



# The **WOOFINGTON** POST

**ICC-612 1st Quarter 2017**

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**IG Metall fordert 6 Pr**

Die Metallergewerkschaft  
fall) in Deutschland ford-  
die Löhne für die Stahlar-  
coche Prozent erhöht



# OUR MISSION



The Woofington Post is a digital publication that celebrates all modern pups no matter the pedigree. We strive to provide readers with a guide to being the best companion for your four-legged friend and even send a few treats along the way.



# OUR TARGET

## DEMOGRAPHICS

Humans  
Aged 25-50  
Income \$42,000-\$100,000  
Living in suburbs, cities and urban areas

## PSYCHOGRAPHICS

They believe that their dog is part of the family  
They think that their dog's needs are equal to their own needs  
They immerse their dog in society by taking them to bars, restaurants and parks  
They are outdoor enthusiasts  
They are concerned with a healthy lifestyle, for themselves and their dog  
They don't have monetary concerns when it comes to the needs of their dog  
They have the time to take care of their dog as well as themselves  
They find fulfillment in being a dog owner  
They are forward-thinking and aren't afraid to try new technology

## EMOTIONAL NEED

The Woofington Post is for the active dog owner. readers who are interested in becoming dog-nurturers not just dog-havers. With the aid of our publication dogs are not passively part of a household but they are active members in home.

# OUR TOP COMPETITORS ▾



K9 Magazine



Modern Dog



The Bark

# OUR TOP COMPETITORS ▾

## PROS ▶

- The number of competitors shows that there is tremendous interest in dog-related content online.
- Most competitors are split between print and digital, which gives us the opportunity to create more interactive content and focus purely on digital.
- Growth in the dog industry isn't stagnated, as the amount of competition shows promise for future growth.
- Our competitors stick to the status quo, and we plan to create innovative, interactive content that will disrupt the current trends in the market.

## CONS ▶

- The dog market is crowded, so we will have to differentiate ourselves substantially in order to gain market share.
- Competitors are already founded with strong digital and print subscriber numbers.
- New and innovative content could prove difficult in a crowded category.

# OUR CONTENT



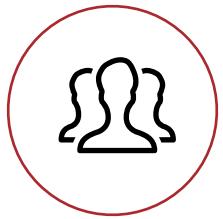
## Doggy Tails

Dog News & Stories

*"Dog Wakes Owner Before House Burns Down"*

*"Hardware Store hires Man and his Service Dog"*

*"Shelter Brings Dogs to College Students: De-Stress Before Finals"*



## Subscribers

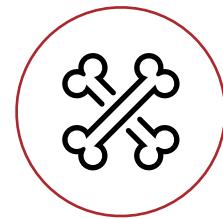
Profiles & Premium Content

*My Dog Profile*

*The Bark Report (Tail-ored To Your Dogs)*

*Upgrade to Premium*

*Shop Our Favorites*



## Canine Collective

Sharable Content

*Theme of the Week Photo Contest*

*Proud Parents: Show off Your Fur Children*

*Puppy Love*



## Marked Territory

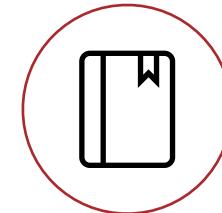
Your Dog Community

*Your Community*

*Walking Club, Volunteer, Adopt*

*Dog Friendly*

*Find trails, parks and businesses that welcome you and your fur friend.  
Are you a local entity looking to appear on this list? Submit info here.*



## Owner's Manual

Dog Guide To Everything

Dog Care

*"Human Foods to Keep Away From Your Dogs"*

*"When to go to a Groomer: Toenail Clipping"*

Dog Training

*"How to Walk the Dog not the Human"*

*"Be Our Guest: How to Get Your Dog to Stop Jumping On Visitors"*

Dog Fun

*"Socializing is Not Just For Them: A Calm Evening"*

*"Top 10 rated Dog Toys of the Year"*

Dog Breeds

*"French Bulldog: Proactive Care"*

*"German or American Shepard?"*

# OUR ADVERTISERS



## WHOLESOME HIDE

Dog Treats



## SKOUT'S HONOR

Stains & Treatment



## PEDIGREE

Dog Treats & Food



## MOLLY MUTT

Dog Beds



## BARK WORTHIES

Dog Treats



## CANINE STYLES

Dog Clothing



## iFETCH

Dog Technology



## WELLNESS NATURAL

Dog Food



## KONG

Dog Toys

# GIVING BACK



Every month a percentage of our advertising space, will be given to Non-Profit Pet programs. These include but are not limited to the ASPCA, the Humane Society and shelters across the country.



# QUESTIONS?

