



Media Release July 23, 2009

***Dogs Life* partners with Hound TV**

Free full-length Training DVD to every reader of *DOGS LIFE YEARBOOK No 99*, publishing December 2, 2009

The 2010 Yearbook edition of *Dogs Life* will come packaged with a free full-length DVD from one of Australia's leading pet media houses — Hound TV.

"For readers this means a great bonus and for retailers another 25 per cent in copy sales," says Associate Publisher, Janice Williams. "We are very excited about this promotion."

Key points about the Hound TV DVD on *Dogs Life*...

- Respected dog trainer Sidney Aarons stars in the DVD
- Dogs of all shapes and sizes are featured
- Training tips and techniques are for beginners and advanced trainers
- Topics covered include socialisation, coming when called, stopping pulling on-lead, dealing with separation anxiety, toilet training, using hand signals and a few party tricks you can show off to your friends!
- The DVD will be directed by Hound TV's Steven Pam

"We were impressed with Hound TV's work on air and knew the *Dogs Life* readers would love it," commented Editor, Tim Falk. "Together with Hound, we are creating something that is directly relevant, Australian-made and, above all, hands-on and relevant to highly engaged dog owners."

Hound TV has one of the fastest-developing audiences on Channel 31 and is also broadcast via the internet at www.houndtv.com. As part of the partnership, *Dogs Life* will be promoted on the *Home Hound* section each week during the next few seasons.

The new breed of dog owner

"What recession...!" say the premium pet owners of Australia. Or, at least, so it seems with expanding sales of *Dogs Life* — currently the only magazine in Australia that targets the highly engaged dog owner.

"The decade-long trend towards high engagement with pet dogs has continued in the current recession," says Associate Publisher, Janice Williams. "Dogs exert their own form of pester power when it comes to purchasing decisions and there has definitely been a shift in perception of what is involved in being a responsible dog owner these days. Responsible dog owners now have higher visits to veterinary practices, higher visits to pet shops, spend more hours with the dog and spend more on the dog than a decade ago," says Ms Williams.

"At *Dogs Life* we provide not only education and information but connection to a community that really cares for their pet dogs in a way not seen even a decade ago. Projects such as the *Hound TV DVD* allow us to explore our connection to that community in a different and exciting way."

**For further information call:
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