



The New Yorker Goes to the Dogs

Iconic publication sells products aimed at dog lovers.

Hoping to capture a share of the multi-billion-dollar market for dog-related merchandise, The New Yorker magazine has added a pet store to its online marketplace.

Visitors can purchase from a variety of products inspired by the venerated magazine's dog-related cartoons and covers. Popular items include pillows emblazoned with cartoons, as well as framed prints of past covers by artists like Abe Birnbaum and A.E. Wilson.

Art aficionados can purchase original artwork complete with the artist's signature and The New Yorker's tracking sticker and fact-checker's initials for \$1,500 and up. If an original print isn't quite your style or budget, you can order personalized note cards with your favorite image.

If you shop before May 31, you'll get \$10 off a purchase of \$50 or more. Enter coupon code NYPETS when prompted in the shopping cart.

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