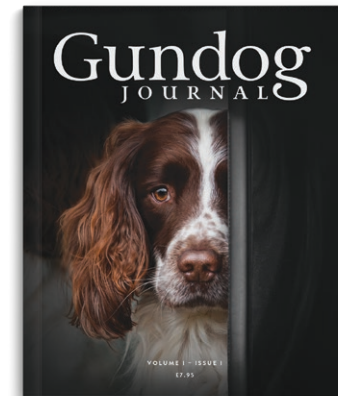
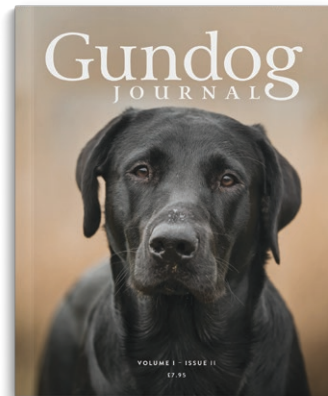
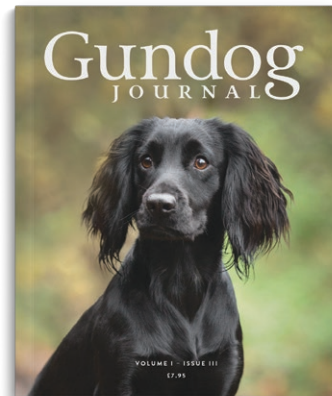
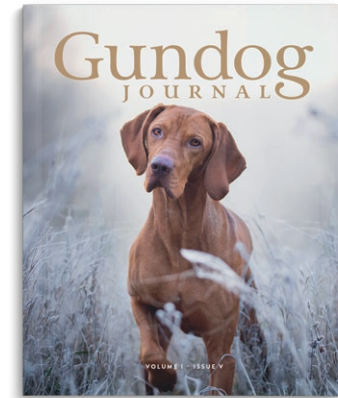
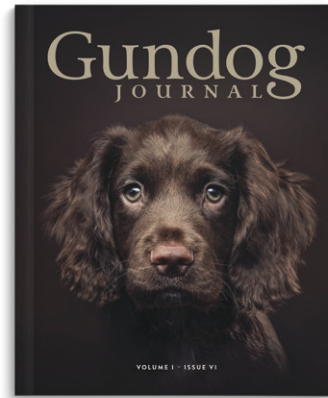
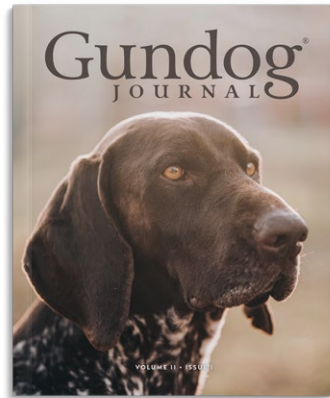
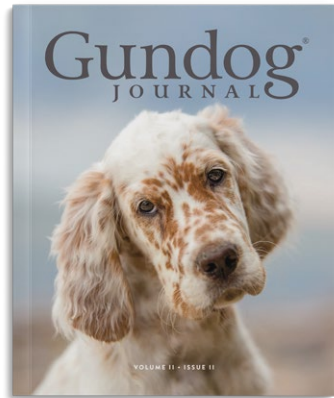




