

**CLICK
HERE**
TO SEE THE
DIGITAL 2016
DISCOVER DOGS
SHOWGUIDE

»EUKANUBA
**DISCOVER
DOGS**



**MEET OVER
200 BREEDS
OF DOG**



97%
OF VISITORS
RATED THE
EVENT "GOOD",
"VERY GOOD"
OR "EXCELLENT"



**1 IN 3
VISITORS
SPENT OVER
£50 ON DOG
PRODUCTS**

**LONDON'S
BIGGEST
DOG EVENT**

THE ExCeL LONDON 21ST & 22ND OCTOBER 2017

**OVER 33,000
DOG LOVERS
EXPECTED AND
66% OF
ALL VISITORS
OWN A DOG**



THE AUDIENCE

The visitors to Eukanuba Discover Dogs have one thing in common – a passion for dogs. Many will be looking for advice on a new dog, which breed is suited to their current lifestyle; whether they are looking for a first dog, a second dog that will be compatible with their existing breed or perhaps a replacement dog following bereavement.

THE SHOW

- Now in its 22nd year, London's leading dog event attracts more visitors than any other canine event, other than Crufts.
- Eukanuba Discover Dogs provides a fantastic opportunity to reach out with your brand and products to an audience of thousands of dog enthusiasts and pet loving families.
- Recent move in venue to the ExCeL, London, due to high demand and show success.
- The Show is designed to teach people everything they need to know about dogs and is dedicated to every aspect of knowledge and responsibility through the dog world.

THE OFFICIAL SHOWGUIDE

- The Showguide is the best way of reaching this target audience.
- It is glamour size and in full colour.
- Containing show features, event and ring timetables, show maps and an A-Z of all exhibitors, people use it as a comprehensive guide to refer back to throughout the year.
- The breed guide listings and educational features provide an ideal reference tool for this visitor audience.

DIGITAL EDITION

- Sent out 1 week prior to the show to all pre-registered attendees, the digital version offers valuable pre-show coverage. With an active hyperlink on your advert we can push visitors directly to your website before the show has even begun.
- The digital edition will also appear on the Discover Dogs website which has previously attracted 80,000 unique users in the run up to the show.

ADVERTISEMENT RATES

| | |
|--|--------|
| Full page | £1,950 |
| Inside front cover page | £2,500 |
| Inside back cover | £2,250 |
| Double page spread | £3,500 |
| Inside front cover spread | £4,500 |
| ½ page | £1,200 |
| ¼ page | £700 |
| Inserts (limited to 3 inserts max) | £2,500 |
|(Opportunity cost) | |
| All full colour display advertising to face matter unless cover, double page spread or specified otherwise. Guaranteed position a further 10%. | |

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