



WHY ADVERTISE IN DOG DAYS IN LA MAGAZINE?

Because we give our advertisers the best chance at getting ad exposure and response! Here's how we do it:

- PAW DIRECT-MAILED TO DOG OWNERS:** We direct-mail over 10,000 of our 20,000 magazines each issue to dog owners in select LA zip codes. This is invaluable for our advertisers in that it maximizes exposure to your target market while minimizing ad dollar waste. This approach can save our advertisers thousands of dollars as compared to doing a direct mail campaign on their own; saving them the cost of graphic art design, U.S. postage, buying mail lists and paying for printing.
- PAW IN-STORE DISTRIBUTION:** The remaining 10,000 magazines are distributed in pet related businesses throughout Los Angeles and surrounding areas. We feel it's really important to have someone physically pick up our magazine in a retail store or a vet's office for example. This means they intend to read the magazine and hopefully be exposed to your advertising.
- PAW TIGHT, CRISP RESOLUTION:** Our magazine is printed in a full color gloss format, allowing our advertisers the best possible resolution as compared to messy and often times, hazy newspaper formats. Your products and/or services deserve only the best!
- PAW ONLINE EXPOSURE:** All of our advertisers are listed on our website with a link to their website and each magazine is available for downloading and reading online, increasing the chances of obtaining new customers in others parts of the U.S., Canada and beyond! www.dogdaysinla.com
- PAW LOYAL READERS:** We strive to make each issue intriguing, fun and informative for our readers to keep them coming back. Our readers have come to expect top-notch advertisers and editorial features from Dog Days in LA Magazine.
- PAW AFFORDABLE:** Even with our full color gloss format and direct-mail approach, we're affordable and competitive with other pet magazines!

For more info on advertising, please call **310-734-6125**