

Issue 08

£12

# Wunderdog®

## Rez Dogs

Helping dogs on First Nation Reservations without revisiting trauma

## Curtis Holder

Drawing his beloved whippet is the closest the Sky Arts winner gets to a self-portrait

## Dog Manifesto

14 proposals that will protect all dogs and regulate humans

# GOOD PEOPLE FOR GOOD DOGS

# Wunderdog®

A magazine telling the stories of underdogs and wonderdogs, Wunderdog® ([wunderdogmagazine.com](http://wunderdogmagazine.com)) is an international, bi-annual magazine for good dogs and good people. Wunderdog champions dog adoption, welfare and positive training. We tell personal stories of rescuers and adopters and showcase dog-centric travel, art and lifestyle. Wunderdog works with world-class creatives to bring our stories to life.

With more than 100 stockists worldwide, plus subscribers and customers buying directly from [wunderdogmagazine.com](http://wunderdogmagazine.com), our print run of 1,000 copies per issue reaches dog lovers everywhere. This year, we are launching a digital edition (half price of the paper editions), a Wunderdog Club edition (access to all digital issues and events, hosted on Touchtree) and the Dog Manifesto podcast.





*From left: Sam was freed from the South Korean dog meat trade (cover shot for issue 7); a portrait by Sally Muir (issue 4); our consultant dog trainer Luke Balsam*



## Grow with us

We're independent, but practically minded; we use a high-end, indie design aesthetic, combined with established voices in our field; and we are building a loyal community around a very specific topic: the rescue dog. This requires clarity of message and inclusivity for a very diverse field of readers. Love for rescue dogs defies geography, income levels and all other traditional categories.

Wunderdog is often called “a book”, and we combine the magazine with our online presence to galvanise support for dog rescuers, dog welfare and the “Adopt don't shop” message.

For advertisers, Wunderdog presents a unique opportunity to tap into an extremely passionate community. Those who care about animals don't stop there; our readers care about the planet too. Beyond the traditional dog stories, our readers are interested in eco-friendly products and travel as well.



**WUNDERDOG IS NOT JUST A MAGAZINE,  
IT'S A CAUSE**





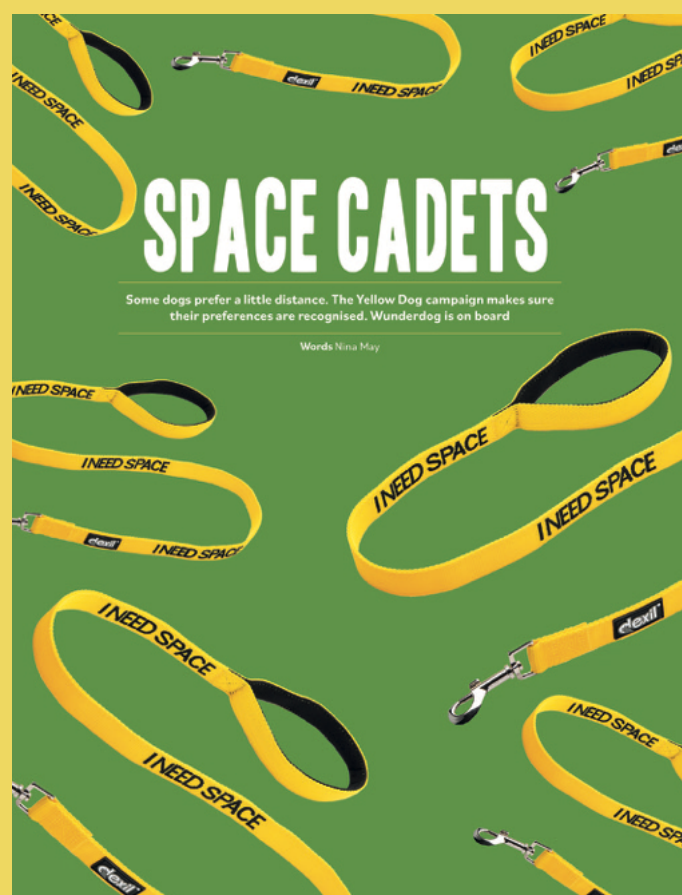
Clockwise from left: Wunderdog founder Nina May with MagCulture's Jeremy Leslie; author Bonnie Garmus and her dog 99; a spread on dog welfare (both issue 6); the issue 6 cover



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“We tend to define everything by what we think intelligence is, without stopping to think about what other animals would define intelligence as,” Garmus muses. “We’re limited in our thinking in that way. We’re also the only species that’s destroying the earth, so how smart are we really?”