MEDIA PACK

Gundog[®]
JOURNAL

THE UK'S ONLY DEDICATED GUNDOG PUBLICATION

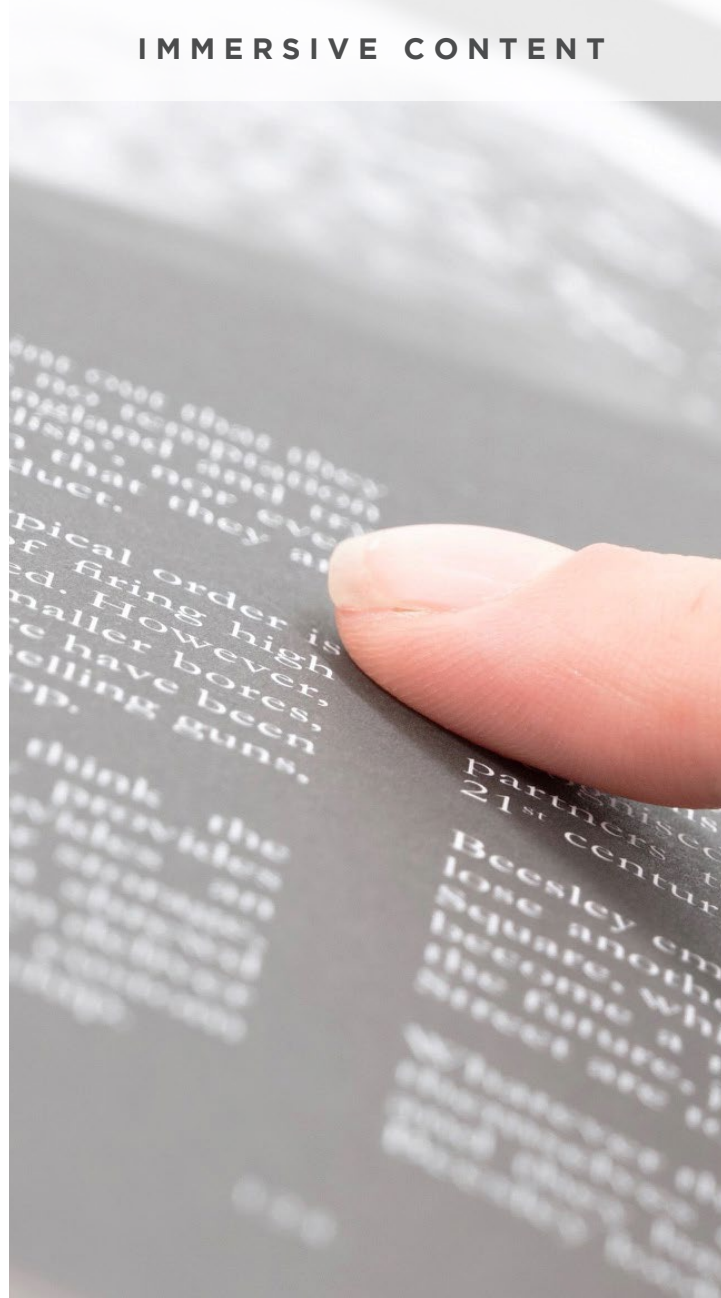


TRAINING • ADVICE • COMMENT

COLLECTABLE QUALITY



IMMERSIVE CONTENT



EXCEPTIONAL VALUE



THE INDUSTRY'S LEADING EXPERT VOICES



**BEN RANDALL (FIELD EDITOR), PHIL SPENCER (CONTRIBUTOR)
ALEX HAMMOND (CONTRIBUTOR), BILLY STEEL JNR (RETRIEVER CHAMPION)
JAYNE COLEY (TRAINING EXPERT), LAURA KEYSER (VET'S CORNER)
AND MANY MORE...**

HOW IT ALL STARTED

Gundog Journal was launched by Fieldsports Press, a family run independent business, in January 2019. The first issue went on sale on 1 March 2019. The concept was to offer the British gundog owning community a deeper opportunity to indulge their passion.

From a novice owner to a trialling champion, *Gundog Journal* provides expert advice on how to train and look after a beloved companion as well as offering topical comment from the UK's leading experts.

Printed to an exceptional standard, coupled with stunning photography and modern yet classic design, *Gundog Journal* has an expansive pack of leading writers, covering all gundog related topics. It reads as well as it looks and since its whelping in early 2019, the title has become a firmly established favourite in canine loving households across the UK. In fact the immediate success of the publication led to a frequency increase from quarterly to bi-monthly within its first nine months, unprecedented in these challenging times for printed media.

The team behind-the-scenes share the readers' sheer love of gundogs, and this is apparent in every beautifully presented page of this sumptuous testament to our beloved gundogs breeds.



OUR REACH

Gundog Journal has created a highly targeted, premium audience that cannot be ignored in the gundog space. Committing to a cover price close to double the cost of a traditional magazine is testimony that our audience is willing to pay for quality.



6,124[↑]

Subscribers



Circa **6,000**

Single issue sales (per issue)



Circa **2,000**

Back issue sales (per issue)



15,000

Print run (per issue)



