# COSIC aficionado

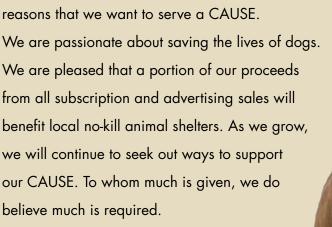


for their unconditional love, an uncompromised life



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







# 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.





# 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!

Dog Davi of Summer

#### **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.



# ADVERTISING DISPLAY RATES 2007

#### LOCAL

#### NATIONAL

AD SIZE	1x	2x	lx	2x
Cover	\$2,575	\$2,1885	\$4,506	\$3,830
Spread	\$4,300	\$3,655	\$7,525	\$6,396
Full Page	\$2,150	\$1,82 <i>7</i>	\$3 <i>,</i> 762	\$3,198
Jr. Page (2/3pg)	\$1 <i>,75</i> 0	\$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 <i>,7</i> 10
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 Fall/Winter Holiday Issue April 30 August 10 October 15

# AD SIZES

AD SIZE	BLEED
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

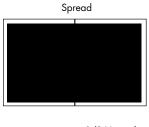


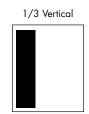


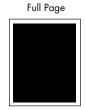


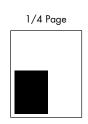


AD SIZE	NON-BLEED	
Spread	15" x 10"	
Full Page	7.5" x 10"	
Jr. Page	4.925" x 10"	
1/2 Page Horizontal	7.5" x 5"	
1/3 Page Vertical	2.375" x 10"	
1/4 Page	3.75" x 5"	
1/6 Page Vertical	2.22" x 4.5"	
Marketplace	2.22" x 2.25"	



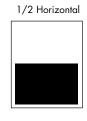












Marketplace

Rates and dates subject to change.

www.doggieaficionado.com



ATLANTA CHICAGO MIAMI SAN FRANCISCO

