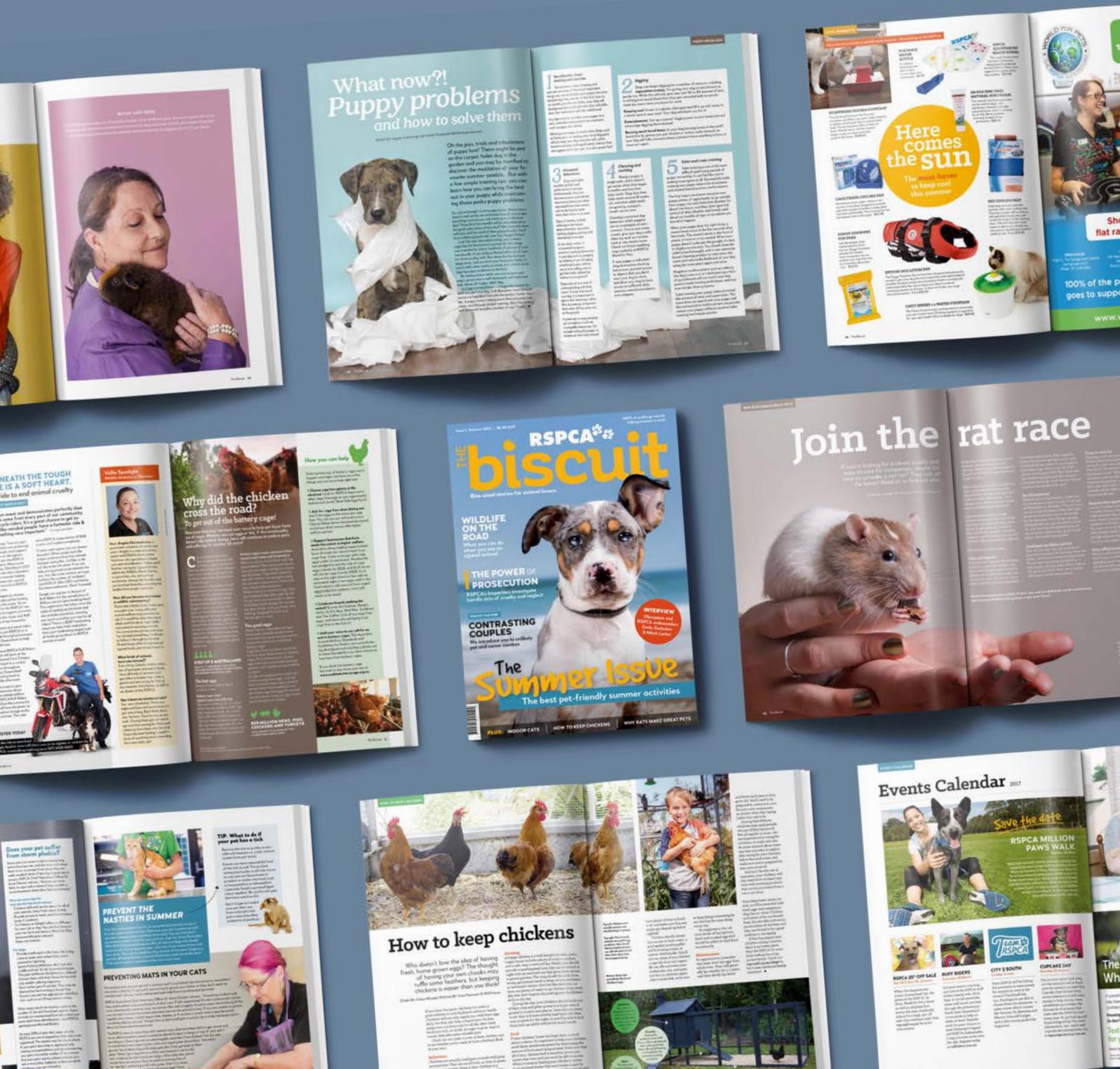


# THE RSPCA <sup>PAWS</sup> biscuit

## Media Kit



### What now?! Puppy problems and how to solve them



- 1 Boredom**  
Boredom can bring out the worst in your puppy. It can lead to destructive behavior, such as chewing on furniture or digging in the garden. To prevent this, make sure your puppy has plenty of toys and activities to keep them occupied.
- 2 Fear**  
Puppies can be very fearful, especially when they are introduced to new people or places. To help your puppy overcome their fears, use positive reinforcement and gradual exposure to new situations.
- 3 Separation anxiety**  
Separation anxiety is a common problem for puppies. It can lead to destructive behavior, such as chewing on furniture or digging in the garden. To help your puppy overcome their anxiety, use positive reinforcement and gradual exposure to being alone.
- 4 Chewing and digging**  
Puppies love to chew and dig. This is a natural behavior for them, but it can lead to destructive behavior, such as chewing on furniture or digging in the garden. To prevent this, make sure your puppy has plenty of toys and activities to keep them occupied.
- 5 Barking and howling**  
Barking and howling are common behaviors for puppies. They can be caused by a variety of factors, including boredom, fear, and excitement. To help your puppy overcome these behaviors, use positive reinforcement and gradual exposure to the situations that trigger them.

### Here comes the sun

The must-haves to keep cool this summer



COOLING MATS  
COOLING COLLARS  
COOLING VESTS  
COOLING TOWELS  
COOLING SPRAYS



### Join the rat race



### Prevent the nasties in summer



### How to keep chickens

Who doesn't love the idea of having fresh home grown eggs? The thought of having your own chickens may be a little daunting, but keeping chickens is easier than you think!

### Events Calendar 2017



- RSPCA 50% OFF SALE
- HUFF RIDERS
- CITY & SOUTH
- CUPCAKE CAT

# Overview



RSPCA Queensland is the leading animal welfare charity in Queensland, currently rehoming more animals than any other organisation in the Southern Hemisphere.