As well as selling around the world, *Lessons* has been optioned by Eria Larson for Apple TV, and dog casting is under way. Garmus has been sending the team pictures of furliners, since that’s what she envisaged Six-Thirty being, and Americans, she says, don’t know what a lumber is. And then there’s the question of how they’re going



## SPACE CADETS

Some dogs prefer a little distance. The Yellow Dog campaign makes sure their preferences are recognised. Wunderdog is on board

Words Nina May



“You wouldn’t run up and hug a stranger who was walking in the park just because you thought he was pretty.” Adam Gibson-Stark obviously follows traditional dating decorum, and as the UK ambassador for the Yellow Dog campaign, the it right to be on best behaviour.

Yellow Dog is a simple concept, yet so effective: a dog wearing yellow is a dog needing space. It’s not that hard, is it? The idea was developed in 2012 by Swedish dog behaviourist and trainer Eva Olsson. She saw dog clubs in Australia using yellow ribbons for dog meeting space during training sessions. Olsson took the idea to a global audience, contacting dog professionals everywhere to start the Yellow Dog campaign.

Adam Gibson-Stark says nervousness can affect all dogs. Rescue dogs with their unknown past might benefit from extra space, as do poorly socialised ‘bandit’ puppies. For Sam Lahrer, Jake, also needed space after he had been attacked by another dog in their local park.

“He was a nervous wreck,” she remembers. “Jake really didn’t like men, other dogs, and for some reason, he was super scared of bicycles.”

“Talking him to the park was always a bit nerve-wracking. He loved people, but he and I wanted other people and dogs to approach him on our terms, not theirs, so he could learn how to socialise again. He needed space.”

A yellow jacket on Jake allowed just that. Gibson-Stark despairs of people who consider themselves ‘dog whisperers’ or believe their dog is so friendly they can run up to anyone, including dogs wearing yellow. “It is important to explain to these people why your dog is wearing yellow – if we can prevent one incident, it’s worth the time we put into explaining the campaign.”

# Print Magazine

With six editions published, Wunderdog has evolved into an inclusive magazine that is often described as “more of a book”, thanks to its substantial content and production values. Wunderdog surprises readers with its positivity, creative angles and contributors from every corner of the world. In the latest issue, we introduced a special section that focuses on a subject of interest to all dog owners. In issue 6, the special was titled “No Bad Dogs”, and issue 7 will be “Back to The Roots”. These specials sit alongside our Dog section (care, training, welfare, rescue), People (features, books, art, products, etc.) and Travel.

## The specs are as follows:

- 📏 275x210mm
- 📖 112 4c text pages of 130gsm uncoated paper
- 📖 4 cover pages on 250gsm silk cover with matt lamination
- 📖 Perfect bind, sustainable paper

## Reach and readership:

We print 1,000 copies, which reach more than 10,000 dog lovers worldwide. Our readership is roughly 2/3 in the UK and 1/3 in the US. A recent survey of newsletter subscribers found that our predominantly female audience is 31-60 years old, and has one or more rescue dogs. A third of respondents said they spend up to £100 per month on their dog(s), excl. insurance, and 23% said they spend more than £150 per month. Our reader is particularly interested in personal stories, rescuers and care advice. Readers find us on Instagram or through a friend. Most buy the magazine directly from Wunderdog’s website.

