

# THE WAG

magazine



## 2022 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

“

You just produced another wonderful and informative magazine. You really produce a high-quality magazine and I started looking at the publication and didn't put it down until I read it from cover to cover. You supply many different topics and nice quality advertising that kept my attention and I blocked everything else out of my mind. Thanks for the work all of you do to improve the quality of life for pets and their leaders.

~ Roger Fick, Fountain Hills, AZ

“

We love reading THE WAG because it is chock full of fun ideas products, information and such heart-warming stories. Also, the cover photos are top-notch portrayals of personality-plus pooches! Love it! Keep up the great work!

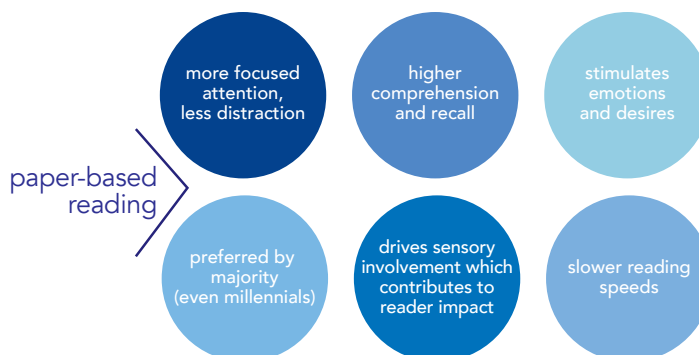
~ Sharon & Jim Evans Mesa, AZ

## 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.





## THE WAG magazine

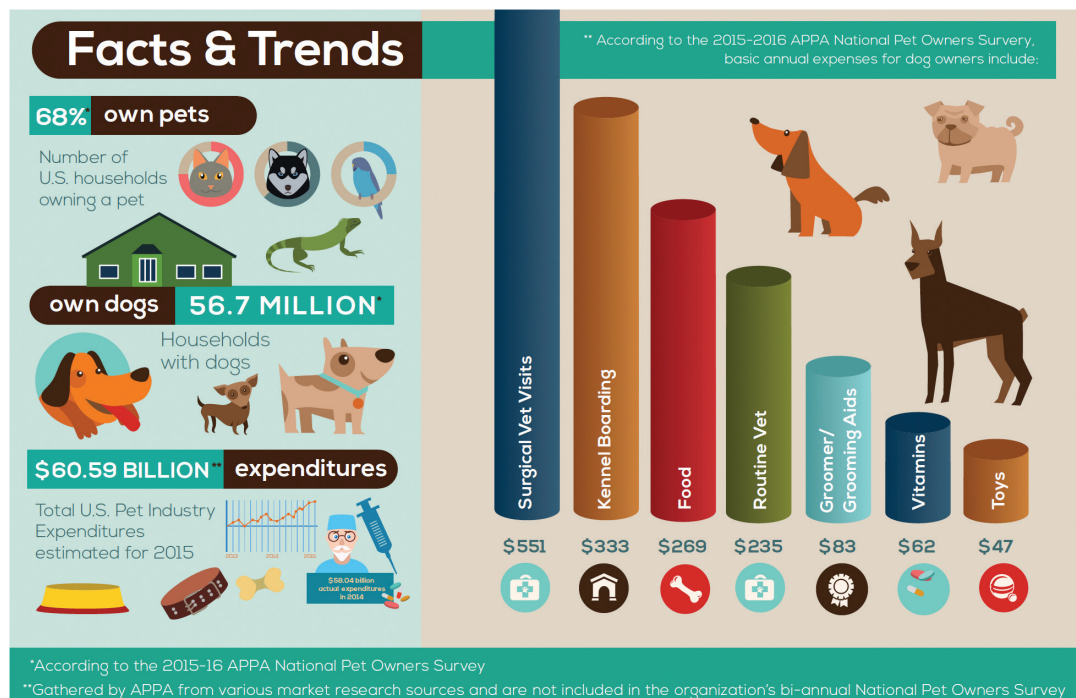
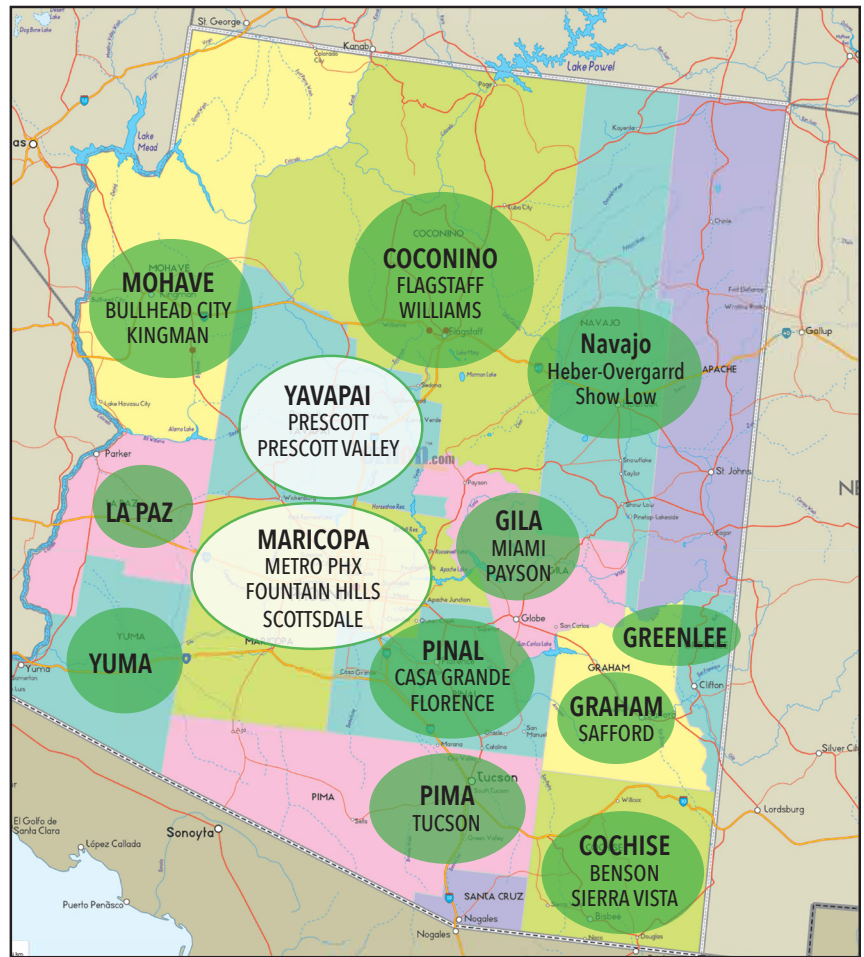
### Distributed by:

