

# BAY WOOF

2023 media kit

Community Supported  
Dog News for the  
Greater San Francisco  
Bay Area



TO ADVERTISE, PLEASE CONTACT [ADVERTISE@BAYWOOF.ORG](mailto:ADVERTISE@BAYWOOF.ORG)



A close-up photograph of a white and brown dog, possibly a pit bull mix, looking out of the window of a red bus. The dog's head is pressed against the window frame, and its tongue is slightly out. The bus is in motion, as indicated by the blurred background. The lighting is warm, suggesting a sunset or sunrise.

# ADVERTISE WITH BAY WOOF.ORG AND REACH YOUR PEOPLE

Bay Woof readers are exactly the people you want to reach – the well read, community focused, dog-hair-covered sophisticate of the San Francisco Bay Area. From enticing your new clients to promoting your upcoming dog-gala, we've got affordable rates for every budget. Sniffing out potential new business that's COVID-safe is as easy as barking at the cat next door.

REACH OVER 50,000 DOG LOVERS MONTHLY



# Feature stories and columns from Bay Area canine professionals

## MONTHLY COLUMNS

### Nose for News

*Sniffing Out the Latest from Near & Far*

### Ask Dr. Dog

*The Scoop from Canine Health Care Professionals*

### Good Dog!

*Training Tips From Positive Reinforcement Pros*

### Red and Howling

*A comic full of dog love by Amy Luwis*

### Shelter Zone

*News From Bay Area Rescue & Advocacy Groups*

### Commission Tails:

*The Latest from SF Animal Control and Welfare*

### The Monthly Woof

*Good Dog = Great Life*

### Mr. Smarty Pants Knows

*Furry Facts to Know & Tell*



## ANNUAL ISSUES

January • Training Goals

August • TBD

February • Valentines

Sept • Dog Food

March • OPEN

Oct • Canine Health & Wellness

April • Canine Sports

Nov • Gratitude

May • Dogs in Art

Dec • Holidays and Gift Guide

June • Working Dogs

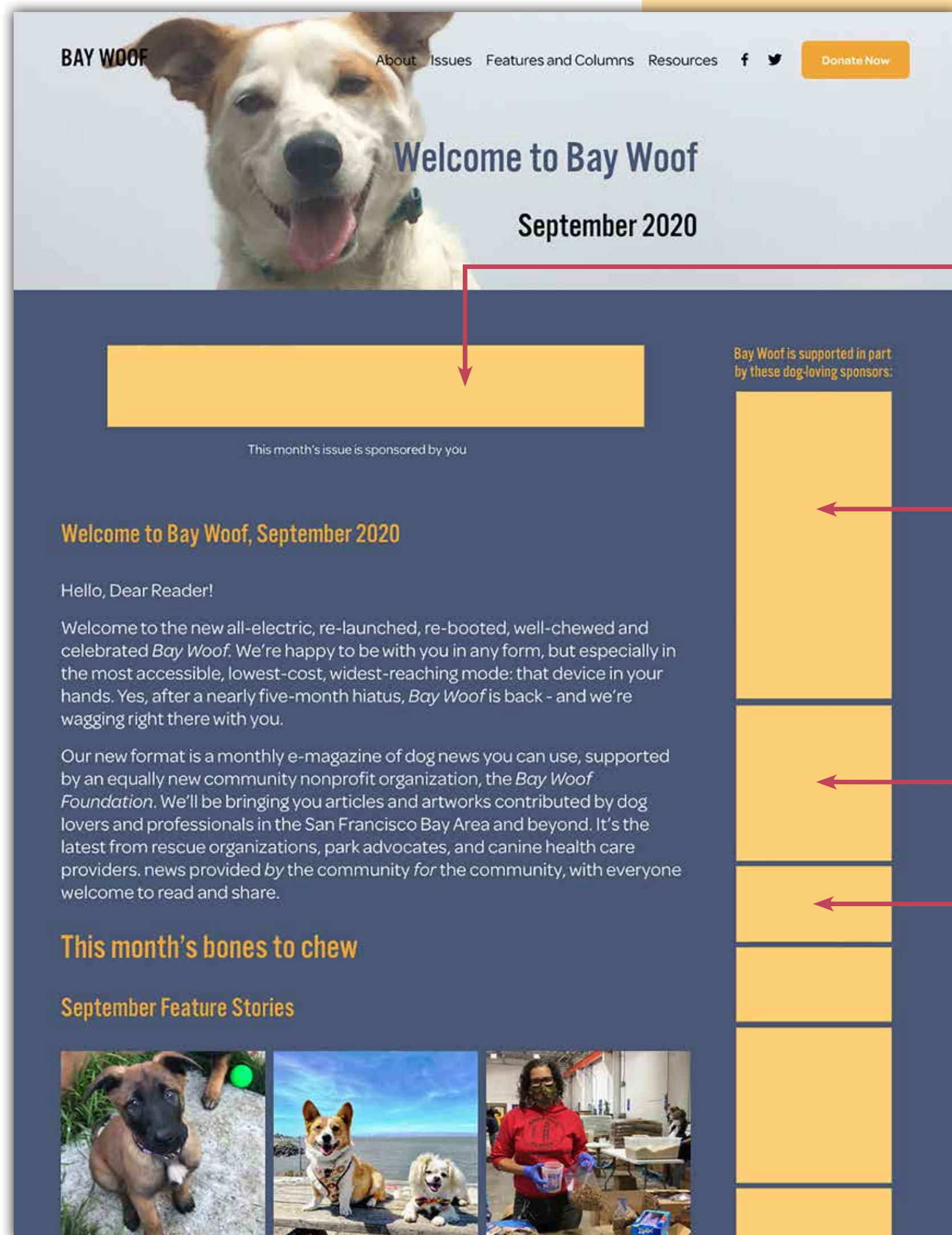
