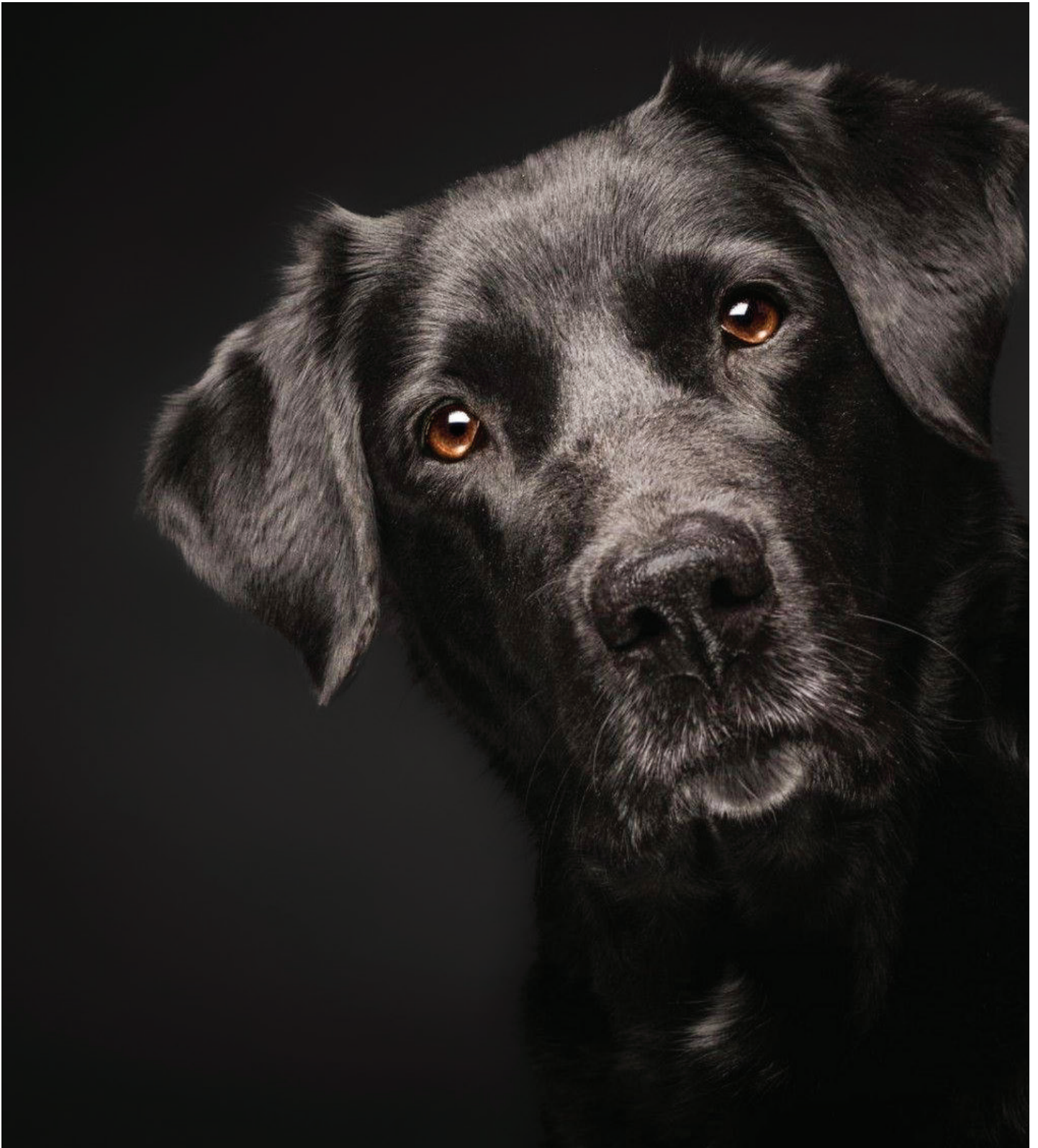




MEDIA KIT
workingdog[®]
M A G A Z I N E



You deserve a trusted source.

Working Dog Magazine® (WDM) is your ultimate guide to the working dog industry. WDM is the premier destination and most widely trusted resource for features on K9 teams, specialized tactics, training techniques, and working dog topics.

