

BellaDOGTM MAGAZINE

2011 MEDIA GUIDE



For The New Generation of Dog Lovers!TM

BellaDOG

MAGAZINE

Reach one of the fastest growing demographics in the market today!

BellaDOG Magazine concentrates exclusively on DOGS, their owners and the lives they live together. We are noted by many as being a "top quality coffee table" style magazine in a class of our own.

Our Readers are very passionate about their dogs and aren't afraid to show it! You will often see them shopping with their furry friends, planning trips around their likes and dislikes and spending the work day with their dog in tow. They are affluent men and women who are committed to their pets and consider them to be a major member of their family. Our readers are actively involved in their communities and truly care about what's best for their pets and willingly spend thousands to ensure their comfortable lifestyle.

New and sophisticated dog parks are popping up everywhere, high tech doggie daycares are becoming the norm, new and unconventional approaches to pet nutrition has become commonplace, restaurants are welcoming canine companions to lunch, and people are generally more concerned about pet health and happiness than ever before. One in Three households in America live with a dog and the mindset is exploding.

According to the **2011-2012 APPA National Pet Owners Survey**, 62% of U.S. households own a pet, which equates to 72.9 millions homes. In 1988, the first year the survey was conducted, 56% of U.S. households owned a pet as compared to 62% in 2008.

OUR AUDIENCE

Age 28-56.....	92%
Female.....	82%
Primary Shopper.....	98%
Household Income Mean	\$64K
\$100,000+ Income	68%
College Educated.....	87%
Read most of the magazine.....	94%
Spend 30-59 minutes reading.....	52%
Use the ads for buying decisions	92%
Save the issues for future reference	52%
Use home computers	87%

P.O. Box 66406 • St. Pete Beach, FL 33736
Office: 727.289.3170 • Fax: 727.289.3905
info@BellaDOGMagazine.com • www.BellaDOGMagazine.com

In Every Issue

FUN AND FASHIONABLE design to attract the sophisticated reader

CAPTIVATING PHOTOGRAPHY to catch the eye and enlighten the spirit

A DOG'S EYE VIEW: Promotion of humane and up to date care for canines everywhere

TRAVEL WITH HAIR: Hip and happening pet friendly vacation spots to take your furry pals

THE BARKING SECTION: Cutting Edge dog products worth barking about

PAW PRINTS: Showcase of local and national pet artists

STEPPIN OUT: Focus on various locations throughout the US featuring pet friendly watering holes, boutiques, entertainment venues, fashion and more

YUM YUMS: Highlighting new food products and recipes for the fur balls

HUMANE HEARTS: People and organizations helping our four-legged friends along with passionate editorials on serious issues and educational information encouraging people to get involved and help make a positive difference in the lives of abused animals.



OUR MISSION

BELLADOG MAGAZINE - FOR THE NEW GENERATION OF DOG LOVERS

Welcome to BellaDOG Magazine. Welcome also to a new age of the ten thousand year old relationship between us dog parents and our astounding companions.

Our evolution has been profound. No longer do we refer to ourselves as "owners." We own furniture, not dogs. No longer are we content with providing just food and shelter. We're now aware of the importance of exercise in all its forms. Interaction in all its varieties. The mental as well as the physical health of our furry children.

This newly formed commitment has emerged, wonderfully, from a new awareness of what some within our species are doing to our four-legged friends. But their abuse has increased our compassion. Their neglect only strengthens our love.

At no time has our culture been as attentive to the needs of our pets. Best Friends Animal Society, Animal Rescue Corps, Dogs Deserve Better, The Whole Foods Journal and so many other incredible organizations have thankfully joined together with a mountain of fire and compassion to reach one goal - to better the lives of our animals.

And this magazine and its readers stand with them.

We will no longer allow those who regard dogs as secondary beings to harm them. We will no longer look the other way as companies profit from the proliferation of unhealthy nutrition. We will do our best to learn what needs to be learned in order to care for dogs at a level previous generations simply couldn't attain.

We promise to feature no product that will not benefit your dog. No service that will not contribute to his vigor and health. We'll show you the safest toys, the kindest, most effective training tips, new ways to safely treat particular health conditions and In short, everything you need to be the kind of pet parent we know you want to be.