The Biscuit is RSPCA Queensland's new magazine, designed for animal lovers who are interested in all creatures great and small, companion animals as well as Australia's rich fauna. The magazine offers tips and advice for pet owners, as well as interesting information about native wildlife and educational content about animal welfare issues. Features about the newest pet products round out the editorial package.

Attractive design and photos produced specifically for the magazine make for a premium reading experience and set The Biscuit apart from existing animal magazines.

The Biscuit is published by RSPCA Queensland Inc.

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Phone: (07) 3258 5643  
[www.thebiscuit.com.au](http://www.thebiscuit.com.au)

**100% of the profits go towards helping animals in need.**

As an RSPCA Queensland publication, The Biscuit comes with a built-in audience of highly engaged pet owners and animals lovers.

According to *Animal Medicines Australia*, Australians spend over \$12 billion annually on their furry family members - this is an increase of almost 30% over the last three years. On average owners are spending \$1,495 each year on their pet dog. Spending on cats, dogs and fish have all increased.

Advertising in The Biscuit gives you access to this large and attractive audience. It is also an opportunity to show that you support RSPCA values, which in turn will make animal lovers more supportive of your business.

## Magazine Details

Price:	\$5.95 single issue \$17.85 annual subscription
Frequency:	Quarterly, starting January 2017
Pages:	48 + 4pp cover
Readership:	Age 20-55, female skew

## Feedback from our readers:

“Very impressed with this magazine - so much handy information. Great variety of articles. Everyone I’ve shown it to has read it cover to cover. Can’t wait for the next one!” - **Zoe**

“I was really impressed with the quality of this magazine. Well done to the team at the RSPCA.” - **Deb**

“This is one of the best animal magazines on the market. Can’t wait for the next issue. Valuable insights.” - **Des**

“I just purchased The Biscuit Magazine and I absolutely loved it. So much useful information and great tips and stories as well; not to mention all the cute photos. I can’t wait until the next issue is released!” - **Tiarna**

## Editorial Scope of The Biscuit



### Stories & news from the world of animals

Entertaining news stories, exciting new products and fascinating articles for animal lovers.



