

The Original Magazine Dedicated to Dog-Lovers in the DC Metro



Reach more than
25,000
dog lovers

novadog magazine

10 years of dog-centric dedication! The most passionate, loyal, adoring dog-lovers in the area are *NOVADog* readers. Reach your prime audience and target your advertising wisely in the magazine celebrated and read thoroughly by our 25,000 readers.

Partnered With:

As Featured In:



Pet spending continues it's steady upward trend...and pampering prevails!

We love our dogs and that's a fact! Pet spending hit \$72 billion in 2018. In the 20 years of history recorded by the APPA, spending has not decreased once in year over year numbers. Americans own 78.2 million dogs and enjoy pampering them. Top industry trends include: eco-friendly pet products, pet travel, human-grade food and treats, spa and grooming, pet tech gadgets, brain stimulating toys and training, personalized pet products, dog walks and playcare, birthday parties, and fitness classes and gear.

Choose Award-Winning *NOVADog Magazine* to Help You Grow Your Business

① Targeted, Concentrated and Visible Circulation:

NOVADog's readers are your prime audience: affluent, DC Metro dwelling dog-lovers, who embrace their pets as part of the family. It is the most targeted way to invest your advertising dollars. With *NOVADog* you reach 25,000 local dog owners who crave your products and services—all located within driving distance of the DC Metro area. Distributed at over 360 locations, 30+ events and with an active online presence, *NOVADog* is an incredibly visible publication.

② Loyal Readers, Active Consumers:

More than a just a magazine, *NOVADog* is a local dog-lovers community. Built around the common bond of our dogs, *NOVADog* breeds fun, excitement and loyalty through contests, events and online interaction. Readers eagerly await the newest issue and they interact with us via e-mail, web, Blog, Facebook, Twitter, and events.

③ Award-Winning Local Content:

NOVADog features almost 100% local content and is the only local dog lifestyle magazine in-touch and in-tune with the DC Metro. *NOVADog* Readers know the difference and they prefer our true local content, destinations, advice and events, and they share it with their friends.

④ **Extensive Online Community and Distribution.** From Facebook to Twitter our readers engage online, entering contests, finding events and classes, and much more. And our advertisers ignite conversations and sales. Each issue receives more than 5,000 unique readers online adding significant volume to our distribution.

⑤ **Partners In Your Success:** We are not successful without you, so we work hard to make sure your investment pays off. Our goal is to create long-term, mutually beneficial relationships. We look for different ways to accomplish that including:

- featuring your products and services in appropriate editorial
- creating campaigns to increase your exposure
- developing contests to raise your visibility
- organizing opportunities to interact with our readers
- partnering with you for events and working to develop unique programs to fit your needs and goals
- Using social media and other tools to increase your visibility

An ad in *NOVADog* is an investment in your growth.

A pug dog is sitting on a paved surface between a person's legs. The person is wearing blue jeans and white rain boots with a colorful heart pattern. The pug is looking directly at the camera with its tongue hanging out. The background is a blurred green lawn.

96%

of *NOVADog* readers would contact an advertiser based on an ad they saw in the magazine.

—NOVADog reader survey stats

NOVADog Magazine PRINT AD RATES AND SIZES

(no fees for 4 color)		1X	2X	3X	4X
Full page*	7.375" w x 9.75" h	\$1,950	\$1,850	\$1,760	\$1,665
Full page with bleed	8 .625" w x 11.125" h	\$1,950	\$1,850	\$1,760	\$1,665
Half page	7.375" w x 4.25" h	\$975	\$925	\$875	\$835
Third page vertical	2.5" w x 9.875" h	\$670	\$635	\$600	\$570
Quarter page	3.5" w x 4.25" h	\$ 490	\$465	\$440	\$415
Marketplace	2.5" w x 1.75" h	\$ 255	\$245	\$230	\$215

Non-Profits (501 C3 and 501 C19s) receive a discount of 25% off published ad rates.