- **PUBLISHING** – Every issue of Working Dog Magazine® connects 31.5 thousand readers on a personal level with working dog professionals who are serious about success. WDM contains thought-provoking editorial, fresh approaches to training techniques, and useful how-to information. WDM empowers readers to make the best choices when it comes to training, health, technology, vendors, gear, and so much more.
- **DIGITAL** – K9 handling isn't a quarterly task; it requires day-to-day, moment-to-moment engagement. With workingdogmagazine.com and our weekly e-newsletter, Working Dog Journal, you are always connected to breaking news and have direct access to exclusive WDM updates, articles, podcasts, and events.
- **PODCAST** – Working Dog Podcast™ — a podcast made by, for, and about people who love dogs. Whether you're a proud dog owner, breeder, trainer, a lover of all things canine, or simply someone who loves listening to engaging and informative conversations, this podcast is for you. Expect to hear from experts in the field, fascinating stories about dogs and their owners, breed profiles, training tips, and much more. With engaging hosts and a lineup of expert guests, this podcast is sure to delight and inform anyone whoshares our passion for dogs.
- **EVENTS** – It doesn't get more real than attending a Working Dog Magazine event. Hundreds of dedicated, ambitious men and women turn out for WDM's annual conference: the Working Dog Training Conference® (WDTC). This is an educational event, rich in instructional training and idea sharing. WDTC is also a serious networking opportunity where up-and-comers mix freely with industry leaders.
- **WDM can help you create an appropriate, affordable, and effective advertising strategy that puts you in front of thousands of readers and consumers.**
Get in touch. (636) 795-0530

Print Advertising Rates

Print Advertising Rates

4-COLOR AD RATES	1X	2X	4X
2 Page Spread	\$2,295	\$2,250	\$2,200
Full Page	\$1,295	\$1,250	\$1,200
1/2 Page Horizontal or Island	\$795	\$750	\$700
1/3 Page Square or Vertical	\$495	\$450	\$400
1/4 Page	\$395	\$350	\$300
1/6 Page Horizontal or Vertical	\$295	\$250	\$200

PREMIUM ADS (Call for availability)

Outside Back (C4)	\$1,695	\$1,650	\$1,600
Inside Front (C2)	\$1,595	\$1,550	\$1,500
Full Page (pg 1)	\$1,495	\$1,450	\$1,400
Inside Back (C3)	\$1,395	\$1,350	\$1,300

* All print advertisers receive a complimentary tower ad and an online business spotlight for the duration of the contract. Tower ads rotate in our weekly e-newsletter that reaches 27,000+ working dog professionals.

Ad Creation

Working Dog Magazine® will create your ad at a flat rate of \$100, regardless of size. This includes basic design, image conversion to CMYK, and a digital proof sent to your email. You may make two (2) separate revisions and still be covered under the paid ad creation fee. More than two (2) separate ad changes may incur additional charges. The ad creation fee will be due upon completion of the ad. Advertisers are responsible for providing their own graphics, logos, and images to appear in the advertisement (see Artwork Specifications - next page).



PRINT DELIVERS REAL RESULTS

Working Dog Magazine is READ BY

31,500+

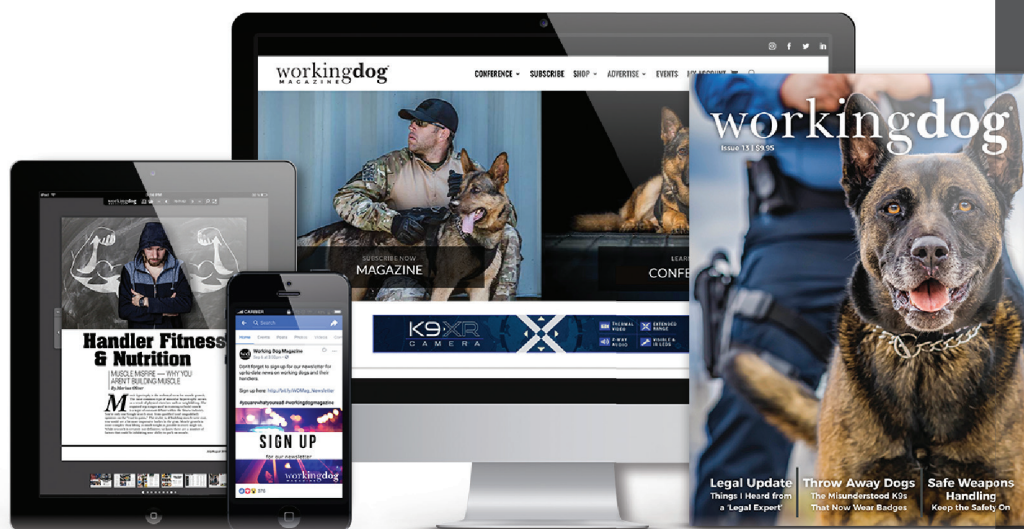
PEOPLE PER ISSUE

76%

of our readers are between
the AGES OF 25-54

Our RATIO OF MALE
TO FEMALE READERS is

60/40



Print Ad Requirements

“A man who stops advertising to save money is like a man who stops a clock to save time.”

