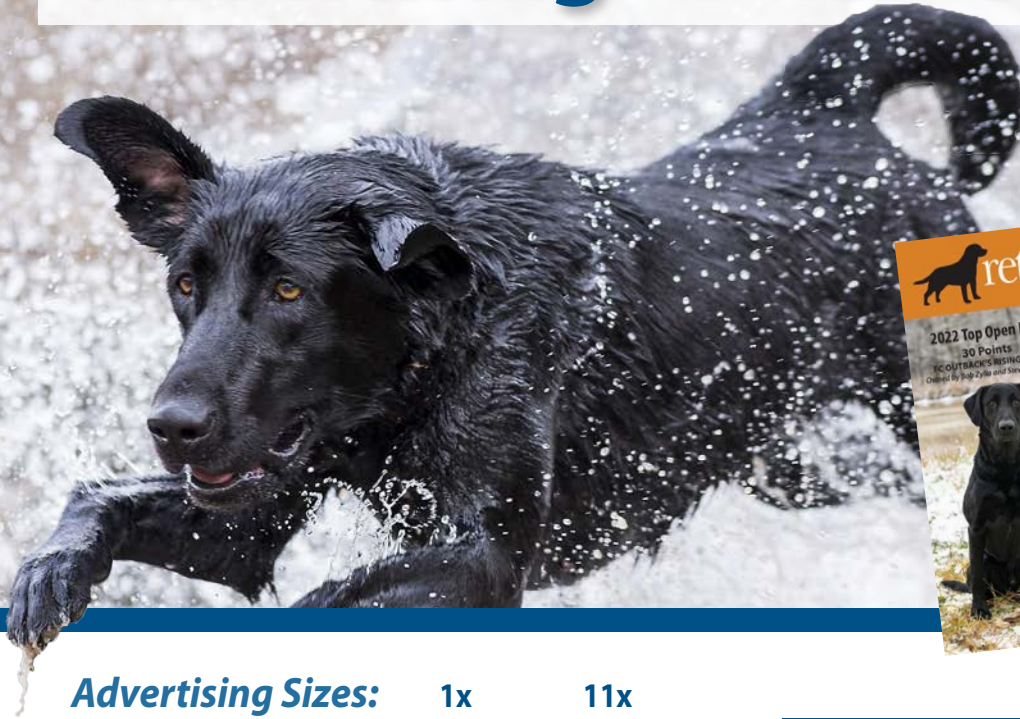


Advertising with Retriever News



| | | |
|---------------------------|-----------|------------|
| Advertising Sizes: | 1x | 11x |
| Full Page | \$1200 | \$1000 |
| 1/2 Page | \$800 | \$690 |
| 1/3 Page | \$580 | \$460 |
| 1/4 Page | \$460 | \$345 |
| 1/6 Page | \$290 | \$230 |
| 1/12 Page | \$150 | \$130 |

| | |
|------------------------|-----------|
| Obituary Sizes: | 1x |
| 1/8 Page | \$150 |
| 1/4 Page | \$300 |
| 1/2 Page | \$600 |
| Full Page | \$1200 |

| | | |
|-----------------------|-----------|------------|
| Premium Pages: | 1x | 11x |
| Back Cover | \$2100 | \$1800 |
| Inside Front Cover | \$1800 | \$1500 |
| Inside Back Cover | \$1800 | \$1500 |

NOTE: 11x refers to the 11-time rate contract to advertise for 11 issues, 1x refers to the 1-time rate to advertise in 1 single issue. All Ads will include Full Color going forward. Retriever News can help create your ad for you at no extra charge.

— 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 | | |

INFORMATION:

- Please contact Sara in the Advertising Department if you have any questions regarding ad set-up. Production and design assistance is available. Contact details are below.
- 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 the 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.
- Every effort is made to grant special position requests. Retriever News reserves the right to reject any advertising or to request alterations in content.

262-278-4201

saras@theretrievernews.com



Retriever News - Advertising Info Editorial Calendar - Reader Profile



| | | | | | | | | | | | |
|-----------|--------|-------|-------|-------|-------|------|-------|-------|-------|-----------------|-------|
| Full Page | 1/2 H | | 1/6 H | 1/3 V | 1/4 H | | 2/3 V | 1/3 V | 1/3 H | OBITUARIES ONLY | |
| | 1/3 SQ | 1/6 V | 1/2 V | | 1/2 V | 1/12 | | | 2/3 H | | |
| | | | | | | | | | 1/4 V | 1/8 H | 1/8 H |

2023 EDITORIAL CALENDAR

| | |
|----------------|--|
| Jan | Cover: 2022 National Open Champion 2022 National Open Coverage |
| Feb/Mar | Cover: 2022 High Point Open & Amateur Dog 2022 Performance Summary |
| Apr | Cover: 2022 High Point Derby Dog Elective Features and Departments |
| May | Cover: Historical Elective Elective Features and Departments |
| Jun | Cover: 2022 Nat'l Amateur Defending Champion Elective Features and Departments |
| Jul | Cover: Historical Elective 2023 Master Amateur Coverage |
| Aug | Cover: 2023 National Amateur Champion 2023 National Amateur Coverage |
| Sep | Cover: Historical Elective Elective Features and Departments |
| Oct | Cover: 2022 Nat'l Derby Defending Champion Elective Features and Departments |
| Nov | Cover: 2022 Nat'l Open Defending Champion Commemorative Cover: 2023 CNRC Champion 2023 Canadian National Open Coverage |
| Dec | Cover: 2023 National Derby Champion 2023 National Derby Coverage |

Advertising 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" |

READER PROFILE

- Retriever News is the leading magazine dedicated to performance retrievers since 1944.
- Our target market consists of field trial and hunting test competitors, both male and female, professional and amateur!
- 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, Canada, and Europe 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 1200 subscribers.



Retriever News | N8W22520 Johnson Drive | Suite J | Waukesha, WI 53186

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