

HauteDog®

WET NOSE CULTURE



The local market
lifestyle magazine
for dog lovers.



MEDIA KIT 2011

hautedogmagazine.com

Wet Nose Culture™



People and their dogs have a powerful bond. Our lifestyles continue to change and expand in new directions each day we invest with our canine companions. Now more than ever before, we are more knowledgeable, more passionate, and simply more thoughtful about how we include our 'fur babies' in every aspect of our lives.

HauteDog magazine's core focus includes all-around animal wellness, care, and the social livelihoods of dogs and their owners. Each issue features a local cover story, resources and local columns; backed up with national editorial providing information pertinent to readers across the country. Additional focus is placed on rescue and adoption options, and pet-related topics important within the local community where the dog owner lives, plays, works, supports and engages in retail and service purchases.

We aim to speak to the dog owner... and speak their language...delivering passion and intelligence to inform as well as inspire dog lovers, dog owners, and service and product providers alike.

We know that 72% of American households have pets*, representing nearly 45 million homes with wet noses. I encourage you to look into your own back yard (YOUR local market) to discover and take action, reaching the dedicated audience in this powerful market segment by partnering with the only nationwide, local-market dog-focused media network available: HauteDog magazine and hatedogmagazine.com.

Let's go for a walk -
Susan Patton

Founder & Publisher
HauteDog:Wet Nose Culture
hatedogmagazine.com

published by



*SOURCE: APPMA 2007/2008 NATIONL PET OWNERS SURVEY. ALL AMERICAN PET COMPANY

Distribution is key to the success of HauteDog magazine.

HauteDog is a subscription-based publication.

Our subscriber and advertiser revenue allow us to 'gift' promotional pages to select non-profit organizations in the local community. All rescue groups within our area have free listings as well as independent service providers.

The distribution / non-subscriber network includes locations within the greater community where dogs and their owners go for care , shopping and socialization. All advertisers receive magazines to distribute to their clientele free of charge. HauteDog is also available at local-area events, dog-friendly lodging locations, and available for purchase at select retail outlets in the area. Print run is 7,000+ copies per issue, with pass-along readership estimated to elevate the impression count to 35,000 minimum per edition.*

"Targeted advertising is one of the most effective ways to reach buyers on the local level ...especially in an ever-expanding marketspace, like the pet care industry. ONE new lifetime customer who finds you by reading this local publication is well-worth the investment of a message-driven ad. Promote and inform YOUR fido-friendly city of all that your business - large or small - has to offer."



Never under-estimate the value of ONE new lifetime customer.

*ESTIMATE ONLY. ACTUAL NUMBER MAY BE GREATER OR LESS.

Editorial & Planning Snapshot

1 SPRING 2011

- PET INSURANCE
- Health Focus: Diabetes
- Choosing a Play Care / Day Care
- Foster Dog Programs
- The Aging Senior Dog

AD RESERVATIONS: 2/10/11

AD MATERIALS: 2/12/11

DELIVERY DATE: 2/28/11

2 SUMMER 2011

- PET TRAVEL & SAFETY
- Health Focus: Canine Cancer
- Selecting a Training Program
- Dog Breed Basics
- Puppy Issues

AD RESERVATIONS: 5/05/11

AD MATERIALS: 5/10/11

DELIVERY DATE: 5/27/11

3 FALL 2011

- DIET & EXERCISE
- Health Focus: Epilepsy
- Boarding Your Dog
- Dogs & Kids
- Adding a New Dog to the Pack

AD RESERVATIONS: 8/04/11

AD MATERIALS: 8/11/11

DELIVERY DATE: 8/30/11

4 Calendar / 2012

This 36-page special issue will be packed with photos, quick facts and resources. Also included will be 4 full pages of retail and service promotions for the upcoming. Sponsor opportunities available. *Promo space reserved for display*

RESERVATIONS: 10/01/11

AD MATERIALS: 10/11/11

DELIVERY DATE: 11/11/11

Also in HauteDog: Wet Nose Culture

SPEAK! - a few words from your publisher

LOCAL NEWS & EVENTS - what's happening in the community

CANINE KARMA - Short stories showing how dogs change our lives every day

VET - F.A.Q. - Insights from experts on pet care; answering your questions

POOCH'S PANTRY - What's HAUTE and what's COOL in new dog products

"SNIP" PETS - Quick notes of interest to our readers

LEASH & LEISURE - a listing of local area dog parks



RESCUE FOCUS - Each Issue, we devote up to four full pages to the rescue community to increase awareness and provide exposure for their causes.

DOG MATTERS - Local ordinances, news and info so that you can be a superb and lawful dog owner.

RESOURCES - Local listings of shelters, rescues, dog parks, service providers and fido-friendly HAUTE Spots.

PAWPARRAZI - DOG photo contest, images sent in by readers, with a photo page in each issue. Images also featured on hatedogmagazine.com

Print Advertising

For complete details regarding print and online advertising options, please contact us. Tel: 512-891-6232 or e-mail our sales team: sales@hautedogmagazine.com.

2011 LOCAL Advertising Rates

Four-Color or b/w Display Ads - NET Rates Shown

RATE CARD 2

	PAGE	1/2 PG	1/4 PG	MARKET PLACE
1X	\$1160	\$680	\$ 390	\$ 190
3X	\$ 995	\$595	\$ 335	\$ 150
4X	C-1*	C-2*	C-3*	--

MARKETPLACE ads are 1/9 of a page

Payment due with first ad, terms available on multiple frequencies with approved credit.

* Calendar / 2012

- All advertisers investing in a 3x program (every issue), receive the calendar options as follows:
- Level C-1: Free month sponsorship with logo and photo option for that month + 300 calendars
 - Level C-2: Free month sponsorship with logo + 200 calendars
 - Level C-3: Logo branding inside calendar + 100 calendars

Calendar Suggested Retail is \$9.95



Calendar / 2012

For Display Advertisers only:

Calendar options are available to those businesses and/or individuals who have supported HauteDog magazine throughout the year with prior print advertising support. The exception is the Co-Sponsor option.

Calendar Opportunities:

- Co-sponsorship of calendar (open to anyone) \$2500
- Co-sponsorship of front cover \$1000
- Month Sponsorship with your photo choice \$1200
- Month Logo Sponsorship \$ 650
- Logo Branding within the month \$ 350
- 1/8 page perforated coupon / promotion "Doggie Dollars or Doggie Deals" \$ 400 (3x advertisers receive this option at half price)

hautedogmagazine.com



Advertising units are available at a flat monthly rate:

- Banner: 300 x 100 pixels = \$100 / 3 month minimum
- Banner Box: 300 x 250 pixels = \$200 / 2 month minimum

Haute
Dog

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