

THE WAG magazine



2021 MEDIA KIT



AN INFORMATIVE, ENTERTAINING READ ABOUT DOGS & THEIR COMPANIONS



THE WAG magazine's 44,000+ readers are dog and animal lovers sniffing out the best in products and services for themselves and their pets. Take advantage of this opportunity to share YOUR business with residents and visitors as they peruse this informative and entertaining read that's all about dogs and their companions.



THE WAG magazine...whose mission is to assist dog owners in providing the best possible care for their pet, champion the efforts of rescue groups and simply celebrate the joys of sharing one's life with a dog.

THE WAG magazine Quick Facts

- Complimentary
- Published quarterly (January–March), (April–June), (July–September), (October–December)
- Distributed throughout The Valley and Prescott by Times Media, City of Prescott downtown kiosks and throughout the state by Animals & Humans in Disaster/Empty Bowl Pet Food Pantry
- Distribution sites include offices of veterinarians, doctors and dentists; salons for grooming, nail and hair; auto repair shops; restaurants; grocery and drug stores; coffee shops and a host of additional merchants

Why THE WAG magazine Is Your Best Choice

- Readership of 44,000+
- Reasonable rates with discounted packages
- Dog lovers tend to gravitate to dog friendly, rescue and pet-supporting businesses
- You get a great deal for your advertising dollar.

Your ad continues to circulate for a good three months and indefinitely via issues on THE WAG's website

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What a joy this magazine has brought me. Lots of smiles and laughs! Very well written, excellent illustration and informative. Not only did the magazine gear itself around dogs but also gave some important information on the desert wildlife. It's refreshing to see this magazine come to fruition.
~ D. Wisniewski, Fountain Hills, AZ

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I don't read. I don't read newspapers, books or magazines. But I DO READ THE WAG magazine. I love it!
~ Cindy V., Scottsdale, AZ

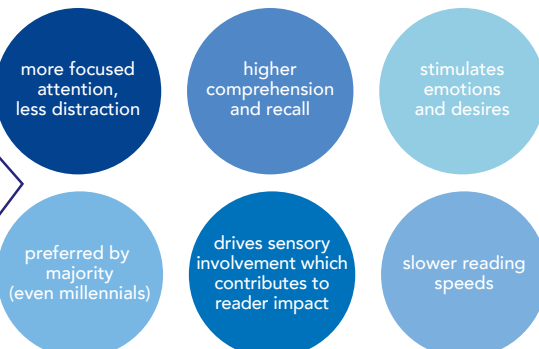
Why Advertise in Print

- Longer shelf life with "pass along" exposure
- Ads are never blocked
- People read magazines. Ads are not an interruption but rather part of the experience
- Print drives online search
- No fear associated with print ads (vs possible negative results of clicking online)
- Higher recall from ads in print

What neuroscience says about why print magazine ads work

Paper readers remember more.

