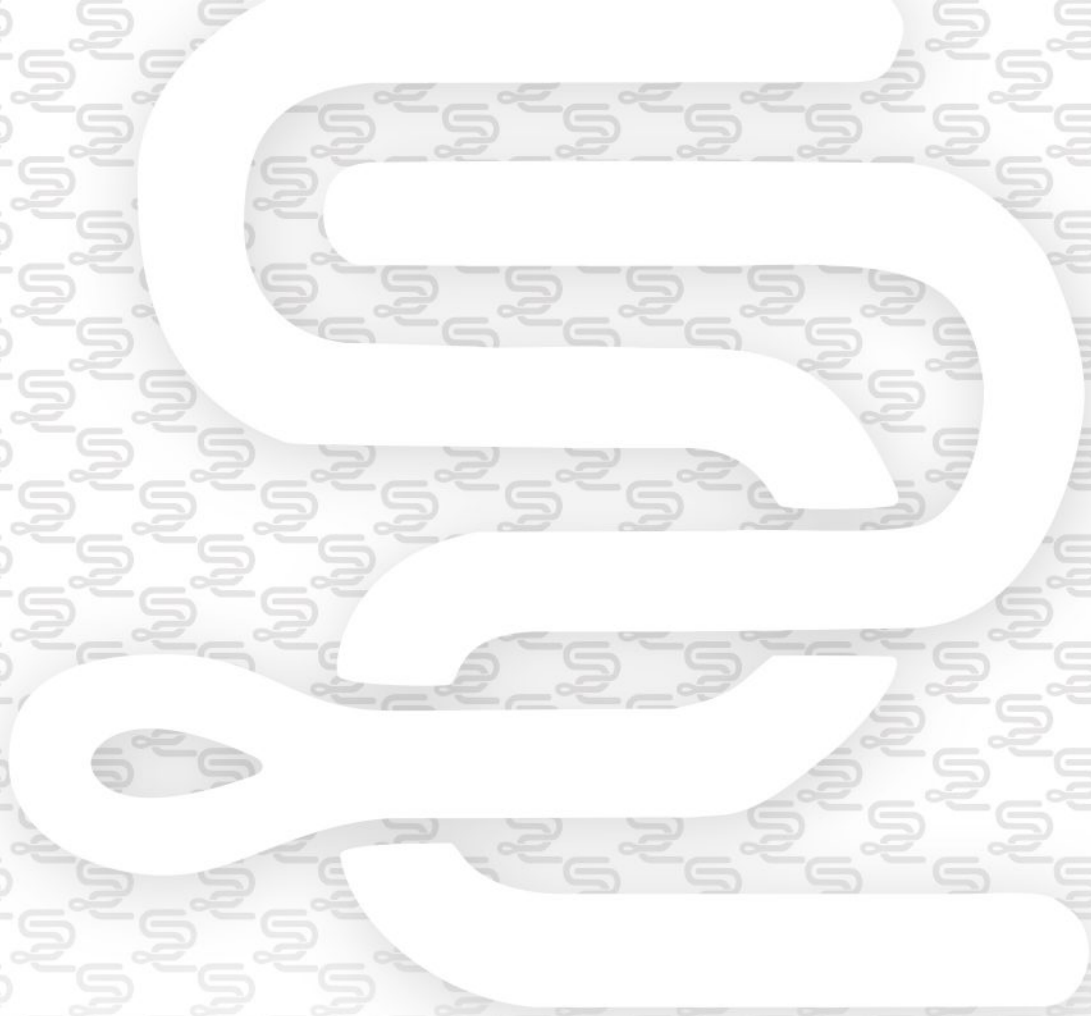




SHOWSIGHT

PRINT & DIGITAL MAGAZINE GUIDE



Each issue of

SHOWSIGHT

will showcase 4 dynamic sections, highlighting the vibrant world of dog shows and purebred dogs!

4 DYNAMIC SECTIONS

1. Opening Spotlight
2. Curated Elite
3. Spotlight Feature
4. News+

1. Opening Spotlight & 2. Curated Elite

The first 140 pages of the magazine will feature our Opening Spotlight and Curated Elite feature sections.

We are offering **ONLY 45** ad spots per issue due to the large number of commitments we made to the industry's most-read writers and content creators. All writers hold special titles within the community, such as AKC President, Delegates, Judges, Handlers, Breeders, Show Chairs, and more.

Secure your spot with a single-page advertisement and guarantee your placement on the right-hand side, directly facing a pivotal article. Opt for a double-page spread for an even more prestigious positioning. Don't miss the opportunity to stand out!

You will be given an opportunity to choose your page number and the article you wish to be placed with. Everything is limited quantity, so it is first come, first served.





3. Spotlight Features

Following the Opening Spotlight and Curated Elite sections, we will dedicate over 100 pages to our Spotlight Feature.

4 SPECIAL SPOTLIGHT FEATURES:

- Group Spotlight
- Show Spotlight
- Owner-Handler Spotlight
- Professional Handler Spotlight



GROUP SPOTLIGHT

After extensive discussions with clubs, breeders, exhibitors, and judges, we committed to publishing a Meet the Breed feature on every AKC-recognized breed, making us the first and only all-breed publication to provide this level of comprehensive breed coverage. In addition to individual breed features, each Group Spotlight includes an in-depth article written by a respected Group Judge and distinguished breeder. With every breed represented, advertisers benefit from targeted exposure alongside editorial content specifically designed to engage fanciers, breeders, exhibitors, and judges.

