

# moderndog

the award-winning magazine for  
dog lovers



\*Want to reach one of the fastest growing demographics in North America?

## 45.6 million US households

alone include a dog. A whopping \$47 billion is spent annually on pets, with that figure expected to rise significantly in the next two years.

Reach a North America-wide audience of dog lovers! With loyal subscribers across North America, Modern Dog is the best vehicle to reach your target audience. And Modern Dog has the best rates! Compare and see.

The **best** dog articles.

The **latest** dog trends.

The **coolest** dog magazine.

Award-winning photography, dogged reporting, insightful editorial, health and wellness and answers to such pressing questions as “What kind of dog are you?” make Modern Dog as faithful a companion as your four-legged best friend.

“I recently purchased my first copy of Modern Dog and absolutely love it! Being a doggie mom (two Golden Retrievers), this is the best magazine I have read in years.” -Brenda Williams-Cours

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# \*“the best dog magazine ever”

80% of readers have been introduced to new products or services by Modern Dog



Called “the *Vogue* for dogs” by **CBC Radio**, Modern Dog magazine is the lifestyle magazine for urban dogs & their companions. The Modern Dog fan club includes **Ellen DeGeneres, Pamela Anderson, and Rachel Ray**.

**National Public Radio:** “magazines [like] Modern Dog are hitting newsstands, targeting specific niches even more precisely than the specialized publications of the 1980s and ‘90s. Among the new crop, Modern Dog features photos of fashion models and celebrities with their canine companions. **Think *Vogue* or *Vanity Fair* for dogs.**”

Modern Dog is available at all the best stores: find it at Barnes & Noble, Chapters & Indigo, independent retailers, PetsMart, Pet Supermarket, Petcetera, Petco and many more, as well as four-star hotels, airports, veterinary offices and animal-welfare events attended by stars like **Katherine Heigl** and *Sex and the City’s* **Kristin Davis**.

“As I read through your magazine, I realize how much I enjoy all the articles. I read it from cover to cover and then pass it along to a friend. My family gets a chuckle from the ads and gives me a hard time about not being the only one to spoil her pets. -Trudy”



# \*The Modern Dog Reader

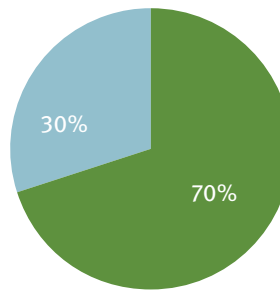
- Considers their dogs to be family
- 70% are age 35+, spanning pre-children, no children & empty nesters
- 74% have a college or graduate degree
- Spend money on their dogs—food, treats, supplements, grooming, accessories clothes, home, cars, interior design, travel
- Affluent with a large disposable income
- Health-conscious: 76% purchase supplements for their dogs
- Dedicated to their dog's happiness and well being
- 53% have 2 or more dogs

65% make over \$50,000 annually

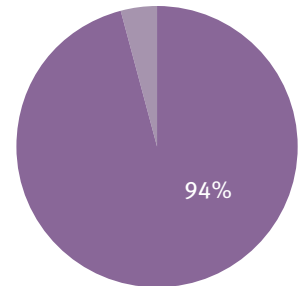
30% make over \$90,000 annually

70% travel with their dogs

50% say their choice of vehicle is influenced by their dog



70% age 35+



94% female



“Our exposure has been unmatched by any other single publication.” -Heather Jones, Puppy Proof Creations

“Modern Dog has set itself apart for us and the proof is in the results. -Brady McClintick, EzyDog

“I read your whole magazine and loved it—even the ads for poochie luxuries. While I don’t ordinarily take time to surf the web I really enjoyed checking out the websites of several of your advertisers.”

-Janet Pattinson

“In the issues when I am represented in the pages of this sleek mag, my sales are literally through the roof.”

-Mary-Jo Dionne, The Fleas Knees

“The response I received was terrific! I was filling orders as early as the day after the magazine was in stores.” -Joanne Castilloux, Dance in Clay





## Love me, love my dog

Modern Dog magazine is your guide to a better bond with your dog. Each issue features award-winning stories, cool new products, training and behavioural tips, travel, smart toys, photo contests, health and wellness, breed profiles, fantastic giveaways, and much more!

“ I picked up my first copy of Modern Dog recently and I LOVE it! The style, the photos, even the ads are all exceptional. I have never bought a dog magazine before because, in my opinion, they have not been very appealing to me. But Modern Dog has that edge to it—very cool and very well written. **Thank “DOG” somebody finally published something that is just perfect for me and my dog.**”

-a Modern Dog magazine reader

## \* For the love of dog



### We Support Rescue Organizations

Modern Dog believes in supporting the efforts of rescue organizations and their volunteers. We believe that surrendered dogs deserve forever homes' regardless of age, breed, or lineage. It is a large part of Modern Dog's mission to support charitable organizations that help dogs. Our Donation Program was designed solely to help raise rescue dollars.

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Modern Dog — giving you something  
to bark about!

For more information, email  
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or call TOLL-FREE (866) 734-3131

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