HOTHOUSE
MEDIA & EVENTS

EDITORIAL COVERAGE ACHIEVED

Editorial coverage results for the 2016 Melbourne Dogs Lovers show saw an unprecedented increase from the 2015 campaign.

The Dog Lovers Show received editorial coverage in publications not secured last year, such as The Weekly Review (groupwide), AWOL, Couturing, Meld Magazine, The Carousel and Time Out magazine (print).

Comparing year-on-year results, HotHouse Media & Events achieved 37 more pieces of media coverage for the 2016 show, which equated to over 5.4 million additional audience impressions.

Individual pieces of media coverage achieved: 204*

Print: **60 (up 8 pieces)**
Online: **46 (up 2 pieces)**
Broadcast: **37 (up 11 pieces)**
Social Media: **61 (up 16 pieces)**

Total audience reach: 43,900,998

Media highlights include coverage across the following:

- Herald Sun
- Channel 9 – Today Show and news
- Channel 7 – Sunrise and news
- Royal Auto - RACV
- The Leader Newspapers (groupwide)
- The Weekly Review (groupwide)
- 3AW
- City of Melbourne EDM
- Time Out Magazine

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COVERAGE TALLY

Achieved Editorial				
Date	**Publication**	**Headline/Article Type**	**Medium**	**Circ/ AUV**
28.04.16	Three Thousand EDM	The Dog Lovers Show 2016	EDM	108,686
22.04.16	Time Out EDM	Weekend Hotlist: Look at That Face	EDM	40,400
28.04.16	Urban Walkabout EDM	The Calendar: Melbourne Dog Lovers Show	EDM	26,000
10.03.16	Australian Dog Lover	Melbourne Dog Lovers Show April 29 to May 1	Online	10,500
April 2016	Australian Dog Lover	WIN 10x Double Passes to Melbourne Dog Lovers Show	Online	7,223
25.03.16	AWOL	The 7 Best Things To Do In Melbourne This April	Online	186,000
27.04.16	City of Melbourne - That's Melbourne	What's On - Dog Lovers' Show	Online	31,000
27.04.16	Couturing	Win Tickets To This Year's Melbourne Dog Lovers Show	Online	16,200
18.4.16	Dog Adventures Blog	Win tickets to the 2016 Dog Lovers Show!	Online	15,930
07.05.16	Doggy Tea Breaks	Look back at the show	Online	1,519
10.03.16	Dogs Life	Dog Lover's Show Melbourne	Online	17,000
30.04.16	Fit Bitch	Interview with Laura V	Online	164
23.04.16	Herald Sun	Best photos from Australia and the world	Online	1,501,000
28.04.16	Herald Sun	Puppy dating site helping owners fond the pawfect match for their pooch	Online	1,501,000
15.04.16	Herald Sun Online	All's Fur in Love and Paw	Online	1,501,000
22.04.16	Herald Sun Online	21 Things On In Victoria April 23 Onwards	Online	1,501,000
30.04.16	Herald Sun Online	Nimble the Australian Kelpie is jumping for joy at Melbourne Dog Lovers Show this weekend	Online	1,501,000
28.04.16	Meld Magazine	The Weekender: April 29 to May 1	Online	27,100
05.02.16	RACV - Royal Auto Online	Events - Dog Lover's Show	Online	60,000
30.03.16	RACV - Royal Auto Online	Win a Dog Lovers Show Pack	Online	60,000
29.04.16	Sunrise - Clip Webpage	On site weather cross - Sam is at the Dog Lovers Show in Melbourne	Online	329,600
29.04.16	Sunrise - Clip Webpage	On site weather cross - Sam learns about guide dogs	Online	329,600
29.04.16	Sunrise - Clip Webpage	On site weather cross - Sam chats to Peta Clarke	Online	329,600
29.04.16	Sunrise - Clip Webpage	On site weather cross - Sam learns about Working Breed Rehab	Online	329,600
29.04.16	Sunrise - Clip Webpage	On site weather cross - Discgility	Online	329,600
29.04.16	Sunrise - Clip Webpage	On site weather cross - Sam cheats on his cats with dogs	Online	329,600
29.04.16	Sunrise - Clip Webpage	On site weather cross - House Rules Contestants with Great Dane	Online	329,600
29.04.16	Sydney Morning Herald Online	Our pick of what's on this weekend	Online	3,471,000
13.04.16	That Dog Dancing Guy	Competition	Online	1,533
11.04.16	That Dog Dancing Guy	Promo	Online	1,533
29.04.16	The Age Online	Our pick of what's on this weekend	Online	2,665,000
27.04.16	The Australia Times	For the Love of Dogs	Online	7,391
07.03.16	The Carousel	Dog Lovers Show in Melbourne	Online	145,000
08.12.15	The Retiree Online	Is It Ever Too Late To Get A Dog?	Online	7,095

