

2018 Retriever News Advertising Rates

■ Placement of your ad in the Retriever News will also place your ad in the new online version of our magazine – Retriever E-News. Be sure to include your website or e-mail address in your ad. Then your customers can easily find out more about you or contact you with the click of a mouse!



— AD SIZES —

Page	Width	Height
Full page (live)	7.625"	10"
Full page (trim)	8.375"	10.875"
Full page (bleed)	8.625"	11.125"
2/3 (H)	7.625"	6.543"
2/3 (V)	5"	10"
1/2 (H)	7.625"	4.875"
1/2 (V)	5"	7.436"
1/3 (H)	7.625"	3.207"
1/3 (V)	2.375"	10"
1/3 (sq)	5"	4.875"
1/4 (H)	7.625"	2.311"
1/4 (V) OBIT only	3.688"	4.875"
1/6 (H)	5"	2.311"
1/6 (V)	2.375"	4.875"
1/8 (H) OBIT only	3.688"	2.311"
1/12 (sq)	2.375"	2.311"

— AD RATES —

Four Color	11x	6x	1x
Full page	\$1000	\$1100	\$1200
2 page spread	\$1800	\$1900	\$2000
2/3 page	\$800	\$850	\$900
1/2 page	\$600	\$650	\$700
1/3 page	\$400	\$450	\$500
1/4 page	\$300	\$350	\$400
1/6 page	\$200	\$225	\$250
1/8 page	\$150	\$175	\$200
1/12 page	\$110	\$120	\$130

Black & White	11x	6x	1x
Full page	\$650	\$700	\$750
2 page spread	\$1000	\$1050	\$1100
2/3 page	\$450	\$500	\$550
1/2 page	\$300	\$350	\$400
1/3 page	\$200	\$225	\$250
1/4 page	\$150	\$175	\$200
1/6 page	\$105	\$115	\$125
1/8 page	\$80	\$90	\$100
1/12 page	\$55	\$60	\$65

Black Plus One Color (less than 1/2 page) Add \$25

Black Plus One Color (1/2 page or larger) Add \$50

Premium Pages	11x	6x	1x
Center spread	\$2300	\$2400	\$2500
Back cover	\$1800	\$1900	\$2000
Inside front cover	\$1600	\$1700	\$1800
Inside back cover	\$1600	\$1700	\$1800
Page 3 (4/C only)	\$1300	\$1400	\$1500

— AD DEADLINES & GUIDELINES —

Issue	Deadline	Issue	Deadline
Jan	Dec 1	Aug	Jul 1
Feb Mar	Jan 10	Sep	Aug 1
Apr	Mar 1	Oct	Sep 1
May	Apr 1	Nov	Oct 1
Jun	May 1	Dec	Nov 1
Jul	Jun 1		

- The deadline is the first of each month prior to the date of publication, except for the February | March combined issue — that deadline is January 10.
- All ads are subject to publisher's approval. After the first printing, it is the advertiser's responsibility if any errors are repeated.
- The letters "OFA" will be used in an ad only if the corresponding number is supplied.
- Ads cancelled after layout/design services are rendered will be billed at 25% of the ad rate. Ads cancelled after the magazine layout is complete for the scheduled publish month (7th of the month) will be billed at 50% of ad rate.
- Print-Ready files should be provided in this order of preference: Press quality (high resolution 300 dpi) PDF; Adobe InDesign; Adobe Illustrator; Adobe Photoshop; JPG.

Reader Profile

Editorial Calendar



Full Page	1/2 H		1/6 H	1/3 V	1/4 H		2/3 V	1/3 V	1/3 H	1/8 H	1/4 V
	1/3 SQ	1/6 V	1/2 V		1/2 V	1/12			2/3 H	1/8 H	
					1/6 V				1/4 V	1/8 H	1/8 H

**ONLY
OBITUARIES**

2018 EDITORIAL CALENDAR

Jan	Cover: 2017 National Open Champion 2017 National Open Coverage
Feb/Mar	Cover: 2017 High Point Open & Amateur Dog 2017 Performance Summary
Apr	Cover: 2017 High Point Derby Dog Elective Features and Departments
May	Cover: Historical Elective Elective Features and Departments
Jun	Cover: 2017 Nat'l Amateur Defending Champion Elective Features and Departments
Jul	Cover: Master Amateur Invitational MAI Coverage
Aug	Cover: 2018 National Amateur Champion 2018 National Amateur Coverage
Sep	Cover: Historical Elective Commemorative Cover: 2018 CNARC Champion 2018 Canadian National Amateur Coverage
Oct	Cover: Historical Elective Elective Features and Departments
Nov	Cover: 2017 Nat'l Open Defending Champion Commemorative Cover: 2018 CNRC Champion 2018 Canadian National Open Coverage
Dec	Cover: National Retriever Derby Club Cover: 2018 National Derby Champion 2018 NRDC Coverage

READER PROFILE

- Retriever News is the leading magazine dedicated to performance retrievers since 1944.
- Our target market consists of field trial and hunt test competitors, both male and female.
- The participants in our sport have significant disposable income that supports the demanding lifestyle necessary to actively train, campaign and hunt retrievers.
- 97% of readership owns one or more dogs and invests considerable time and money in their care and training.
- The readership resides in all 50 states and Canada, and is a highly mobile population, many with more than one residence.
- 93% of subscribers archive their past issues; therefore, readership is higher than the approximate 2500 subscribers.

NOTES

- The Retriever News is published entirely through electronic desktop media. Files should be provided in this order of preference: Press quality (300 dpi) PDF; Adobe InDesign; Adobe Photoshop; Adobe Illustrator; .JPG or Microsoft Word file. Advertising materials should be sent electronically with an Epson proof for color match if necessary.
- Please contact Sara Sommerfeld in the Advertising Department if you have any questions regarding your digital file set-up. Production and design assistance are available. saras@theretrievernews.com or call 262-278-4201
- Every effort will be made to comply with special position requests. Publisher reserves the right to reject any advertising or request alteration in content.