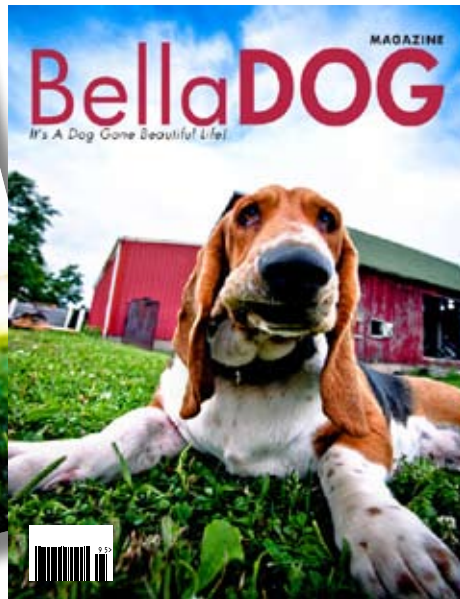
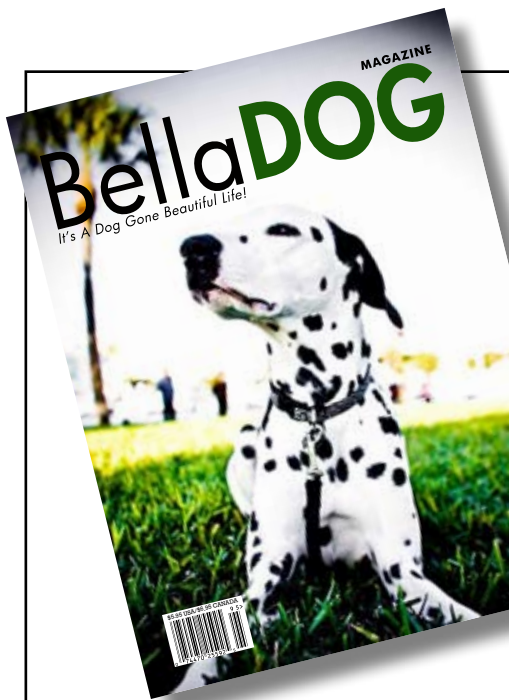
This is what we stand for. This is who we are. A new generation of dog lovers. And the best friends our best friends can possibly have.

~Scott & Sheri-Lyn Traylor, Publishers

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DISTRIBUTION

BellaDOG Magazine uses major distribution locations, subscriptions, an interactive website, active social media networking sites such as, Facebook, Twitter, and YouTube, weekly-newsletters and events throughout the United States and Canada to reach its target audience. Select locations including but are not limited to:

CHAIN BOOKSTORES: Select Barnes and Noble Booksellers (US)

FINE PET FRIENDLY RESORTS & EATERIES: Rolling Waves Beach Cottages (Longboat Key, FL), The Ritz Carlton (Sarasota, FL & Naples, FL), Woof Cottages at Boat Basin (Nantucket, MASS), Fireside Lodge (S. Lake Tahoe, CA), Deep Creek Hideaway (Bryson City, NC), The Lorelei Resort (Treasure Island, FL), Snug Harbor Inn (Madeira Beach, FL), Sweet Sage Cafe (Redington Beach, FL), Inn By The Sea (Crescent Beach, ME), The Brown Boxer (Madeira Beach, FL), Cassis American Brasserie (St. Petersburg, FL), The Health Mutt (Tampa, FL), The Bamboo Room (Madeira Beach, FL)

INDEPENDENT PET BOUTIQUES, BAKERIES, & PET RESORTS:

Salty Paws (Punta Gorda, FL), Bubba Rose Biscuit Company (Boonton, NJ), Cape Dog Bakery (Eastham, Mass), Sniff Dog Hotel (Portland, OR), Paradise 4 Paws (Chicago, IL - O' Hare and Midway Airports), The Blue Cerebus Dog Boutique (Madison, IN), Chef K-9's Doggy Bisro & Bakery (Pompano Bch, FL), Bella Dog Bakery & Biscuit Company (Indianapolis, IN), Pawsitively Posh Pooch (St. Petersburg, FL), Camp Bow Wow (Tampa, FL), Wag of Tampa (Tampa, FL), Tailored Pet Sitting (Hillsborough Cty, FL), Pet Paradise (GA, FL, TX, LA), Pet Supplies Plus (Pinellas Park, FL), Gone To The Dogs Boutique (St. Pete Beach and Madeira Beach, FL), Island Dog Outfitters, (Clearwater Beach, FL), Groovy Cats n Dogs (Carrollwood, FL), Pets Life Naturally (Palmetto, FL), The Doggie Bag Pet Boutique (Lakeland, FL), Royal Pet Market & Resort (Carrollwood, FL)

SPECIAL EVENT DISTRIBUTION UPON REQUEST

VETERINARIANS AND VETERINARY SPECIALISTS NATIONWIDE: Lists is available on request

DIGITALLY: The BellaDOG Magazine Website, iPhone and Droid App

SOCIAL MEDIA MARKETING & PROMOTIONS:



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BellaDOG Magazine was born out of the pure love for animals, but most of all, dogs! DOGS RULE!

Do's and Don'ts: We support humane organizations passionately and will always attempt to educate about humane behavior, spay and neuter importance, putting an end to puppy mills, keeping dogs off chains, and so many other issues that are true to our hearts.

We will never accept any form of advertisement from dog breeders or any store that sells dogs.....EVER!

Editorial: Every issue of BellaDOG Magazine is an adventure for our readers. We are committed to covering issues and products that are the here and now, therefore, a tight editorial calendar is impossible for us to follow. We have permanent categories where pertinent editorials fit, but at the spur of the moment - and we love it that way! As dog parents, we know life happens and things change at the drop of a hat and we want to cover it NOW, while it's hot! Whether it's a breakthrough medical discovery, a new "must have" product, an exciting new place to pamper your pet or a heart-tugging story on about a humane organization that is changing things for the better, you can always count on BellaDOG Magazine to keep you informed and up to date on what's happening in the Dog World!

Events: Along with many charity events on the national level, BellaDOG Magazine holds its own annual Pet Extravaganza in the Tampa Bay, FL area. The event attracts sponsors and vendors from across the US and Canada. Attendees come to shop for the newest products and enjoy a great deal of entertainment and educational seminars and the vendors promote their businesses and products in this "hybrid" style consumer trade show.

We also happily offer complimentary copies of BellaDOG Magazine to charitable events organizations by request.

Online: Our website will give businesses the opportunity to connect with our readers through our enhanced online editorial information that supplements the magazine, product/health/travel/food/services & event resources for dog lovers, online subscription sign-up, e-newsletters, contests, reader photos and valuable promotions and E-advertisements.



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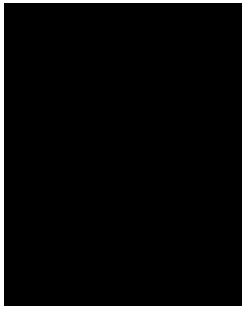
SUBMITTING YOUR OWN AD

We accept ads on CD, through email, or by upload on our FTP site. Ads and photos should have a resolution of 300 dpi at actual size. All files should be in CMYK mode with no spot colors. Keep in mind that all the critical elements of your ad should stay in a safe guideline of at least 0.5" from all edges. PDF, TIFF and EPS files are accepted.

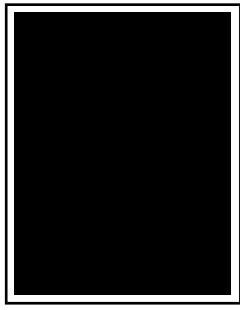
Email completed ad file to:
sheri@BellaDOGMagazine.com

We are not responsible for typographical errors or design mistakes on submitted ads so please make sure you double check them before submission. If you need us to design your ad for you, we will be happy to do so at no extra charge.