### Practical tips & products and for your pet

Practical information around responsible pet ownership including training tips and health care - Whether readers own a dog, cat, bird, reptile or pocket pet.



### Interesting articles about native wildlife

Information about native Australian animals and conservation efforts, as well as tips for readers how to protect and interact with wildlife.



### RSPCA welfare activities and rescues

News about welfare issues and stories about RSPCA campaigns that improve the lives of all animals great and small; and what readers can do to help.

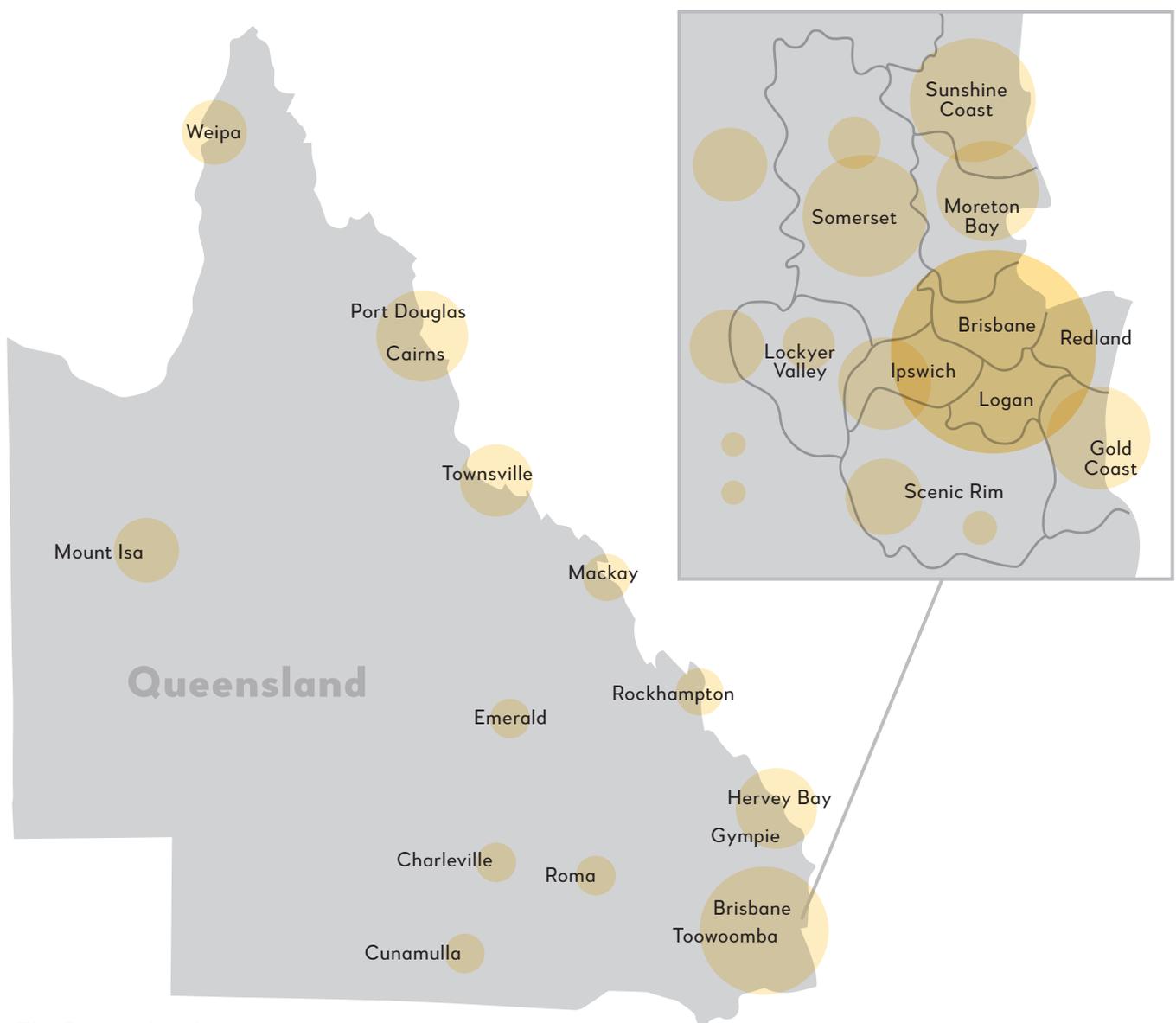
The Biscuit is sold at all RSPCA Queensland Adoption Centres in Brisbane, Bundaberg, Cairns, Ipswich, Dakabin, Gold Coast, Gympie, Kingaroy, Noosa, Rockhampton, Toowoomba and Townsville; as well as the World for Pets stores online and in-store at Wacol, Springwood, the Gold Coast and Rockhampton.