All ads Include FREE BONUS DISTRIBUTION in the digital edition of the magazine.

* Ask for cover rates

Design services: Let us design your ad for you for a very reasonable rate.

Full page design: \$110 1/2 design: \$78
1/4 and 1/3 design: \$55 Marketplace ad design: \$25

Specifications:

Trim size: 8 3/8 x 10 7/8
Bleed size: 8 5/8 x 11 1/8 (keep all live matter 1/4 in. from the trim)

Files accepted: we prefer press optimized PDF files set to high res, PDFx1a format with all fonts embedded. Formats also accepted are high res tiff or jpg files. All files and artwork must be created using CMYK. All files requiring modification to meet ad specifications may be subject to production charges. Color accuracy cannot be guaranteed without a digital color proof. Files may be submitted electronically either on CD or by e-mail. If you send your ad by e-mail please ensure your company name and the contact person is included.

Circulation and Distribution Stats:

- Quarterly circulation=25,000; **40,000 with pass along readership.**
- **61%** of our readers said they **shared their copy** with another dog lover*
- **More than 7,500** additional online readers per quarter
- **Estimated total Circulation:** 47,500
- Growing mailed subscription List
- Distributed at more than **300 high-end pet locations.**

* Source: 2010 Survey of NOVADog readers

Additional Benefits

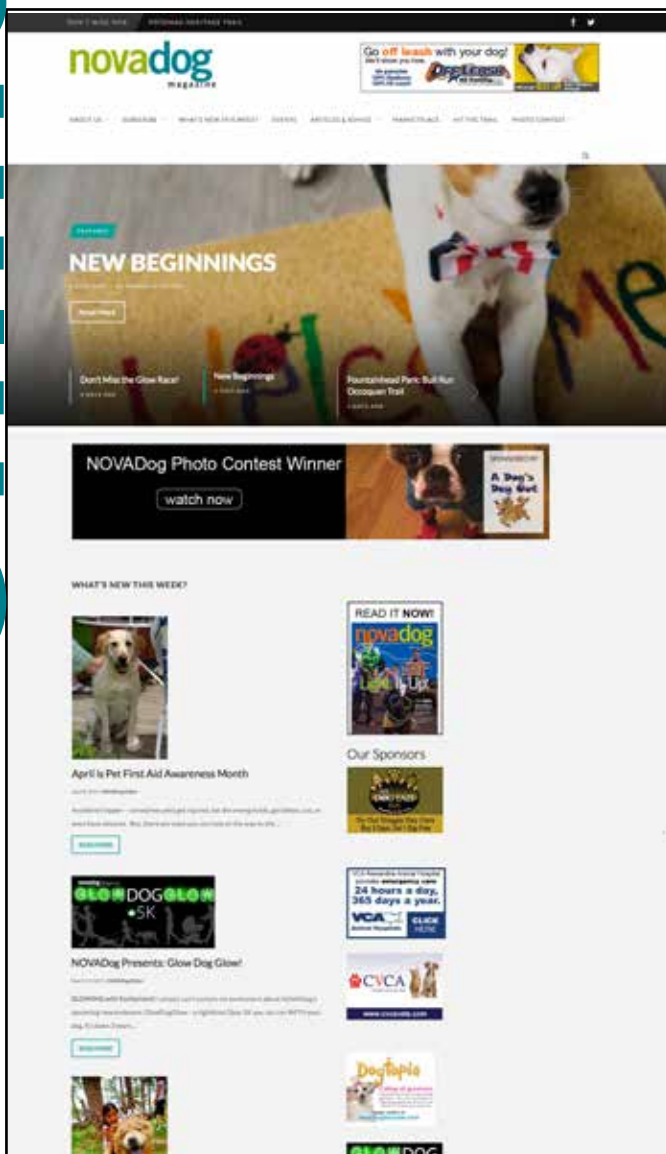
- A **free perpetual listing** in the Resource section of the web site (A \$100 Value).
- Your ad will be **visible and clickable** in the online edition of the magazine.
- Opportunities to provide **editorial content** on the *NOVADog* Blog.
- **Bonus Distribution** at Super Pet Expo and lots of other events throughout the DC Metro area.