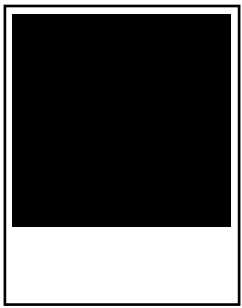
Please contact us with any questions you may have.
 (727) 289-3170



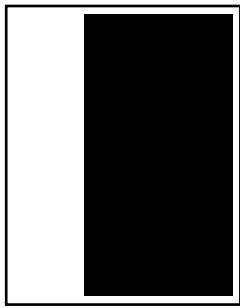
Full Page With Bleed
 8.875" x 11.375"
 trim size is 8.375" x 10.875



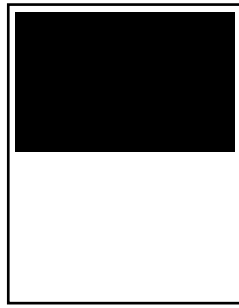
Full Page
 7.375" x 9.875"



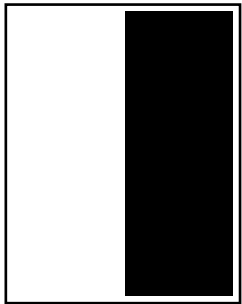
2/3 Page Horizontal
 7.375" x 6.484"



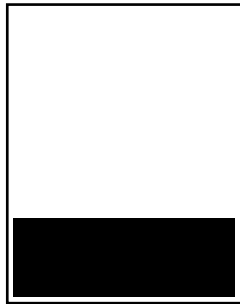
2/3 Page Vertical
 4.89" x 9.875"



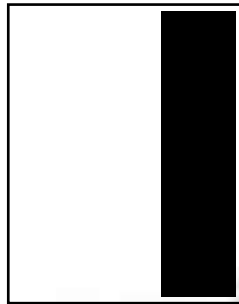
1/2 Page Horizontal
 7.375" x 4.875"



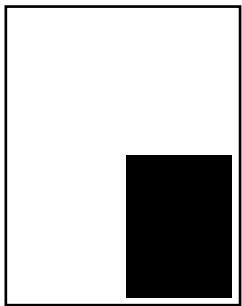
1/2 Page Vertical
 3.627" x 9.875"



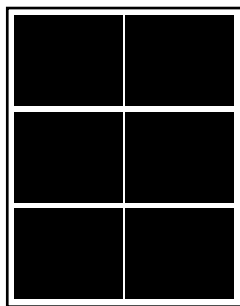
1/3 Page Horizontal
 7.375" x 3.169"



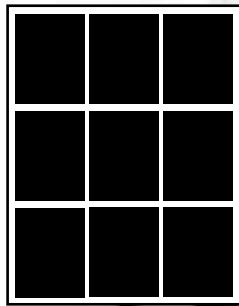
1/3 Page Vertical
 2.328" x 9.875"



1/4 Page
 3.627" x 4.877"



1/6 Page
 3.597" x 3.169"



1/9 Page Marketplace
 2.375" x 3.194"

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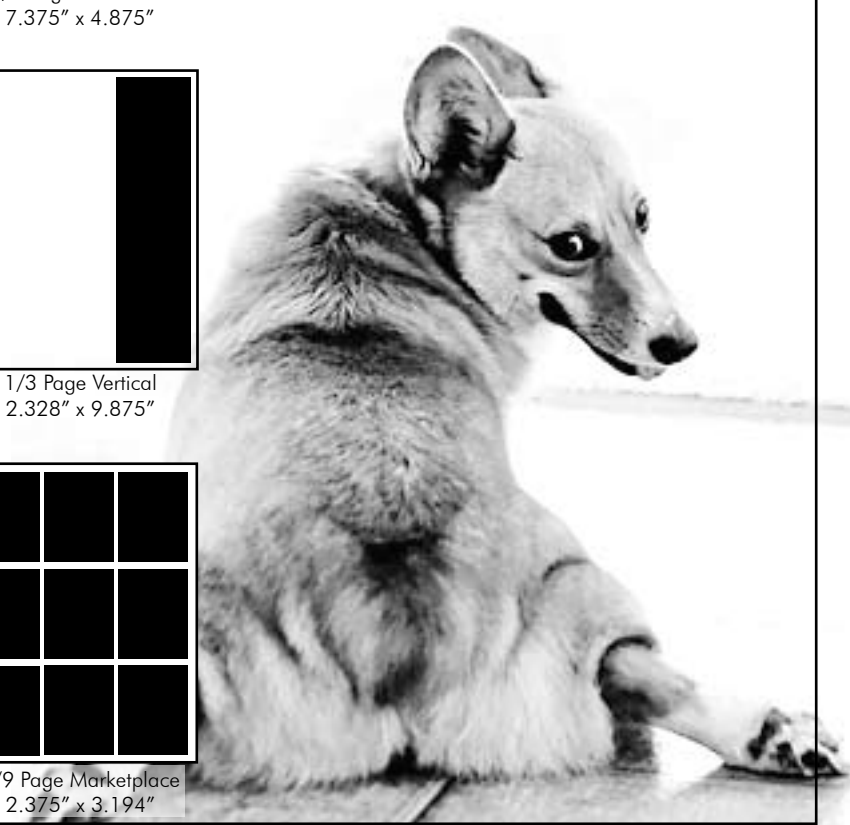
St. Pete Beach, FL 33736