Circa **30,000**

E-newsletter-database

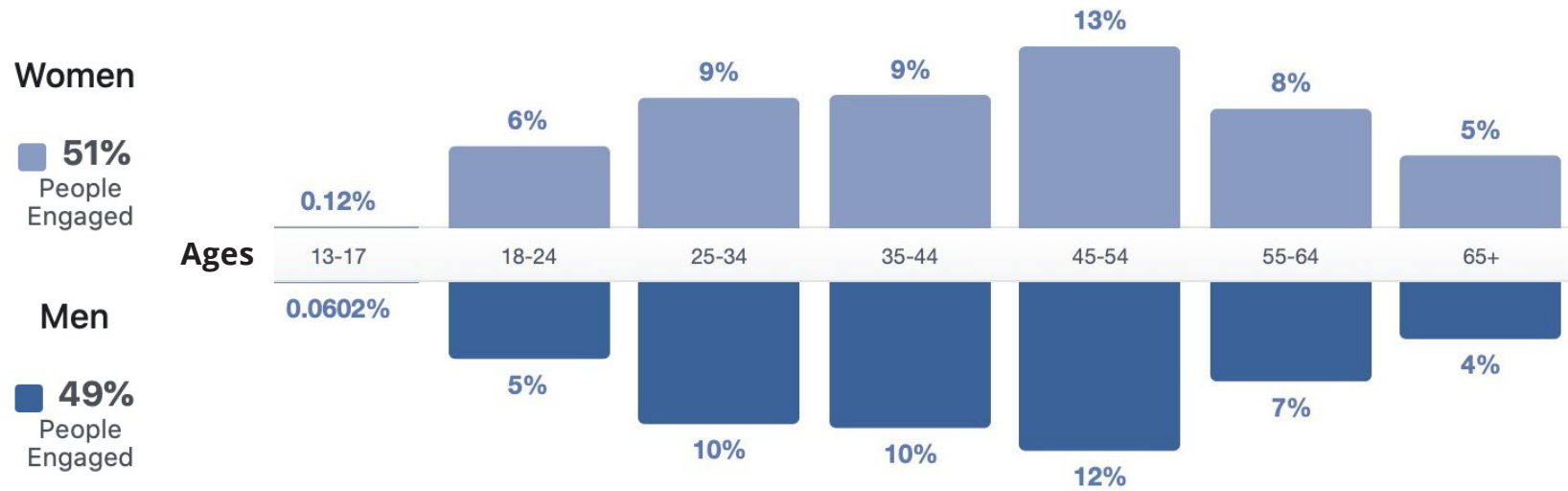


Circa **50,000**

Readership per issue

OUR AUDIENCE

Due to the fact that *Gundog Journal* was incubated on social media and has so far only been available for purchase directly, we have been able to accurately profile who is buying the title.



WHAT OUR AUDIENCE SAY

Gundog Journal's Facebook followers have awarded the title 4.7 stars out of 5 with a total of 82 glowing reviews. Here's a selection:

- “Fantastic publication! What can I say, except, they are a complete encyclopaedia!”
- “I am new to the working world so I ordered the journal this month. There were several articles that looked beneficial and it has been a fantastic guide to support training my pointers. The quality is exceptional, it's like reading a book!”
- “I love *Gundog Journal*...It is like my bible, If you haven't got a subscription, get one!”
- “As a prospective gundog owner, *Gundog Journal* is helping me learn as much as possible in order that when I finally fulfil my dream I can give my new companion the best life possible from the start.”
- “Simply fabulous. It's not just a magazine, it is a beautifully produced and edited book full of valuable information and knowledge that should be read cover to cover by anyone interested in all things gundog.”
- “*Gundog Journal* is a great magazine which we subscribed to after meeting the wonderful team at Crufts.”
- “Fantastic journal with so much content that really matters, topics that are gripping and current to industry issues!”
- “Brilliant content throughout all issues! We always look forward to the next issue to land on my doorstep!”

SOCIAL MEDIA

GUNDOG JOURNAL LEADS THE PACK IN THE SOCIAL MEDIA SPACE.

With the largest following of any individual gundog brand in the UK, built over only 18 months, we know how to engage our audience. With a quality content plan which reflects the quality of the journal itself, our daily posts offer fans and followers the chance to be part of a unique community. Our recently launched private group ‘The Pack’ for gundog superfans is building at an exponential rate and offers exceptional deep trustworthy opportunities for engagement.



@gundogjournal

50K
FOLLOWERS



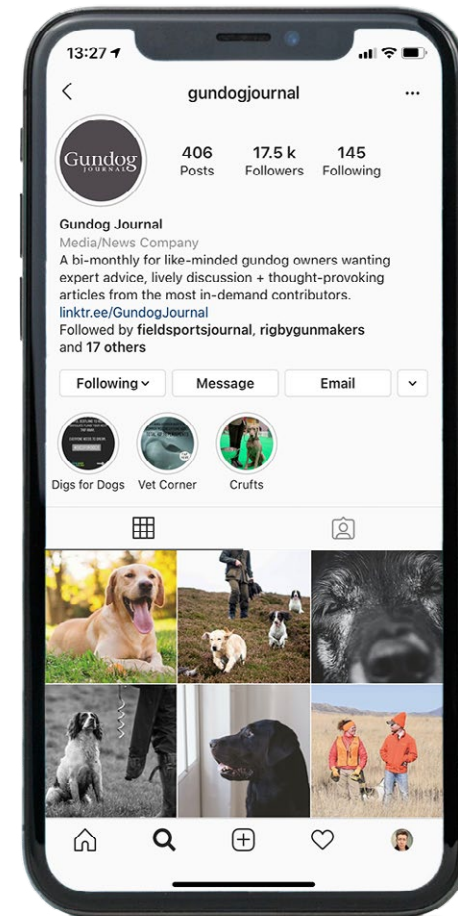
The Pack
(Private Facebook group)