Monthly
Payments
available
Call for
details!

For Advertising Information Contact:

Sabrina Sheth | sabrina@novadogmagazine.com | 703-780-4400 (ph) | 856-753-0064 (Fax)

Increase your Exposure and Extend Your Reach with an Online ad package at www.novadogmagazine.com



Save a Bundle!!
 When you bundle one of the online packages with a print ad in the same issue, you will **RECEIVE A 20% DISCOUNT** on your ad package.

Over 5,000 unique visitors come to the *NOVADog* website each month to review information, access the Marketplace, and read the online edition of the magazine. Don't miss this opportunity to showcase your business and direct them immediately to your website to learn more about your products and services. Your ad stays with the reader throughout the NOVADog website experience and is listed on almost every page!

Homepage Advertising Buttons

Rates	3 months	6 months	9 months	12 months
Homepage Button	\$295	\$595	\$895	\$1,160

■ **Banner size: 200 pixels wide x 140 pixels high (GIF or JPEG format, maximum file size 75K, no Flash)**

It is the sole responsibility of the advertiser to ensure that all banner artwork is compatible with the most recent version of Internet Explorer, Firefox and Safari. All target URLs must be a valid link or banner will be removed. Prepayment is required on all advertising offerings.

For Advertising Information Contact:

NOVADog Marketplace

The place our readers go when they are looking for great pet sitters, vet services, trainers and more!

Save a Bundle!! When you bundle one of the online packages with a print ad in the same issue, you will **RECEIVE A 20% DISCOUNT** on your ad package.

Get premium visibility with an ad on our Marketplace homepage. The area thousands of NOVADog readers access when looking to purchase products and services for their dogs.

Marketplace Home Page

Rates	3 months	6 months	9 months	12 months
Top banner ad	\$350	\$650	\$925	\$1200
Bottom banner ad	\$250	\$450	\$625	\$775

■ Banner size: 560 pixels wide x 100 pixels high

Receive top billing within your category with a large graphic ad on the category page of your directory listing.

Category Header Ad

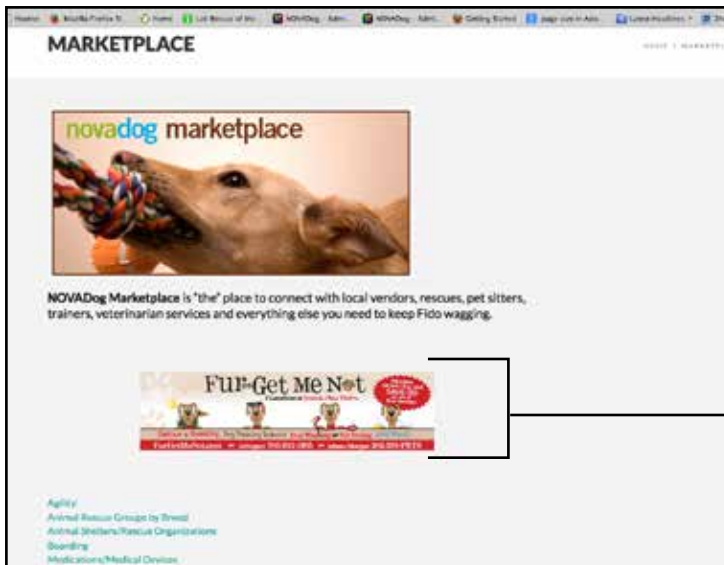
Rates	3 months	6 months	9 months	12 months
banner (header)	\$290	\$550	\$790	\$990
banner (footer)	\$190	\$350	\$480	\$650

■ Banner size: 560 pixels wide x 100 pixels high

Ensure your organization is in the list of options when readers come to The NOVADog Marketplace to find the products and services they need for their dog.