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EDITORIAL CONTENT, ISSUANCE & CLOSING DATES

BellaDOG Magazine is published 4 times per year (Winter, Spring, Summer & Fall)

ISSUE 1 2012 - Kids & Family

Deadline February 15th

On - Sale March 1st

ISSUE 2 2012 - Health & Wellness

Deadline April 1st

On - Sale May 1st

ISSUE 3 2012 - Pet Friendly Travel

Deadline June 1st

On - Sale July 1st

ISSUE 4 2012 - Back To School - Training

Deadline August 1st

On - Sale September 1st

HOLIDAY MARKETPLACE - 100 Page Online Holiday Gift Guide
(Complimentary ad space and product placement for all current advertisers.)

• All ads are 4-COLOR

• Payment is due IN FULL within 7 days of signed contract

• All advertisers will receive one complimentary copy of BellaDOG Magazine

• Additional copies may be purchased at 50% off the retail price
(\$2.98 each + \$10 shipping per box of 30)

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NATIONAL AD RATES 2011



Frequency	1X	2X	4X
Full Page	\$3,000	\$2,400	\$2,100
2/3 Page	\$2,400	\$1,920	\$1,680
1/2 Page	\$1,500	\$1,200	\$1,050
1/3 Page	\$1,000	\$ 800	\$ 700
1/4 Page	\$ 750	\$ 600	\$ 525
1/6 Page	\$ 500	\$ 400	\$ 350
1/9 Page	\$ 400	\$ 320	\$ 280
<u>Special Positions</u>			
Back Cover	\$4,000	\$3,200	\$2,800
Inside Front	\$4,000	\$3,200	\$2,800
Inside Back	\$3,000	\$2,400	\$2,100

Payment due IN FULL within 7 days of signed contract



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REGIONAL AD RATES

Frequency	1X	2X	4X
Full Page	\$1,600	\$1,520	\$1,360
2/3 Page	\$1,400	\$1,250	\$1,000
1/2 Page	\$1,000	\$ 950	\$ 850
1/3 Page	\$ 750	\$ 715	\$ 640
1/4 Page	\$ 560	\$ 530	\$ 475
1/6 Page	\$ 320	\$ 300	\$ 275
1/12 Page	\$ 225	\$ 215	\$ 190
Special Positions			
Back Cover	\$3,000	\$2,750	\$2,500
Inside Front	\$2,500	\$2,250	\$2,000
Inside Back	\$2,250	\$2,000	\$1,750
Payment due IN FULL within 7 days of signed contract			



Regional Advertising Rates were created for regional businesses that would not necessarily benefit from the national exposure of BellaDOG Magazine.

Example: A "local" pet boutique that does not have ecommerce capability and depends solely on foot traffic for business. Another example would be a doggie bakery that does not ship product nationally and only markets the neighborhoods within a small radius. This Regional rate will be honored for any "local" business in any "local" market in the United States and Canada.

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DIGITAL WEBSITE ADVERTISING

Consumers across the globe are increasingly swapping crowded stores for one-click convenience as online shopping becomes a safe and popular option.