paper-based reading





AN INFORMATIVE, ENTERTAINING READ ABOUT DOGS & THEIR COMPANIONS

THE WAG magazine

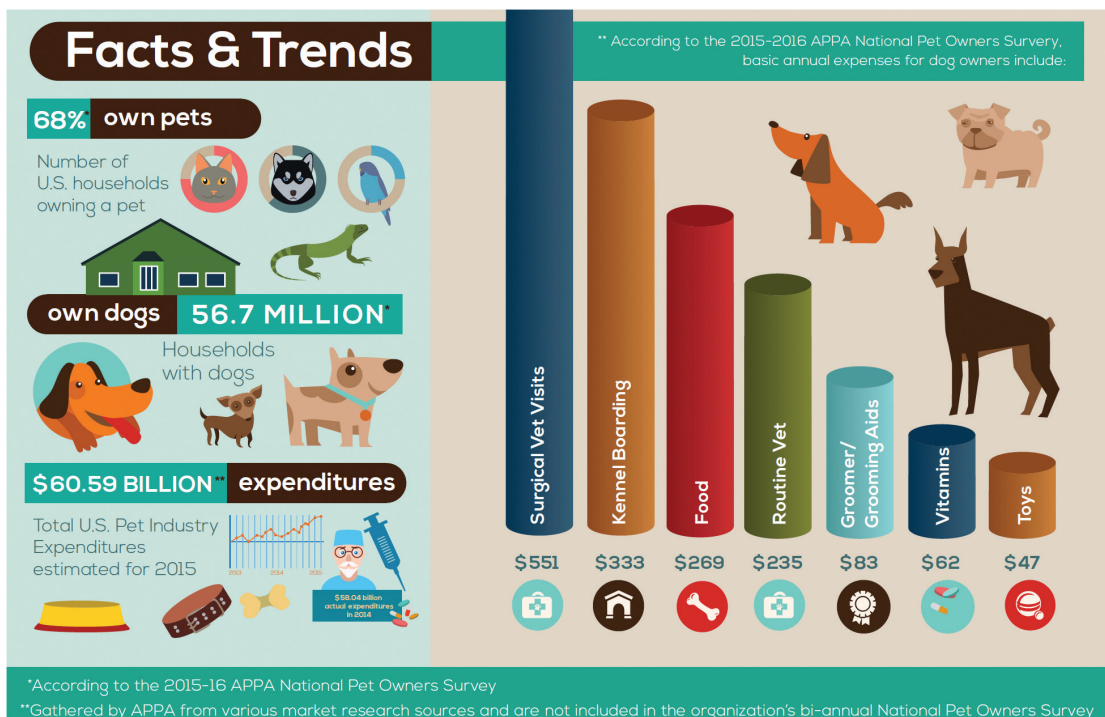
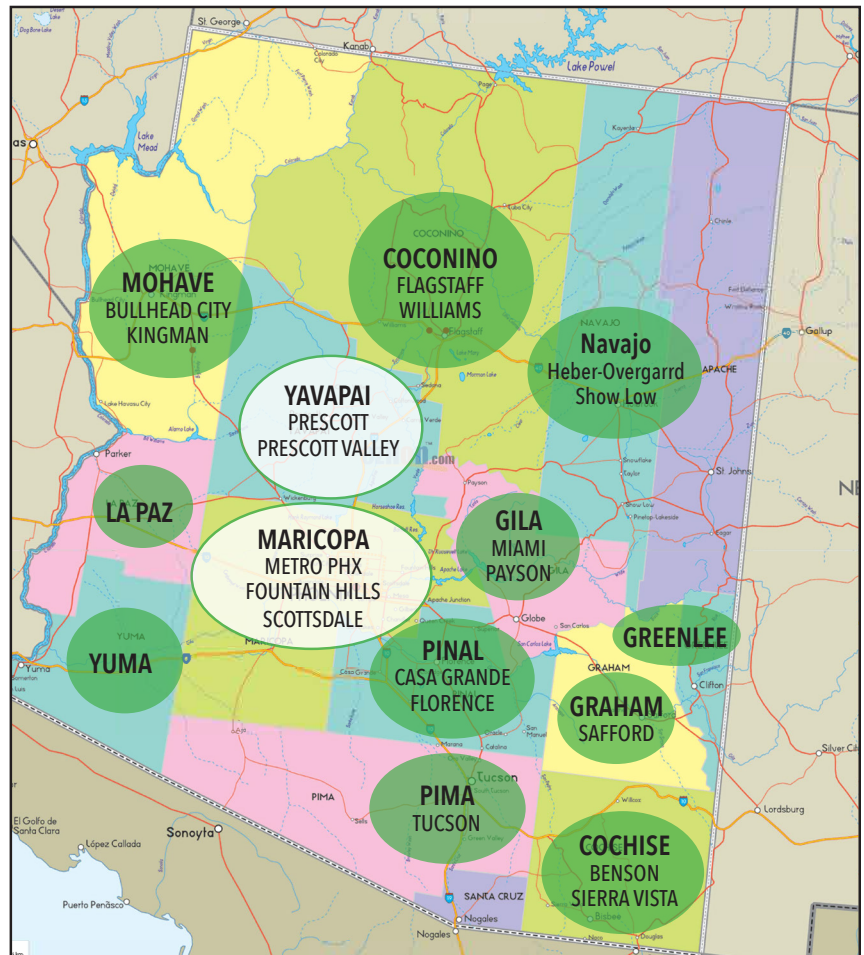
Distributed by:

- Times Media
- Animals & Humans in Disaster/
Empty Bowl Pet Food Pantry
- **THE WAG** magazine staff
- thewagmagazine.com
- issuu.com

Complimentary copies of **THE WAG** magazine are placed in a wide variety of locations concentrating on businesses with designated customer waiting areas such as offices of veterinarians, doctors and dentists; salons for grooming, nail and hair; auto repair shops as well as restaurants; grocery and drug stores; coffee shops and a host of additional merchants.

THE WAG is also distributed at state-wide pet expositions, adoptions, and pet-related events.