Beyond showcasing current specials, breeders may create ads featuring breeding programs, current and future prospects, stud dogs, brood bitches, achievements and vision.

4 high-impact ad placements for our AKC group sections include:

1. A photo of your dog inside the article for its breed. Only one dog per breed may be pictured inside the Meet The Breed article.
2. A right-side page ad placed across your breed's article. Only one person per breed can have this page.
3. A right-hand page or 2-page spread placed with the Group Judge article. Only 6 single-page ads and 4 double-page ads are available.
4. Standard Placement: Your advertisement will be placed within your breed section.



SHOW SPOTLIGHT

We offer unmatched coverage of the dog world's most prestigious events, including the National Dog Show, Montgomery County Kennel Club, AKC National Championship and Westminster Kennel Club Dog Show. Dedicated pre-event issues build anticipation and visibility, while our post-event coverage showcases winners, interviews, memorable moments, and exceptional photography.

2 high-impact ad placements for our Show Spotlight sections include:

1. A right-side page ad placed within the Show Spotlight Feature section.
2. A right-hand page or 2-page spread placed with the Judge's article.

OWNER-HANDLER & PROFESSIONAL HANDLER SPOTLIGHT ISSUES

OWNER HANDLER SPOTLIGHT

November | The National Owner Handler and AKC National Championship Issue

A special feature dedicated to celebrating successful Owner Handlers through exclusive interviews, editorial profiles, and advertising opportunities.

This issue will be promoted during all year end shows through the last day of the AKC National Championship.

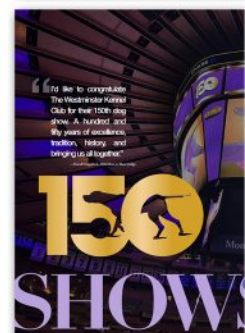
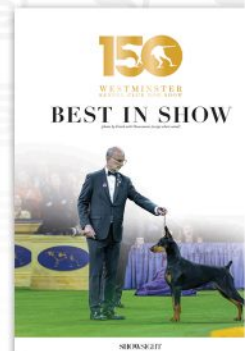
PROFESSIONAL HANDLER SPOTLIGHT

December | The AKC National Championship and Pre-Westminster Issue

For the first time since 2017, Professional Handler Sections are back in SHOWSIGHT. A premier feature highlighting leading Professional Handlers through exclusive interviews, editorial content and advertising opportunities.

Dear Professional Handler, SHOWSIGHT is here for you and your clients. Not only will you receive a FREE Cover Section Page but your clients will also be offered special advertising rates. In addition to the above, you will receive a FREE Website page in the SHOWSIGHT Magazine Professional Handler Directory!

This issue will be distributed at The AKC National Championship and during January shows leading into Westminster.





4. News+

Following the Spotlight Feature section, we will dedicate more than 20 pages to the latest community news, resources and important updates from AKC Government Relations.

Only **9 single page ads** and **6 double-page ads** are available.

These 4 sections make up

THE NEW

SHOWSIGHT

Reimagined. Refined. Respected.

Built for contenders.

Strategic placement. Minimal ad saturation.

Custom, cover-quality design included.

Campaign-focused. Goal-driven.

Less clutter. Maximum visibility.

Every issue is custom curated.

Contact us to secure your spot today!



Rates & Terms

Advertisers who purchase an advertisement in the Showsight print magazine will automatically have their ad included in Showsight Digital Magazine. Each ad campaign will run for one month, both in print and online.

Standard Placement: \$490/page

Full month campaign in the Print & Digital Magazine

Ads placed within the magazine where they best fit amongst articles, editorial and advertisements.

Premium Placement: \$750/page

Priority positioning within the Print & Digital Magazine

Premium page rates have guaranteed placement within the magazine.

Covers, Opening Spotlight & Curated Elite Pages

Covers & preferred placement availability in these sections are on first come first served reservation basis appearing in the first 100 pages of the magazine alongside exclusive articles and features. Please contact us for availability, rates and reservations.

All rates include:

- Custom design
- Photoshop services
- Unlimited revisions, photos and dogs per page
- Print and digital ad formats

Cancellation Policy

Once ad materials have been submitted and work has begun, cancellations are not permitted. If you haven't submitted your ad materials, you may cancel up to 24 hours before the advertised deadline for a full refund. If canceled within 24 hours of the deadline, you will receive future ad credit.



SHOWSIGHT

SHOWSIGHT DISTRIBUTION



UNMATCHED reach

Free Print & Digital copies sent to...

- AKC Judges (Print & Digital)
- Owners of Top 10 Ranked Dogs: All-Breed Ranking
- Professional Handlers, Photographers, Designers and Show Chairs
- All-Breed & Specialty Shows nationwide

3,000,000+ Monthly Social Media Views

200,000+ Monthly Digital Magazine Views

130,000+ Social Followers

43,000+ Magazine Subscribers

Every ad from every issue shared online & print.
Your wins don't just appear — they circulate.

Available for years on showsightmagazine.com



RESERVE ADVERTISEMENT

Book online at: www.showsightmagazine.com

For phone or email bookings please contact us at:

 512.541.8128

 advertising@showsightmagazine.com

STAY CONNECTED WITH US!

Scan the codes to sign up for our newsletter and follow us on social media.

Newsletter



Facebook



Instagram



Thank you!