July 8	July 11	Aug. 2012
Oct/Nov	Sept 9	Sept 11	Oct. 2012
Winter 2012	Nov 9	Nov 11	Dec. 2012

Material
PDF . InDesign . Quark Xpress 7.0 Illustrator . Photoshop . Adobe Acrobat Pro Photos: 300 dpi min. 3" x 5" sent as jpeg. CD or DVD or email .zip or .sit (5mg limit) FTP upload. Please contact us for additional platforms and information.

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2192 Queen St. E., Suite #103, Toronto, ON M4E 1E6
News Desk: 416.693.0918 * Fax: 416.691.9784
advertising@dogsdogsdogs.ca * www.dogsdogsdogs.ca