Text Listing \$99

Rate: \$99 for an annual online listing including: Company name, contact name, address, phone and web address with hot link to your web site.



PET LOVERS COMPANION

ONLINE RATES:

Pet Lovers Companion online offers you the chance to reach over 8,300 visitors per month via resource listings, web buttons, and landing pages.

Packages:

#1: Resource listing & partner page - \$25 per month

#2: Regular button, listing, partner page - \$99 per month

Size: 160 x 70 pixels

GIF or JPEG format, maximum file size 75K, no Flash)

#3: Deluxe button, listing, partner page - \$125 per month

Size: 160 x 150 pixels

GIF or JPEG format, maximum file size 75K, no Flash)

Premium Banners:

Get premium visibility with a header on our listings or articles page. Thousands of PLC readers access these pages when looking to purchase products and services for their pets.

Listings Header

\$150 per month

Includes: listings header, resource listing, partner page, regular web button

Banner size:

500 pixels wide by 100 pixels tall

Article Header

\$135 per month

Includes: article header, resource listing, partner page, regular web button

Banner size:

500 pixels wide by 100 pixels tall



For Advertising Information Contact:

Sabrina Sheth | sabrina@novadogmagazine.com | 703-780-4400 (ph) | 856-753-0064 (Fax)

Digital Sponsorships



Digital Edition Sponsorship:

Our most coveted online sponsorship

Only 1 Available

This sponsorship gives you incredible exposure with *NOVADog* readers, directly in their e-mail inbox and beyond, in the following ways:

- Your company will be featured on the Digital Edition Page, accessed thousands of times each quarter.
- Your logo and link will be placed on the cover of the online edition of the magazine.
- Your banner ad (with link) will appear in each e-mail transmission sent during the 3 month sponsorship period (a minimum of 2 e-mails).
- Your brief company description and URL is included at the bottom of each e-mail that is sent during your quarter of sponsorship.

Rates	3 months	6 months	9 months	12 months
Digital Edition	\$900	\$1,720	\$2,460	\$3,140

■ **Banner size: 468 pixels wide x 125 pixels high (GIF or JPEG format, maximum file size 75K, no Flash)**

NOVADog Blog Sponsorship— Only 1 Available

Access *NOVADog* readers on a deeper level through a unique opportunity. As the sponsor of the Blog, (novadogmagazine.com/blog) your ad is displayed largely and prominently. You'll also have the opportunity to provide quarterly Blog posts for additional exposure.

Blog Sponsorship Includes:

- “Sponsored by” ad on the Blog homepage.
- Opportunity to provide one “guest Blog” per quarter (We will work together to determine dates and topic schedule).
- Site listed in “Sites to Bark About” and Link to your company’s Blog on our Blogroll.
- Online listing in the NOVADog Marketplace

3 months	6 months	9 months	12 months
\$600	\$1,140	\$1,620	\$2,040

Your Banner on ‘the scene’ slideshow on the homepage!

The Scene Sponsorship— Only 1 Available

- One email per quarter announcing the Scene winner, which includes a link to the new “Scene” slide show. This email will have your banner and your 75 word message.
- Your banner on the Scene Submission page.
- Once a month we will post one “Scene” photo to Facebook and include a link to the full slide show. This will direct a lot of additional traffic to the page.
- We will post the slideshow to YouTube
- Your prize selection will be advertised and added to the gift package the winner receives.

