

ADFÆRD TRÆNING SUNDHED SPORT HUNDE PÅ JOB FAMILIEHUNDE OPDRÆT

HUNDEN

122. ÅRGANG - NR. 10 - OKTOBER 2012 KR. 44,95

Til hvalpekøbere: GRATIS førstebesøg hos en hundefrisør

RACEPORTRÆT: BRAQUE FRANÇAIS TYPE PYRENEES

5.500 hunde dystede i Vejen

Kan en SCHWEISSHUND andet end finde skadet vildt?

Hvalpe-socialisering på højt plan

Hovedsponsor for Dansk Kennel Klub Eukanuba

MØD POPULÆRE RACER GENNEM 10 ÅRTIER

SYGEFORSIKRING

Sygeforsikring af hund

■ TEKST: LENE KATTRUP, VETERINÆRCONSULENT AGRIA DYREBEHANDLING

■ For mange mennesker er hunden et familiemedlem og ofte samtidig deres nærmeste ven og følgesvend. Skulle uheldet være ude, er det meget ulykkeligt, hvis det bliver økonomien, der bestemmer, om hunden skal behandles eller aflives. (Modelfoto: Shutterstock)

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ANSVARLIGHED NÅR DU HAR FLERE HUNDE

Vi hundeejere føler os overbeviste om, at vi kender vores hunds temperament, reaktioner og hensigter i alle situationer. Også når hundene er flere sammen og dermed i en gruppe. Men det er ikke altid tilfældet – ofte mere end "fordobles" hundenes reaktioner, når de er to sammen i stedet for en

■ TEKST: JENS JENSEN

1+1 ER IKKE ALTID 2

Flere hunde = flere glæder – men der medfølger også mere ansvar og mere besorgtangen til omgivelserne. (Modelfoto: Wiegarden/Jørgen Bak Rasmussen)

80% AF ALLE HUNDE OVER TRE ÅR HAR EN TANDLIDELSE. Mange af lidelserne har betydning for hundens almenbefindende og for den almindelige sundhedstilstand. En del hvalpe- og unghunde har fejlstillede tænder, fejlbid, mælkætænder, som ikke er faldet ud osv. Derfor har mange hunde BEHOV FOR TANDEFTERSYN

■ TEKST: TANDEN LINDVALL, DYRELÆGE HUNDEKLINIKEN, HUNDEKLINIKEN A/S

HUNDEN HOS TANDDYRLÆGEN

For hver tandbehandling kræves en systematisk undersøgelse af alle tænder, mundhule og gummier. Først derefter kan en korrekt behandling besluttes.



The magazine **HUNDEN** is Denmark's biggest and oldest professional magazine for dog people. The magazine is addressed to both ordinary family dog owners, breeders and active dog owners, who participate in different kind of dog sport events, exhibitions, hunting etc. – briefly speaking to everyone, who has a four-legged family member. Thus HUNDEN's network is large and includes all population groups in Denmark.

HUNDEN is a members' journal for the Dansk Kennel Klub (colloquially: DKK), which since 1897 has been Denmark's leading professional organisation for dog owners. His Royal Highness Prince Henrik is patron of the DKK.

The Dansk Kennel Klub is the largest organisation for dog owners in Denmark. All dog owners (both of pure-bred dogs and other dogs) and others interested in dogs are welcome to become members. Today the DKK has over 33,000 members.

The DKK was founded in 1897 and is consequently one of the oldest associations in Denmark. DKK is the only Danish organisation recognised by the international federation of kennel clubs Fédération Cynologique Internationale (FCI).

In HUNDEN the professional knowledge is emphasized in harmony with the entertaining element. The magazine is the mixture of professional articles about training, raising, behavior, "working dog" and different branches of dog sport. Besides, it is spiced with

portraits of interesting profiles, be it dog people who have done something remarkable, have produced something special or just have a good dog story to tell.

HUNDEN is also a place, where DKK's members can get the information about what is moving around inside and outside of the organisation, just as they can see what is happening in DKK's circle. HUNDEN welcomes you with 100 pages of reading matter wrapped up in stylish layout with a lot of pictures.

PROFILES Clever and interesting dog people and dogs with special achievements are being portrayed in HUNDEN.

BREEDING Breeders can keep up with professional articles about for instance reproduction, genetics and socialisation of puppies.

PROFESSIONALISM HUNDEN is focused on professional articles about dog health, welfare and day-to-day living, including, for example behaviour and training.

SPORT Lots of different branches of dog sport is covered in HUNDEN.

TARGET GROUP Mainly adults of all ages and from all social classes.

LØS HUND PÅ GÅTUNEN

Det er en udbredt misforståelse, at hundeskov og andre frilandsområder er tilgængelige for alle hunde uanset temperament og træningstilstand

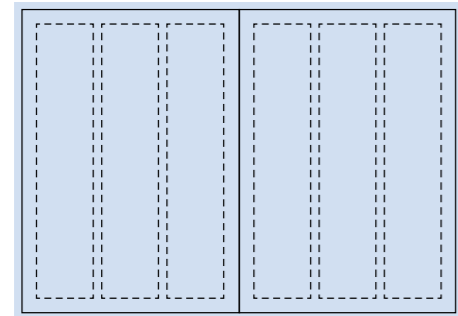
”Den gør ikke noget...”

INDKALDSTRÆNING ER ALDIG SIKKER AT STÅRTE PÅ

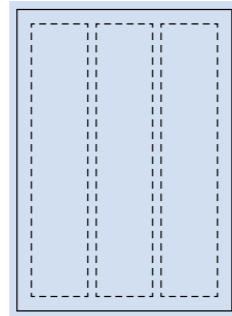
Hundesamarbejde kræver god kommunikation.