According to a recent global survey conducted by The Nielsen Company, over 85% of the world's online population has used the Internet to make a purchase, up 40% from two years ago, and more than half of Internet users are regular online shoppers, making online purchases at least once a month.

When The Nielsen Company conducted its first survey into online shopping habits two years ago, only 10% of the world's online population (627 million) had made a purchase over the Internet. Within two years, this number has surged by approximately 40% – to a staggering 875 million.

The BellaDOG Magazine website gives businesses the opportunity to connect with readers and speak directly to a highly-valuable population of dog lovers.

On The BellaDOG Magazine Website You Will Find:

- Enhanced online editorial information that supplements the magazine
- Featured Product/Health & Wellness/Travel/Nutrition/Services/Humane Treatment of Animals and Dog Friendly Event resources and public submission
- Online subscription purchase through an interactive shopping cart
 - FREE digital viewing of the most current BellaDOG Magazine
- Blogs and current news and product updates from those highly connected to the dog world
- Content specific featured articles and product spotlights along with banners and Marketplace page options in which to showcase your company

Get exposure on our website with high ranking Google keywords and reach thousands of targeted dog lovers!

There are advertising opportunities for every budget.

- **FREE Dog Business Directory Listing**

- **IMAGE BANNER ADVERTISEMENTS**

Wide Skyscraper - Size: 160 x 600

Current Special Rate - \$90/month - Unlimited Clicks/ Impressions

Put BellaDOGmagazine.com to work for you!
Contact Sheri@BellaDOGmagazine.com



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BELLADOG MAGAZINE AD INSERTION ORDER

- Full Page
- 2/3 Page
- 1/2 Page Horizontal/Vertical
- 1/3 Page Horizontal/Vertical
- 1/4 Page
- 1/6 Page
- 1/9 Page Marketplace

Special Positions

- Back Cover
- Inside Front Cover
- Inside Back Cover
- Pages 3 - 10 Page: _____

Special Requests:

Website Advertising:

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Business Name: _____

Representative: _____

Business Address: _____

City/State/Zip: _____

Business Phone: _____

Business Fax: _____

Website: _____

Email: _____

Ad Materials:

New Ad Provided Art We Design

Contract Length:

1X 3X 4X 8X

Issue To Start Insertion: _____ End: _____

Website Insertion Date To Start: _____ End: _____

Ad Insertion: \$ _____ Website Insertion: \$ _____

Total Contract: \$ _____

Pay By Check: Pay By Credit Card:

Visa Mastercard Discover

CC#: _____

Exp. Date: _____ 3 Digit Code: _____

Signature: _____

Payment in FULL by Ad Deadline Date

BellaDOG Representative: _____

ADVERTISING TERMS & CONDITIONS

1. BellaDOG Magazine is the represented publishing party of this advertising contract. All advertising payments are made payable to BellaDOG Magazine.

2. This advertising agreement is between BellaDOG Magazine (sometimes referred to as Publisher); the advertiser appearing on the insertion order (sometimes referred to as Advertiser), appearing directly or through its agency; and the agency for the Advertiser. Any reference to BellaDOG Magazine shall be deemed Publisher in these terms. Any reference to Advertisers or agency shall be deemed to include both terms. Advertiser and its agency agree to be bound jointly and severally for payment to BellaDOG Magazine for all space purchased pursuant to the rate card hereto and incorporated herein, notwithstanding to whom the bills are rendered. Advertiser and agency, jointly and severally, shall remain obligated to pay BellaDOG Magazine within the time specified and until payment in full is received by BellaDOG Magazine. Payment by advertiser to agency shall not constitute payment to BellaDOG Magazine. Disclaimers are not permitted.

3. Acceptance of this order by the authorized agency and/or advertiser's signature(s) constitutes a binding agreement between all parties and BellaDOG Magazine. This agreement may not be changed, amended or canceled except upon the written consent of BellaDOG Magazine.

4. BellaDOG Magazine invoices are payable to BellaDOG Magazine located at P.O. Box 66406, St. Pete Beach, FL 33736. First ad insertion is required at signing of contract with the balance of each ad due upon each printing of BellaDOG Magazine.

