

# 2010

# DOGS IN REVIEW®

## Advertising Planner



### JANUARY

AD CLOSE: 12/17/09 <<<<

- Coverage of the Dec. 2009 AKC/Eukanuba National Championship Dog Show, including critiques from the Group, Best in Show and World Challenge judges
- Biographies of the Group and Best in Show judges for Westminster KC 2010

### FEBRUARY

AD CLOSE: 01/18/10 <<<<

- Profiles of the 2009 Show Dogs of the Year
- Coverage of 2010 American Spaniel Club
- Profile of Upcoming AKC Breed: The Pumi
- Back-to-Basics: Comparing the Lakeland, Welsh and Wire Fox Terriers

### MARCH

AD CLOSE: 02/19/10 <<<<

- Coverage of the 2010 Westminster KC dog show, including critiques from the Group and BIS judges
- Coverage of 2010 Show Dogs of the Year Awards Dinner
- 2009 Top Sires and Dams of All Breeds and in the Variety Groups
- Evolution of the Hairless Breeds
- Back-to-Basics: Comparing the Four Setters

### APRIL

AD CLOSE: 03/17/10 <<<<

- The Working and Herding Groups:
  - 1) Breeder-Judges/Breed Priorities: The Collie
  - 2) Puzzled About the Working Breeds?
  - 3) Back-to-Basics: Comparing the Alaskan Malamute, Siberian Husky and Samoyed
- Breed Feature: The Shetland Sheepdog
- The 2009 Top Sires and Dams in the Working and Herding Groups

### MAY

AD CLOSE: 04/15/10 <<<<

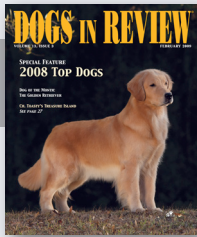
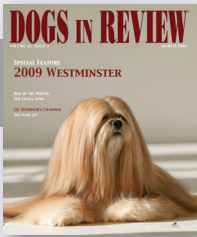
- The Toy and Non-Sporting Groups:
  - 1) Breeder-Judges/Breed Priorities: The Chinese Shar-Pei
  - 2) Puzzled About the Toy Breeds?
  - 3) Back-to-Basics: Comparing the Shih Tzu, Lhasa Apso and Tibetan Terrier
- The 2009 Top Sires and Dams in the Toy and Non-Sporting Groups

### JUNE

AD CLOSE: 05/13/10 <<<<

- The Hound Group:
  - 1) Breeder-Judges/Breed Priorities: The Basenji
  - 2) Puzzled About the Hound Breeds?
  - 3) Back-to-Basics: Comparing the Pharaoh and Ibizan Hounds
- The 2009 Top Sires and Dams in the Hound Group
- Profile of Upcoming AKC Breed: The Treeing Walker Coonhound





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### JULY

AD CLOSE: 06/15/10 <<<<

- The Sporting Group:
  - 1) Breeder-Judges/Breed Priorities: The Weimaraner
  - 2) Puzzled About the Sporting Breeds?
  - 3) Back-to-Basics: Comparing the Retrievers
- The 2009 Top Sires and Dams in the Sporting Group
- Breed Feature: The English Cocker Spaniel
- Update on Britain's Hunting Ban

### AUGUST

AD CLOSE: 07/14/10 <<<<

- Canada
  - 1) Kennel Visit: Quiche Bouvier des Flandres
  - 2) Canada's 2009 Top 10 Dogs
  - 3) Come Enjoy Canada's Best Dog Shows
- Owner-Handlers
  - 1) Profiles of Successful Owner-Handlers
  - 2) Quick Quotes from Successful Owner-Handlers
- Defining Success: Q&A with the 2009 Winkie Winner for Best Owner-Handler

### SEPTEMBER

AD CLOSE: 08/12/10 <<<<

- The Terrier Group:
  - 1) Breeder-Judges/Breed Priorities: The Airedale Terrier
  - 2) Puzzled About the Terrier Breeds?
  - 3) Back-to-Basics: Comparing the Westie, Scottie and Cairn Terrier
- The 2009 Top Sires and Dams in the Terrier Group
- Profile of Upcoming AKC Breed: The Russell Terrier
- Announcing the 2010 Nominees for the Winkies® for Annual Achievement

### OCTOBER

AD CLOSE: 09/13/10 <<<<

- Breeders
  - 1) The 2010 *Dogs In Review* Breeders Survey Results
  - 2) Kennel Visit with Greg Siner, Poole's Ide Irish Water Spaniels
- The History of Beagles
- The Nominating Committee Talks About The 2010 Nominees
- Breeder-Judges/Breed Priorities: The Akita

### NOVEMBER

AD CLOSE: 10/12/10 <<<<

- *Dogs In Review* International: Brazil
- Coverage of Montgomery County Kennel Club 2010
- Biographies of the Judges for the 2010 AKC/Eukanuba National Championship
- Photos of the 2010 Nominees for Winkies® for Annual Achievement, Criteria for selection, and the Ballot

### DECEMBER

AD CLOSE: 11/17/10 <<<<



- Women Professional Handlers: A Highly Successful Journey
- Back-to-Basics: Comparing the Greyhound, Whippet and Italian Greyhound
- What's So Special About Specialties?

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