Heaviest distribution in Maricopa and Yavapai Counties





Sales	THE VALLEY Penny: penny@thewagmagazine	PRESCOTT/PRESCOTT VALLEY Sue: suemaves15@gmail.com
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Pricing (Per consecutive issue)

	Full Page	1/2 Page	1/3 Page	1/4 Page
1-2X	\$800	\$500	\$400	\$350
3-4X	\$700	\$400	\$300	\$275

Prime Positions

	Inside Front/Back Covers	Outer Back Cover
1-2X	\$1000	\$1200
3-4X	\$900	\$1000

Note: all Prime Position and full-page ads include website home page banner ad.
10% discount when paying in advance for 4 ads.

2021 Production Schedule

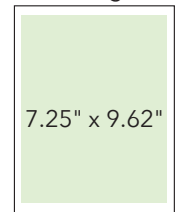
Issue	Deadline - Space Reservation	Deadline - Ad Copy	Distribution
Winter/Spring	February 10	February 17	Early March
Summer	May 28	June 4	Early July
Fall	August 27	September 3	Early October

Ad Specs/Information

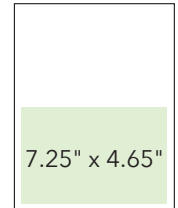
- Submit press-ready pdf or JPG
- Artwork in CMYK format at 300 dpi minimum
- Black type as 100% black only
- Full page ad with bleed must contain a minimum of 1/8" bleed on all sides with 1/2" away from trim
- Submit ad to: amyazcreative1@gmail.com (reference THE WAG in all communications)
- New ads created by THE WAG magazine with charge to client at 15% of ad space cost. Submit original logo/artwork in format noted above along with text to be included in ad to amyazcreative1@gmail.com
- Full payment due upon submission of ad or prior to design of new ad

Graphic Design	Amy: amyazcreative1@gmail.com
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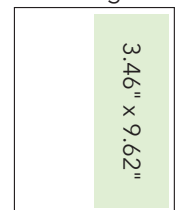
Full Page



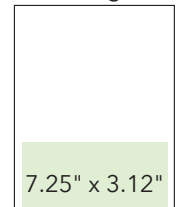
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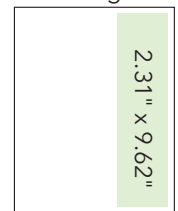
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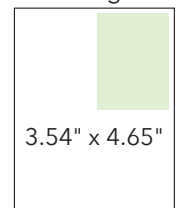
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1/4 Page





Advertising Placement Form

NAME OF BUSINESS _____ CONTACT NAME _____

MAILING ADDRESS _____

CITY _____ STATE _____ ZIP _____

EMAIL _____ PHONE _____

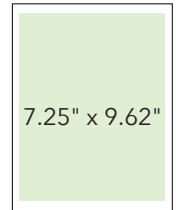
Circle Number of Consecutive Times and Size Selection Below (Per consecutive issue)

	Full Page	1/2 Page	1/3 Page	1/4 Page
1-2X	\$800	\$500	\$400	\$350
3-4X	\$700	\$400	\$300	\$275

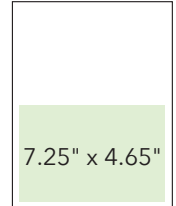
	Inside Front/Back Covers	Outer Back Cover
1-2X	\$1000	\$1200
3-4X	\$900	\$1000



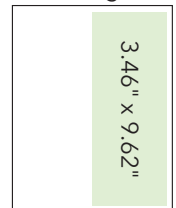
☐ Full Page



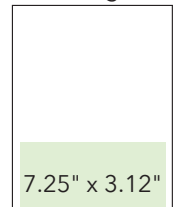
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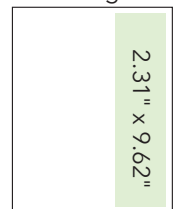
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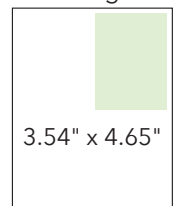
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☐ 1/3 Page V



☐ 1/4 Page



Note: all Prime Position and full-page ads include website home page banner ad.
10% discount when paying in advance for 4 ads.

Check ad position box and note vertical or horizontal (if purchasing 1/2 or 1/3) on the right side of this page.

☐ Ad to be submitted according to required specifications by advertiser

☐ Ad to be created by THE WAG magazine (15% of ad space cost) \$ _____.

Ad Price Total \$ _____. Payment to be made by ☐ Check ☐ Credit Card

The client named above agrees to purchase the ad as selected above (and right) to be Published in THE WAG magazine. Full payment due upon submission of ad or prior to design of new ad.

Please make checks payable to: THE WAG magazine • 14870 N. Fayette Dr. • Fountain Hills, AZ 85268

Signature _____ Date _____