5. It is against the editorial policy of BellaDOG Magazine to permit the purchase of advertising to have any effect on any editorial contents. Advertising simulating editorial content may not be acceptable and publisher reserves the right to reject the advertisement or place the word "Advertisement" within the copy.

6. The advertising rates are based on total amount of space bought in the publication.

7. In the event the advertiser and/or agency fails to make payment on the due dates and if becomes necessary to place the account for collection or suit with an attorney, the advertiser and/or agency shall be responsible for the payment of reasonable attorney's fees fixed at twenty-five (25) percent of the unpaid balance plus costs and necessary disbursements.

8. Advertisers and advertising agency agree that BellaDOG Magazine will have no liability, including for actual or consequent damages for its failure to insert advertisement.

9. Advertisers and advertising agency assume responsibility for the content of all advertisements. Advertiser and advertising agency represent that the supplies artwork, copy and/or design are not in violation of any copyright laws or similar protections, irrespective of whether the advertisement is supplied camera-ready material, tearsheet or as artwork, copy and/or design to be created by BellaDOG Magazine. Advertiser and advertising agency agree to indemnify, defend and hold BellaDOG Magazine harmless from any and all claims, including attorney's fees arising from the content of the advertisement, including claims for violation of any copyright law.

10. All advertising copy is subject to approval of the publisher.

11. Cancellations must be received in writing by mail or email before Ad Close Date as appears on the rate card or thirty (30) days preceding date of the publication.

12. This contract is not valid unless and until accepted by the publisher or authorized agent thereof.

13. Advertiser shall supply advertising material to publisher pursuant to BellaDOG Magazine's current and prevailing mechanical specification requirements.

14. Advertisers agree that unless they make written obligations, by certified mail, return receipt requested to the billing set forth in the BellaDOG Magazine invoices within sixty (60) days of invoice date, the amount shall be deemed correct in all aspects.

16. All insertion orders submitted to publisher for inclusion in BellaDOG Magazine are accepted only upon the express condition that the advertiser agrees to hold BellaDOG Magazine harmless from any and all claims arising out of or relating to copy, copyrights, trademarks or that the use of any name or other material and any advertisement order for publication is illegal, unauthorized, or damaging in any way to any person or other legal entity.

17. The Advertiser agrees that BellaDOG Magazine will not be liable for any error in any advertisement published, beyond granting a partial credit to the advertiser proportionate to the amount of advertising space containing the error and in no event shall BellaDOG Magazine's liability exceed the charge made for publishing said advertisement.

18. Publisher reserves the right to not accept any advertisement for any reason whether or not such material has previously been accepted or published.

19. BellaDOG Magazine shall not be responsible or liable for delays in publication or delivery for distribution due to strikes, lockouts, embargoes, labor problems, fuel or power shortage, fire, floods, accidents, civil disturbance, war, acts of God, or other causes beyond their control.

20. The publisher reserves the right to make such revisions in rates on his contract as may be necessitated by economic conditions on ninety (90) days notice. If a rate revision is made under this clause and it is not accepted by the advertiser, the latter may cancel the contract without short-rate adjustment if written notice of cancellation is received by certified mail prior to the space reservation closing date.

21. If advertiser defaults in the payment of BellaDOG Magazine's invoice(s) or if in the judgment of publisher, its credit becomes impaired, publisher may deem appropriate.

22. Publisher reserves the right to cancel this agreement at any time upon advertiser's default in the timely payment of BellaDOG Magazine's invoices, or in the event of any other breach of this agreement. Upon such cancellation, all charges incurred by BellaDOG Magazine for advertiser shall become immediately due and payable.

23. Overdue accounts will be subject to a service charge of three (3) percent per month commencing thirty (30) days from the date of the invoice until paid. BellaDOG Magazine reserves the right to cancel this contract and/or future advertisements any time an account is thirty (30) days or more past due, in which case the Advertiser will owe an adjusted amount representing the cost of the advertisements actually inserted.

24. Overdue accounts are subject to a 25% surcharge on the net receivable to cover legal, administrative and collection costs.

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