

# 2019 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 —

## — 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 |

| 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 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 |       |
|           |        |       |       |       |       |      |       |       |       | 1/4 V | 1/8 H |
|           |        |       |       |       |       |      |       |       |       | 1/8 H |       |

**ONLY  
OBITUARIES**

## 2019 EDITORIAL CALENDAR

|                |  |
|----------------|--|
| <b>Jan</b>     | Cover: 2018 National Open Champion<br>2018 National Open Coverage  |
| <b>Feb/Mar</b> | Cover: 2018 High Point Open & Amateur Dog<br>2018 Performance Summary  |
| <b>Apr</b>     | Cover: 2018 High Point Derby Dog<br>Elective Features and Departments  |
| <b>May</b>     | Cover: Historical Elective<br>Elective Features and Departments  |
| <b>Jun</b>     | Cover: 2018 Nat'l Amateur Defending Champion<br>Elective Features and Departments  |
| <b>Jul</b>     | Cover: Master Amateur Invitational<br>MAI Coverage   |
| <b>Aug</b>     | Cover: 2019 National Amateur Champion<br>2019 National Amateur Coverage  |
| <b>Sep</b>     | Cover: Historical Elective<br>Commemorative Cover: 2019 CNARC Champion<br>2019 Canadian National Amateur Coverage            |
| <b>Oct</b>     | Cover: Historical Elective<br>Elective Features and Departments  |
| <b>Nov</b>     | Cover: 2018 Nat'l Open Defending Champion<br>Commemorative Cover: 2019 CNRC Champion<br>2019 Canadian National Open Coverage |
| <b>Dec</b>     | Cover: 2019 National Derby Champion<br>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.