



The WOOFINGTON POST

ICC-612 1st Quarter 2017

Nichole Wierschem, Rob Flemming, Samantha Lewis

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



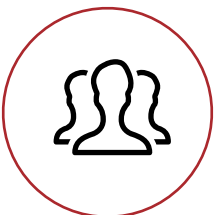
Doggy Tails

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

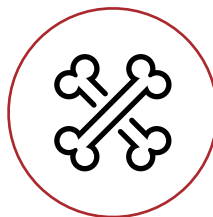
Profiles & Premium Content

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

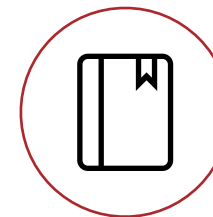
Your Community

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



MOLLY MUTT

Dog Beds



iFETCH

Dog Technology



SKOUT'S HONOR

Stains & Treatment



BARK WORTHIES

Dog Treats



WELLNESS NATURAL

Dog Food



PEDIGREE

Dog Treats & Food



CANINE STYLES

Dog Clothing



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?

