

doggie

aficionado



for their unconditional love, an uncompromised life

doggie aficionado

doggie aficionado is published by **BeCAUSE Incorporated**. When trying to decide on a name for our “doggie” business, many cute names were considered—names with pooch, paw, woof and the like. But none of the names captured the purpose of the company, a dedication to the health, protection and quality of life of dogs.

How we selected **BeCAUSE**? **BeCAUSE** they’re more than just pets. **BeCAUSE** they’re like members of our families. **BeCAUSE** they’re so innocent. **BeCAUSE** just the wag of their tails and a wet kiss makes a not so good day better. The list goes on and on, but maybe most important of them all, **BeCAUSE** they love us so unconditionally. It is also for these same reasons that we want to serve a CAUSE.

We are passionate about saving the lives of dogs. We are pleased that a portion of our proceeds from all subscription and advertising sales will benefit local no-kill animal shelters. As we grow, we will continue to seek out ways to support our CAUSE. To whom much is given, we do believe much is required.



OUR TARGET

doggie aficionados

Local Atlanta, Chicago, Miami and San Francisco Editions

Age **25-55**

Style & Brand Conscious

Household Income **\$150,000+**

73% Homeownership

56% Travel with their doggies

Spend an average of
**\$7,500 per year on
their pampered pooch**

50,000 Readership per issue

doggie aficionado allows
you to reach your
niche audience; thereby
maximizing your
advertising spend and ROI.



doggie aficionado

For their unconditional love, they deserve an uncompromised life

doggie aficionado's mission is to celebrate dogs and the people who love them.

doggie aficionado will speak to sharing our lives with our wet nose family members—

Travel, Dog Haus, Health, Around Town and much more!

Departments:

Travel

Dog Haus

Health

Bark of the Town

Dog Watch

Around Town

Fashion

Directory



Editorial Calendar

Spring/Summer:

Summer Getaways

Season's Hottest Products for Dogs

Fall/Winter:

The Home Issue

Top Dog Awards

Special Holiday Issue

Top 100 Toy Picks

Home Away from Home
w/ Special Advertising Section

Editorial Calendar and departments subject to change.

editorial

ADVERTISING DISPLAY RATES 2007

| AD SIZE | LOCAL | | NATIONAL | |
|------------------|---------|----------|----------|---------|
| | 1x | 2x | 1x | 2x |
| Cover | \$2,575 | \$2,1885 | \$4,506 | \$3,830 |
| Spread | \$4,300 | \$3,655 | \$7,525 | \$6,396 |
| Full Page | \$2,150 | \$1,827 | \$3,762 | \$3,198 |
| Jr. Page (2/3pg) | \$1,750 | \$1,487 | \$3,062 | \$2,603 |
| 1/2 Page | \$1,400 | \$1,190 | \$2,450 | \$2,082 |
| 1/3 Page | \$1,150 | \$977 | \$2,012 | \$1,710 |
| 1/4 Page | \$950 | \$807 | \$1,662 | \$1,413 |
| 1/6 Page | \$525 | \$446 | \$918 | \$780 |
| Marketplace | \$350 | \$350 | \$350 | \$350 |

MECHANICAL REQUIREMENTS

Files should be submitted in either InDesign CS2, Quark Express 7.0 or high-resolution, print ready PDF.

All photos have to be 300 dpi and placed in files at 100% or less. Please contact your account executive with any questions.

CONTACT

Sales
1.888.3DOGGIE, 770.419.9103
advertising@doggieaficionado.com

AD CLOSE DATES

Spring/Summer April 30
Fall/Winter August 10
Holiday Issue October 15

AD SIZES

| AD SIZE | BLEED | Spread | Full Page | 1/2 Horizontal | 1/3 Vertical |
|---------------------|-----------------------------|--------|-----------|----------------|--------------|
| Spread | 11" x 17" plus 1/8" bleed | | | | |
| Full Page | 8.5" x 11" plus 1/8" bleed | | | | |
| 1/2 Page Horizontal | 5.5" x 8.5" plus 1/8" bleed | | | | |
| 1/3 Page Vertical | 2.7" x 11" plus 1/8" bleed | | | | |

| AD SIZE | NON-BLEED | Spread | Full Page | Jr. Page | 1/2 Horizontal | 1/3 Vertical | 1/4 Page | 1/6 Vertical | Marketplace |
|---------------------|---------------|--------|-----------|----------|----------------|--------------|----------|--------------|-------------|
| Spread | 15" x 10" | | | | | | | | |
| Full Page | 7.5" x 10" | | | | | | | | |
| Jr. Page | 4.925" x 10" | | | | | | | | |
| 1/2 Page Horizontal | 7.5" x 5" | | | | | | | | |
| 1/3 Page Vertical | 2.375" x 10" | | | | | | | | |
| 1/4 Page | 3.75" x 5" | | | | | | | | |
| 1/6 Page Vertical | 2.22" x 4.5" | | | | | | | | |
| Marketplace | 2.22" x 2.25" | | | | | | | | |

Rates and dates subject to change.

www.doggieaficionado.com



ATLANTA

CHICAGO

MIAMI

SAN FRANCISCO

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