This guarantees that The Biscuit is presented to a highly targeted audience of pet owners and soon-to-be pet owners. The magazine is also advertised on RSPCA Queensland's significant online and social media presence.

To increase visibility to the overall population, The Biscuit is also stocked at over 600 newsagents Queensland wide, targeting regions where other animal magazines have performed well.

### RSPCA Queensland reach

The Biscuit circulation:	5,000 copies
Facebook:	146,000 likes
Instagram:	26,400 followers
RSPCA Qld Website:	1.82 million (2015-2016)



The Biscuit distribution areas  
(Map not to scale)

For enquiries and bookings, please contact Emma Lagoon on [info@thebiscuit.com.au](mailto:info@thebiscuit.com.au) or (07) 3258 5643.

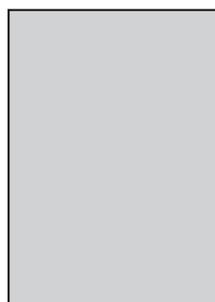
## Sizes and Rates

Size	Rate	Trim Size	Bleed & Margins
Full page	\$1,880	210mm w x 297mm h	Ads require 3mm bleed and a 10mm inside margin.
Inside Front/Inside Back Cover	\$2,050	210mm w x 297mm h	
Outside Back Cover	\$2,200	210mm w x 297mm h	
1/2 horizontal page	\$1,000	210mm w x 144mm h	
1/2 vertical page	\$1,000	100mm w x 297mm h	
1/3 horizontal page	\$700	210mm w x 100mm h	
1/3 vertical page	\$700	70mm w x 297mm h	
1/4 page	\$375	90mm w x 130mm h	No bleed required

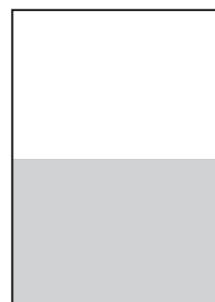
Rates do not include GST. Bookings for 3 issues receive a 10% discount on the casual rate.

## Print specifications

- PDF files must be supplied with crop marks and bleed (except 1/4 page).
- Fonts must be embedded.
- **Images:** 300dpi and CMYK
- **Rich Black:** CMYK 40/0/0/100
- Powerpoint, Word, Excel, Quark Xpress and Publisher files are not accepted.
- Use PDF Preset PDF/X-1a:2001



Full page



1/2 horizontal



1/2 vertical

## Graphic Design

RSPCA QLD can design your ad for you.

**Price:** Supplied on request

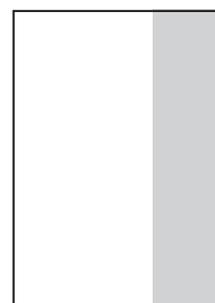
## Supplying material

Send print-ready files via email to:

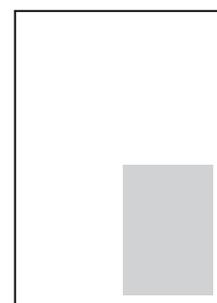
[info@thebiscuit.com.au](mailto:info@thebiscuit.com.au)



1/3 horizontal



1/3 vertical



1/4 page

## Booking and Material Deadlines

Cancellations must be made at least 7 days before the booking deadline, or the booking will be invoiced as agreed.

Issue 1: January	Issue 2: April	Issue 3: July	Issue 4: October
1st December, 2016	1st March, 2017	1st June, 2017	2nd October, 2017