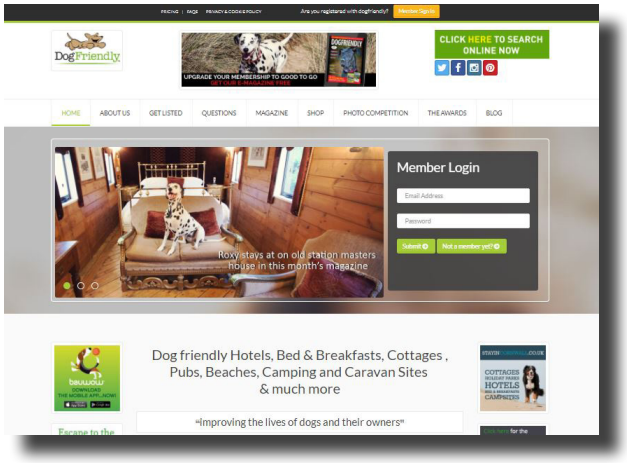
ADVERTISE YOUR BUSINESS TO DOG LOVERS

WEBSITE & APP

Our website and App are dedicated to dog lovers looking for dog friendly holidays, places to visit, days out and dog services.

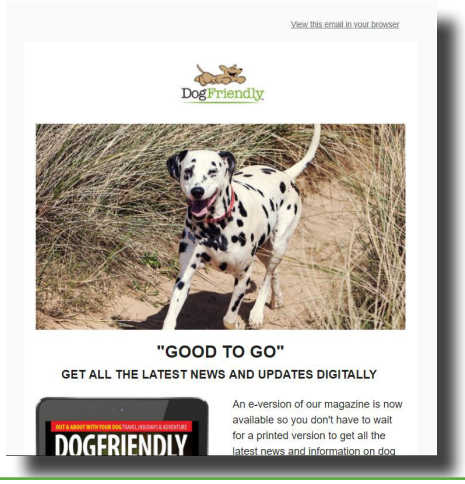
- **550,000 visits a year**
- **2.3 million page views a year**
- **110,000 members**
- **60,000 App downloads**
- **Low bounce rate**
- **High Dwell time**



E-NEWSLETTER

Our E-newsletter is sent out every month. More than 400,000 e-mails per month.

- **Open rates average 30%**
- **Click rates above industry average up to 5%**
- **Supporting 30k competition votes**
- **10k dog friendly surveys respondents**
- **Engaging content supports advertising**
- **highly reactive audience.**



MAGAZINE

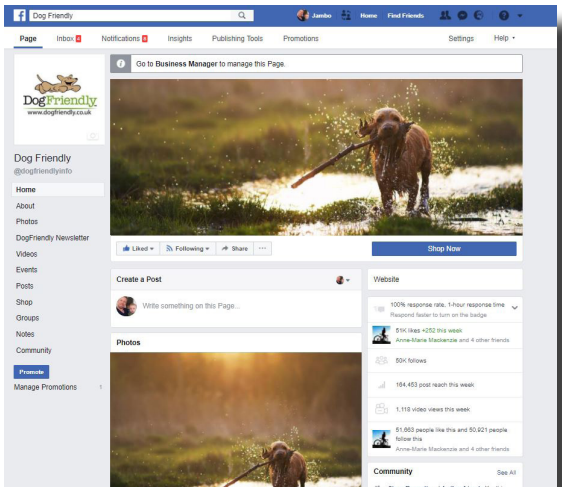
The DogFriendly magazine is published bi-monthly & every edition packed full of reviews on dog friendly places to visit. Each magazine also has a 16 page pull-out guide on a county in the UK.

- **64 pages**
- **5,200 paid for subscribers**
- **Limited bespoke advertising**

SOCIAL MEDIA

Our Facebook, Instagram and twitter sites are used by our members to recommend and share great dog friendly places to visit as well as interact with other passionate dog owners.

- **Facebook 54k followers, 33k post engage p/m**
- **Twitter 6k followers**
- **Instagram 2k followers**
- **Posts often achieve 500-1,000 reactions/clicks**



ADVERTISING RATES

WEB BASIC LISTING

LEVEL 1

Standard website listing
PRICE: FREE

WEB DETAILED + E-MAIL LISTING

LEVEL 2

Includes 3 photos/logo of establishment and up to 100 word description a link to your website and will be listed before all Level 1 free listings
PRICE: £49.95 + VAT per year
(£19.95 + VAT for first year ordered via web)

WEB DETAILED + E-MAIL BANNER LISTING X 4

LEVEL 3

Listing (as per Level 2) and a banner advertisement in 4 issues of our monthly E-newsletter which goes out to all members (more than 100,000)
PRICE: £120 + VAT per year

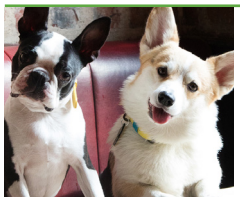
HOME PAGE BANNER + E-MAIL BANNER X 2

LEVEL 4

Banner throughout our website search directory, plus a banner in 2 editions of monthly E-newsletter and a home page feature for 1 month.
PRICE: £199.95 + VAT per year

MAGAZINE ADVERTISING

Position	Cost	Position	Cost
Inside Front	£1,800	Half Page	£750
Back Cover	£1,800	1/4 Page	£395
Inside Back Cover	£1,500	Classified	£125
Full Page	£1,200		



TALK TO US ABOUT BESPOKE ADVERTISING OPTIONS WITH TARGETTED CLICKS OR VISITS TO YOUR WEBSITE

E-mail: James@dogfriendly.co.uk or phone 01480 570 009

*All level 2+ options are renewal on 12 months if you wish to continue.