4.1K
MEMBERS



@gundogjournal

17.5K
FOLLOWERS



WEBSITE

DESIGNED TO REFLECT THE QUALITY OF OUR PRINT PUBLICATIONS

Our bespoke website has been designed with google optimisation at the fore and the quality is in line with our printed publication. The functionality has been built in a way which allows our audience to interact for free with the content we host. There are hundreds of articles and posts which we know readers love and return to for guidance helping to drive authentic gundog relevant traffic.

GUNDOG-JOURNAL.COM

Circa **20,000**

Average visits per month



A PREMIUM POSITION

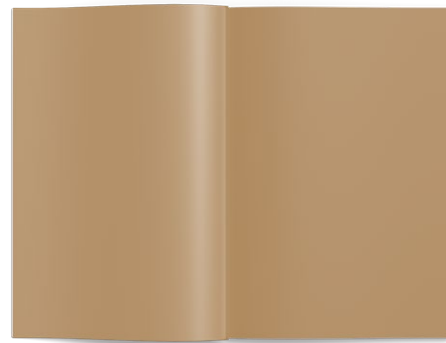
PRINTED AD RATES

We offer three display advertisement sizes. Please discuss your specific insert requirements with us.



FULL PAGE

£1,000
228mm x 275mm
(Plus 5mm bleed to each edge)



DPS

£1,495
456mm x 275mm
(Plus 5mm bleed to each edge)



HALF PAGE

£650
Vertical 98mm x 240mm
Horizontal 200mm x 120mm

MARKET PLACE

£300 Vertical 98mm x 120mm

DIGITAL LEADERS

Leading the market in the digital space and across all social media platforms.
Instantly communicating efficiently and effectively with engaged followers.

SOCIAL MEDIA TAKEOVER

£500 per week

SOCIAL MEDIA POST

£125 per post

BLOG POST

£125 per post

SPONSORED NEWSLETTER TO BRAND DATABASE

£250

HEADER BANNER ON WEBSITE

£750 per issue

DEDICATED SOLUS NEWSLETTER TO BRAND DATABASE

£500

DETAILED BRAND PROFILE HOSTED ON WEBSITE

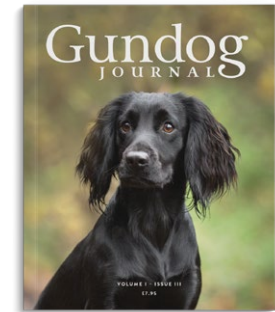
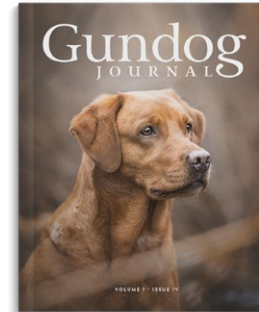
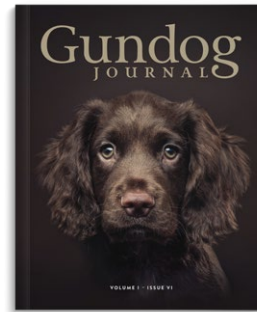
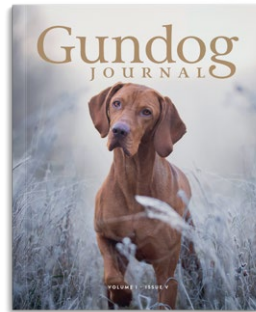
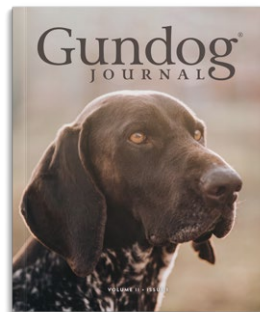
£500 annually

WEBSITE TAKEOVER

£750 per week

PRODUCTION SCHEDULE

We produce six beautiful journals a year (bi-monthly)



ISSUE

Volume II • Issue III

Volume II • Issue IV

Volume II • Issue V

Volume II • Issue VI

Volume III • Issue I

Volume III • Issue II

ON SALE

1 September 2020

1 November 2020

1 January 2021

1 March 2021

1 May 2021

1 July 2021

THE PEOPLE BEHIND THE BRAND



SIMON K.
BARR

Owner



WILL
HETHERINGTON

Editor



SELENA
BARR

Editorial Director



TERRI
MARTIN

Commercial Manager



JOEL
HILLYARD

Art Director



MARK
COWLING

Designer

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JOURNAL

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