## Selected stockists:

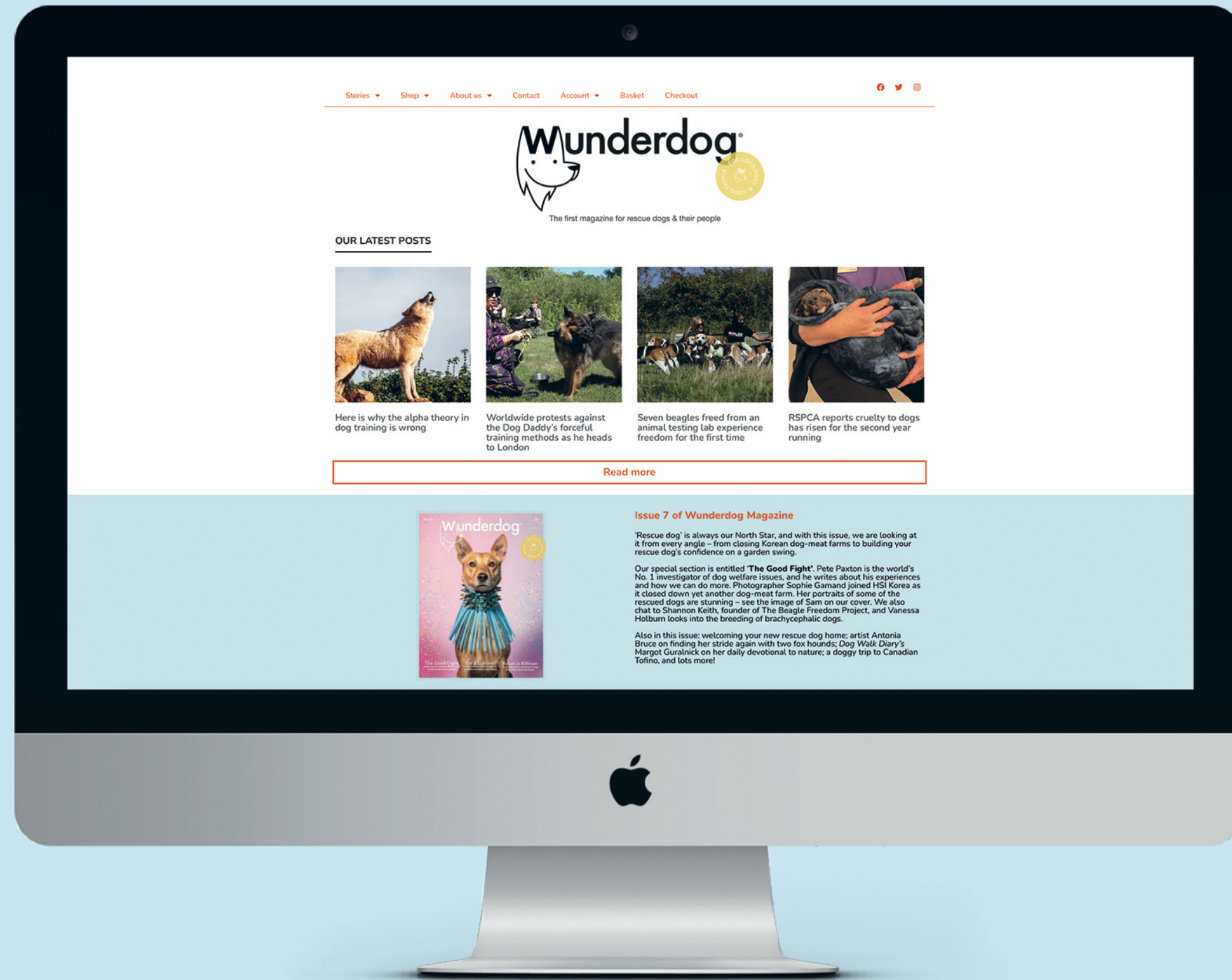
Athenaeum, Amsterdam | Barnes & Noble, multiple locations across the US | Issues, Toronto | Kuro Kiosk, London | Magalleria, Bath | Magazine Cafe, New York | magCulture, London | Magma, London | Smoke Signals Newsstand, San Francisco | The Little Magazine Shop, Tokyo

## Digital editions:

Our back issues are digitally available, from 1 November. Contact us to advertise in these digital products.



# Our Platforms



## Website

wunderdogmagazine.com combines a blog-style magazine (with categories News, Rescue, Travel, Art/Design, Stories, Care and Wundertraining) with our online store. Our stories are easily shared across Facebook, Instagram and Twitter. We have around 2,600 visitors per month.

We are adding a Directory from 1 November, and the available ad spaces mirror the layout of the magazine posts. This way, each listing benefits from the high credibility and production values associated with Wunderdog. Your ads can also be shared, creating more opportunities to be seen. The Directory has three categories: Products, Dog-friendly Travel & Venues, and Local Services. *Contact us if you are interested in a Directory space.*

## Newsletter

Our newsletter has around 1,100 subscribers and goes out every Sunday. The newsletter contains a mix of Wunderdog posts, stories from the web and our own products.

## Social media

Our main channel is Instagram, where we post three to four times a week to our 5,500 followers. Our second-biggest channel is Facebook with 1,900 followers. We post predominantly about dog-rescue charities, dog welfare and notable dog people.

## The Dog Manifesto

We are launching The Dog Manifesto podcast in February 2024, which is supported by a standalone website (dogmanifesto.org). We are mixing policy and pooches in a one-year effort to learn what it takes to change the law. We'll be talking to campaigners, politicians, advocates and celebrities who are championing causes. Recorded and produced by Content is Queen, we'll publish two episodes a month, every other Thursday.







*From left: Bella, a rescued beagle, is the face of the Dog Manifesto (issue 8); HSI's Janette Reeve and a rescued fighting dog (issue 6); Soi Dog Foundation co-founder John Dalley with colleagues and dogs at the Phuket sanctuary (issue 3)*



## Contact

Contact us for newsletter, social media and podcast advertising/sponsorships.

### Advert deadlines

For issue 9: 1 April 2024

For issue 10: 1 September 2024

### Print specs:

275x210mm + 3mm bleed

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