TBD • Beast of the Bay Awards

July • TBD

*and more!*

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# Advertising Options

Our audience is wagging to hear from you, and we are here to help you spread the word! Our advertising plans are varied and we'll work with you to fit your budget.

## BayWoof.org Options include:

- **Top Banner / Leader Board**

1024 x 156 pixels

- **Skyscrapers**

300 x 600 pixels

- **Block Ads, Large and Small**

Large - 300 x 300 pixels

Small - 300 x 145 pixels

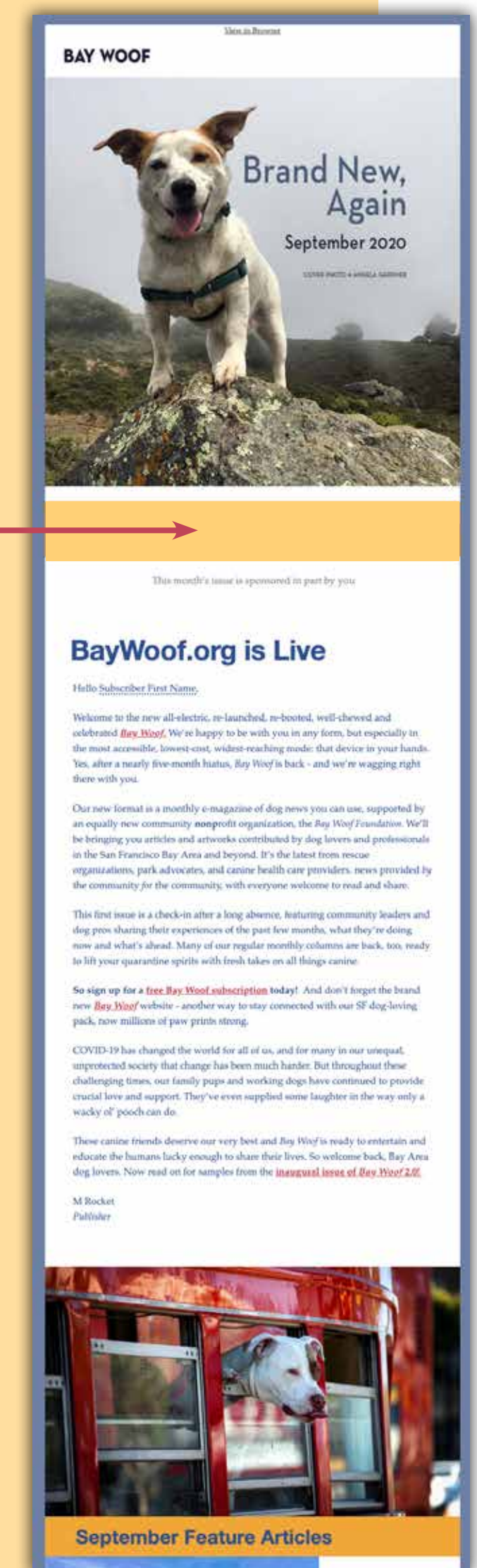
## E-Magazine Options include:

- **E-magazine Ads**

400 x 100 pixels

- **Dedicated Emails**

Your content, our design services and email list



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# Our Readers

Bay Woof readers are citizens of the highest caliber, engaged with community issues like animal rescue and supporting local dog advocacy organizations. They love visiting new parks, trying new training tips, and staying informed about canine health issues. You'll find them at pet stores and vet clinics, caring for their companion animals with the utmost care and concern. More than 10,000 readers vote in our annual Beast of the Bay Awards reader's poll



in over 100 categories. Our readers cherish the dog-friendly Bay Area for the adventures and quality of life found here.

 **50k** visitors per month


 **73k** page views per month

 **6500** newsletter subscribers

 **4K** social media followers

 **25-65** years old

 **85%** college educated

 **55%** earn \$75k+ per year

 **65%** female





## Join Us

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**WE'RE READY TO LEAP INTO ACTION  
FOR YOU!**

Advertising with Bay Woof is one way to support the dog community and grow your business or organization at the same time. JOIN US!



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