- 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



“A man who stops advertising to save money is like a man who stops a clock to save time.”  
~ Henry Ford



## Pricing\*

Run Times	Full Page	1/2 Page	1/3 Page	1/4 Page
Run an ad in 1 or 2 consecutive issues	\$800 per issue	\$500 per issue	\$400 per issue	\$350 per issue
Run an ad in 3 or 4 consecutive issues	\$700 per issue	\$400 per issue	\$300 per issue	\$275 per issue

### Full Page

Without bleed  
7.25" x 9.62"

With bleeds  
8 x 10.375  
add .125" bleed

## Prime Positions\*

Run Times	Inside Front/Back Covers	Outer Back Cover
Run an ad in 1 or 2 consecutive issues	\$1000 per issue	\$1200 per issue
Run an ad in 3 or 4 consecutive issues	\$900 per issue	\$1000 per issue

### 1/2 Page H

7.25" x 4.65"

### 1/2 Page V

3.46" x 9.62"

\* 10% discount when paying in advance for 4 ads.

All Prime Position and full-page ads include website home page banner ad.

## 2022 Production Schedule

Issue	Deadline - Space Reservation	Deadline - Ad Copy	Distribution
Winter	November 26	December 3	Early January
Spring	February 25	March 4	Early April
Summer	May 27	June 3	Early July
Fall	August 26	September 2	Early October

### 1/3 Page H

7.25" x 3.12"

### 1/3 Page V

2.31" x 9.62"

## 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)
- Full payment due upon submission of ad or prior to design of new ad

## Ad Creation

- THE WAG magazine will create your ad for a one-time fee of 15% of ad cost. This includes basic design, digital proof, and up to two separate revisions.
- Submit original logo/artwork, per Ad Specs above, and text to be included in the ad to Amy: amyazcreative1@gmail.com

### 1/4 Page

3.54" x 4.65"

## Graphic Design

Amy: amyazcreative1@gmail.com

## Sales

**THE VALLEY**  
Penny: penny@thewagmagazine

**PRESCOTT/PRESCOTT VALLEY**  
Sue: suemaves15@gmail.com



## Advertising Placement Form

NAME OF BUSINESS \_\_\_\_\_ CONTACT NAME \_\_\_\_\_

MAILING ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

EMAIL \_\_\_\_\_ PHONE \_\_\_\_\_

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## Circle Number of Consecutive Run Times (below) and Size Selection (here) →

Run Times	Full Page	1/2 Page	1/3 Page	1/4 Page
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\* 10% discount when paying in advance for 4 ads.

All Prime Position and full-page ads include website home page banner ad.

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

Please note: 3.5% charge for Credit Card payments

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 \_\_\_\_\_

Submit completed form to: Penny@thewagmagazine.com or Suemaves15@gmail.com