– Henry Ford



Contact Us

Working Dog Magazine®

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Office: (636) 795-0530

workingdogmagazine.com

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Mobile: (270) 564-5154

k.mckay@workingdogmagazine.com

Sales & Marketing

media@workingdogmagazine.com

Art Department

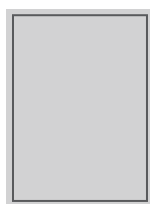
graphics@workingdogmagazine.com

Artwork Specifications

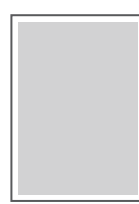
Advertiser assumes full liability for ad content. Working Dog Magazine® cannot be responsible for any color or position variation if advertiser does not adhere to the print requirements. Ad placement is at the discretion of the publisher.

- We ONLY accept digital ads submitted as PDF (preferred), AI or EPS files.
- Ads with bleeds MUST extend .125 inches past the trim with a .25 inch safety on the inside.
- Be sure to flatten all artwork, embed all images, and convert text to outlines (preferred) or embed fonts to file.
- All graphics/images MUST be a minimum resolution of 300 dpi at 100% size and converted to CMYK. No RGB or spot colors (Pantone) are permitted.
- Please contact our advertising team before submitting an ad. Submit all ads via FTP site, Dropbox, Google Drive or email: media@workingdogmagazine.com

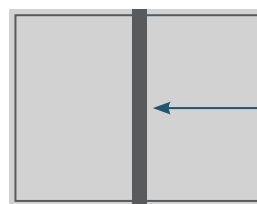
Print Ad Sizes



FULL PAGE
with bleed

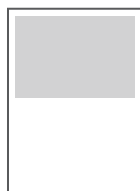


FULL PAGE
no bleed

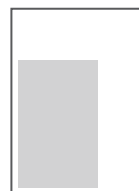


2 PAGE SPREAD

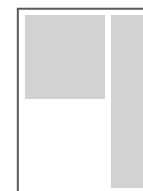
GUTTER
Keep essential text and graphics out of the 1 inch gutter.



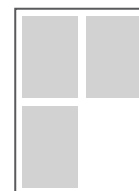
1/2 HORIZONTAL



1/2 ISLAND



1/3 SQUARE
1/3 VERTICAL



1/4 PAGE



1/6 HORIZONTAL
1/6 VERTICAL

AD DIMENSIONS	NON-BLEED	TRIM	BLEED
2 Page Spread	16" x 10.375"	16.5" x 10.875"	16.75" x 11.125"
Full Page	7.75" x 10.375"	8.25" x 10.875"	8.5" x 11.125"
1/2 Page Horizontal	7.375" x 4.6875"		
1/2 Page Island	4.835" x 7.1563"		
1/3 Page Square	4.835" x 4.6875"		
1/3 Page Vertical	2.2917" x 9.625"		
1/4 Page	3.5625" x 4.6875"		
1/6 Page Horizontal	4.835" x 2.2187"		
1/6 Page Vertical	2.2917" x 4.6875"		

AD DIMENSIONS
All dimensions are listed as width by height. Covers follow full page ad specifications.

AD INSERTION ORDER

Company Name _____ Contact Name _____

Phone _____ Email _____

Company Address _____

City _____ State _____ Zip _____

PLEASE CHECK BOXES FOR AD TYPE, AD SIZE, RUN TIME & SIGN SECTION BELOW

Premium Ads: ☐ Outside Back (C4) ☐ Inside Front (C2) ☐ Full Page (pg 1) ☐ Inside Back (C3)

(Please call for availability)

Ad Size: ☐ 2 Page Spread ☐ Full Page ☐ 1/2 Horizontal ☐ 1/2 Island
☐ 1/3 Square ☐ 1/3 Vertical ☐ 1/4 Page ☐ 1/6 Horizontal ☐ 1/6 Vertical
☐ Buyer's Guide

Run Time: ☐ 1 Issue ☐ 2 Issues ☐ 3 Issues ☐ 4 Issues
☐ 5 Issues ☐ 6 Issues ☐ 7 Issues ☐ 8 Issues

Total Payment _____

Make checks payable to Working Dog Magazine

BILLING INFORMATION

☐ Check/Money Order ☐ Visa ☐ MasterCard ☐ Discover ☐ American Express

Cardholder Name _____

Card Number _____ Expiration Date _____ CW _____

Invoice/Billing Address _____

City _____ State _____ Zip _____

Note: The forwarding of a signed insertion order or contract by the advertiser or its agency will be construed as an acceptance of all rates and conditions herein. The publisher reserves the right to reject any advertising and reserves the right to cancel this contract at any time, for any reason. The publisher reserves the right to place the word "advertisement" on advertisements that resemble editorial matter. Any cancellation to the contract by the advertiser or its agency must be written to the publisher (*see Publisher's address below*). Full payment will be billed prior to publication. New advertisers must prepay first ad — no exceptions. Prime rate plus two percent (2%) per annum on all invoices not paid within 15 days. No new advertising will be accepted if an advertiser has an outstanding balance over 45 days.

Advertiser Representative (Print Name)

Advertiser Representative (Signature)

Date