3 months	6 months	9 months	12 months
\$900	\$1,720	\$2,460	\$3,140

For Advertising Information Contact:

HELP WANTED ADVERTISING



Need Help Hiring Dog-Loving Employees?
We reach thousands of dog lovers. Let us help you with:

- Business card sized employment ad
- Facebook post
- Instagram post
- Email Newsletter post

Print ad only \$200

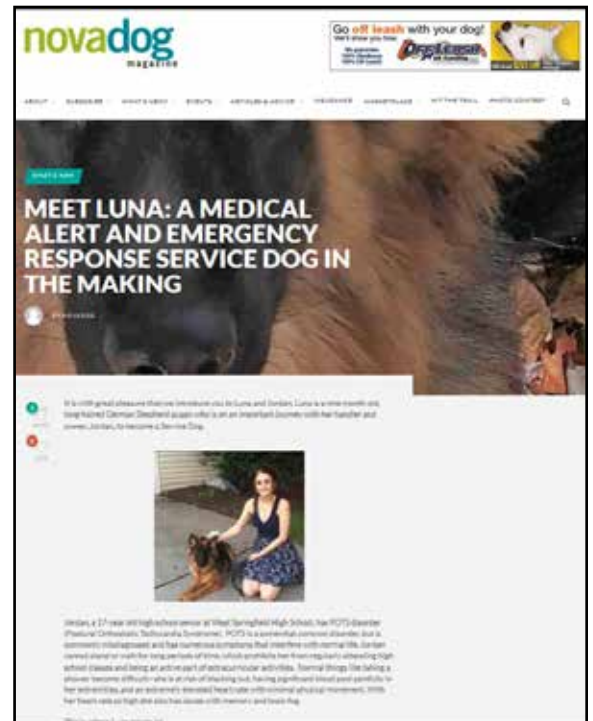
Ad package cost:
\$350
Call for details

NOVADOG MAGAZINE SPONSORED CONTENT

NOVADog Readers are highly engaged across all of our social media channels. Put your products and services in front of our readers in creative, educational ways to drive an increase in sales. We can easily create a campaign engaging all social platforms, or just the ones you select.

- We can put together a sponsored content post that appears on our website and also promoted in social media channels.
- Expert professional will help put it together
- Engaging photos, content and contests drive engagement and sales.

Call for pricing:
703-780-4400



For Advertising Information Contact:

Sabrina Sheth | sabrina@novadogmagazine.com | 703-780-4400 (ph) | 856-753-0064 (Fax)

Events



NOVADog Reaches DC Metro Dog Lovers—Everywhere You Find People and Dogs.

Our audited distribution network is one of the solid backbones of *NOVADog Magazine*. We ensure reliable distributors in high-end, high-traffic, dog-centric locations and we constantly refine our list to ensure its providing the best exposure. As an advertiser, you can also receive copies to distribute to your clients.



Events Sponsorship— Only 1 Available

- Banner included in twice quarterly emails to the full *NOVADog* database. The emails include a list of the upcoming events and up to 3 events the sponsor provides.
- Skyscraper ad on all of the events pages of the website.
- In the Event Calendar, your 1 column x 1.5 inch ad will appear at end of print calendar edition as follows: Event Listings sponsored by: [your logo]
- Posting of all your events to our events calendar
- Posting of your events to our Facebook page
- Listing of your top 2 events in the print edition

3 months	6 months	9 months	12 months
\$725	\$1,300	\$1,940	\$2,550

Dogtastic Events:

In 2018 *NOVADog* sponsored and participated in many dog-friendly events that add visibility to the publication, the editorial, and our advertisers including:

- The Washington Nationals, Pups in the Park
- Super Pet Expo
- Wags 'N Whiskers
- Reston Pet Fiesta
- WHS Bark Ball
- Fun Dog Show /St Patrick's Day Festival
- WHS Walk for the Animals
- Springfield Days PawFest
- Home 4 The Holidays
- Friends of Homeless Animals Barktoberfest
- Potomac Nationals Bark in the Park
- Taste of Arlington
- Dog Days Bloom Festival
- Washington Humane Society Fashion for Paws
- AWLA Walk for the Animals
- Arlington County Pawsitively Prepared Program

Get Social with *NOVADog* & the Pet Lover's Companion:



990 followers
@NOVADogMag



5,550 fans
facebook.com/novadog



378 fans
facebook.com/Pet
LoversCompanion

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