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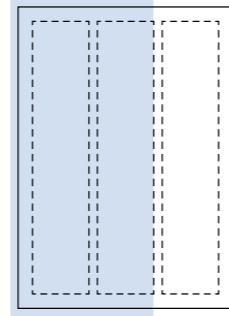
AD SIZES & REQUIREMENTS



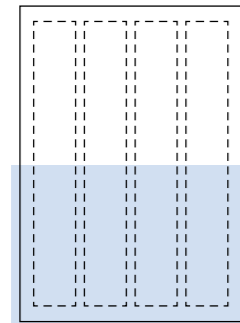
2/1 Module 1
Double-page spread
Size: 420 x 280 mm
(+ 4 mm for cropping)



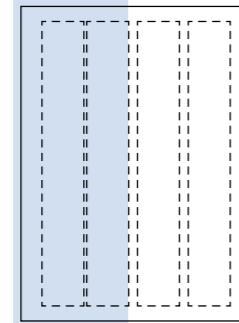
1/1 page - Module 2
Full page
Size: 210 x 280 mm
(+ 4 mm for cropping)



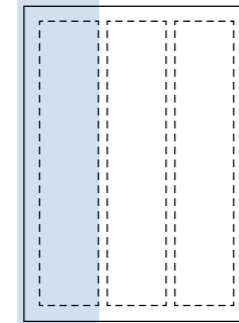
2/3 page - Module 3
2/3page vertical
Size: 120 x 280 mm
(+ 4 mm for cropping)



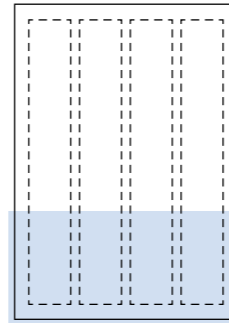
1/2 page - Module 4
Half page horizontal
Size: 210 x 137mm
(+ 4 mm for cropping)



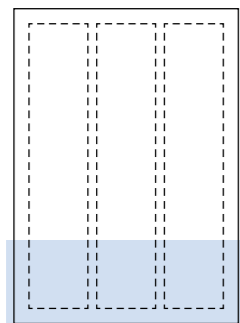
1/2 page - Module 5
Half page vertical
Size: 102,5 x 280mm
(+ 4 mm for cropping)



1/3 page - Module 6
1/3 page vertical
Size: 65 x 280 mm
(+ 4 mm for cropping)



1/3 page - Module 7
1/3 page horizontal
Size: 210 x 96 mm
(+ 4 mm for cropping)



1/4 page - Module 8
1/4 page horizontal
Size: 210 x 76 mm
(+ 4 mm for cropping)

Classified ads are being set up on 4-column pages, and the price is calculated from the amount of columns and its sizes.

1 column	41 mm
2 columns	80 mm
3 columns	133 mm
4 columns	180 mm
Max. height	240 mm

Publishing date on the 10th of each month	Deadline on the 20th of each month	Circulation 30.400
Format 2/1 1/1 1/2 1/3 1/4	Price € 2890 € 1690 € 1180 € 995 € 925	Frequency 10 times a year

If you wish different ads sizes, we can offer you an individual layout for an extra charge. Please contact us for further information.

HUNDEN.DK

Hunden.dk was launched in October 2010 and is a website for the Dansk Kennel Klub's members' journal HUNDEN. The website is being updated by the editorial team, as well as the users have the opportunity to provide input. An important channel to the website is Hunden.dk's Facebook page where all the news and competitions can be commented and discussed by the group members.

NEWS

We bring various news from the dog world. This can for instance be about special events, sport performance, dog in society, dog health and new products. The users have also an opportunity to tip about news which they think should be shared with the whole dog community in Denmark.

COMPETITIONS

Win with Hunden.dk! We hold a lot of competitions, where the users have a chance to win different dog related prizes, which are sponsored by HUNDEN's and Hunden.dk's business partners.

FORUM

On Hunden.dk's forum the users can express themselves. The forum is divided into different categories: Raising, Disease & Health, Dog Sport/Training and Tip along with a mixed category called "Something on My Mind".

TRADE

Here the users can privately publish adverts with their used or wrongly purchased dog equipment.

DOG GALLERY

In the dog gallery the users can have a nice time sharing information and pictures of their own dogs with like-minded.

PICTURES

We have thousands of dog photos in our photo database. This is where dog owners can view and purchase pictures of their own dog – for example from Dansk Kennel Klub's international exhibition, which we always cover.

HAPPENING

Hunden.dk includes a calendar where users can follow the dog world events. The calendar is being updated primarily via enquiries from users who want to advertise an event.

TARGET GROUP

Just like the magazine HUNDEN, Hunden.dk covers a very wide target group. We primarily reach adults (of all age groups) from basically all social classes.

BANNER ADVERTISING

TOP BANNER

You can be a part of a banner pool with the size 980 x 140 pixels for just € 195 per week.

BOX BANNER

Your banner of 300 x 250 pixels can become a part of our banner pool for only € 130.00 per week.

LAYOUT

We can always help you with the layout of your web banner, if you for example do not have it in the correct size. A static banner with only one image (JPEG format) or a banner with several images being changed (GIF animation), costs € 130, while a dynamic banner (Flash animation) costs € 170.

DISCOUNT

Apart from the combined discount you get for multiple advertising on websites or in our magazines, we can also offer you a quantity based discount depending on the period of advertising: 20% discount for minimum 2 weeks, 25% for minimum 3 weeks and 35% for minimum 4 weeks.