27.04.16	The Senior Online	The best places for dogs (and their owners) in Melbourne	Online	49,104
28.04.16	The Urban List	16 Epic Things To Do In Melbourne This Weekend	Online	381,800
28.04.16	Three Thousand EDM	The Dog Lovers Show 2016	Online	108,686
04.16	Three Thousand Online	The Dog Lovers Show 2016	Online	108,686
26.04.16	TimeOut Melbourne	Melburnians and their doggy companions	Online	396,000
02.03.16	TimeOut Melbourne Online	Dog Lovers Show	Online	396,000
30.04.16	Today Show	On site cross with Village Vets	Online	280,071
28.04.16	Urban Walkabout	Melbourne Dog Lovers Show	Online	51,500
06.04.16	We Know Melbourne	Dog Lovers Show - Review	Online	4,371
02.03.16	WeekendNotes	Win Tickets! Melbourne Dog Lovers Show 2016	Online	1,000,000
27.04.16	Weekly Review Online	Eat Drink Play Love: About Life, Dog Lovers Show, Australian Spirit Fair & You Have My Heart	Online	100,000
08.05.16	Zookie	A Look Back at The Dog Lovers Show	Online	1,550
05.04.16	Bayside Leader	Competition - WIN Dog Lovers Show Prizes	Print	78,000
16.04.16	Bendigo Weekly	Competition	Print	57,000
16.04.16	Bendigo Weekly	Competition	Print	57,000
04.04.16	Berwick Leader	Competition - WIN Dog Lovers Show Prizes	Print	54,522
05.04.16	Brimbank Leader	Competition - WIN Dog Lovers Show Prizes	Print	64,115
05.04.16	Caulfield Glen Eira/Port Phillip Leader	Competition - WIN Dog Lovers Show Prizes	Print	69,172
06.04.16	Cranbourne Leader	Competition - WIN Dog Lovers Show Prizes	Print	36,000
06.04.16	Diamond Valley Leader	Competition - WIN Dog Lovers Show Prizes	Print	56,000
04.04.16	Frankston Standard Leader	Competition - WIN Dog Lovers Show Prizes	Print	65,000
06.04.16	Free Press Leader	Competition - WIN Dog Lovers Show Prizes	Print	14,000
19.04.16	Gippsland Times	Dog Lover's Show On Soon	Print	3,960
04.04.16	Greater Dandenong Leader	Competition - WIN Dog Lovers Show Prizes	Print	57,000
05.04.16	Heidelberg Leader	Competition - WIN Dog Lovers Show Prizes	Print	29,000
15.04.16	Herald Sun	All's Fur in Love and Paw	Print	1,251,000
22.04.16	Herald Sun	Pup Stars' Racy New Style	Print	1,251,000
30.03.16	Herald Sun	For the Love of Dogs	Print	1,251,000
26.04.16	Herald Sun	Pooches Lap It Up In Luxury	Print	1,251,000
28.04.16	Herald Sun	Dogs Ready To Go For A Big Weekend	Print	1,251,000
26.03.16	Herald Sun - Saturday	Keep Paws Off Sweet Treats	Print	1,068,000
01.05.16	Herald Sun - Sunday	Nimble by Nature	Print	997,000
01.05.16	Herald Sun - Sunday	Animals	Print	997,000
01.05.16	Herald Sun Sunday	Your Perfect Week	Print	997,000
06.04.16	Hobsons Bay Leader	Competition - WIN Dog Lovers Show Prizes	Print	30,576
23.04.16 - 29.04.16	Hocking Stuart Red	This Week: Dog Lovers Show	Print	62,500
05.04.16	Hume Leader	Competition - WIN Dog Lovers Show Prizes	Print	59,000
05.04.16	Knox Leader	Competition - WIN Dog Lovers Show Prizes	Print	73,000
05.04.16	Lilydale & Yarra Valley Leader	Competition - WIN Dog Lovers Show Prizes	Print	33,000

04.04.16	Mannigham Leader	Competition - WIN Dog Lovers Show Prizes	Print	50,000
05.04.16	Maribyrnong Leader	Competition - WIN Dog Lovers Show Prizes	Print	26,603
05.04.16	Maroondah Leader	Competition - WIN Dog Lovers Show Prizes	Print	37,211
04.04.16	Melbourne Leader	Competition - WIN Dog Lovers Show Prizes	Print	35,401
05.04.16	Melton Leader	Competition - WIN Dog Lovers Show Prizes	Print	46,000
05.04.16	Monash Leader	Competition - WIN Dog Lovers Show Prizes	Print	65,587
06.04.16	Moonee Valley Leader	Competition - WIN Dog Lovers Show Prizes	Print	46,899
06.04.16	Moorabbin Kingston /Moorabbin Glen Eira Leader	Competition - WIN Dog Lovers Show Prizes	Print	51,000
06.04.16	Mordialloc Chelsea Leader	Competition - WIN Dog Lovers Show Prizes	Print	36,094
04.04.16	Moreland Leader	Competition - WIN Dog Lovers Show Prizes	Print	64,086
05.04.16	Mornington Peninsula Leader	Competition - WIN Dog Lovers Show Prizes	Print	47,000
06.04.16	Northcote Leader	Competition - WIN Dog Lovers Show Prizes	Print	22,597
05.04.16	Preston Leader	Competition - WIN Dog Lovers Show Prizes	Print	39,000
05.04.16	Progress Leader	Competition - WIN Dog Lovers Show Prizes	Print	61,837
15.04.16	Property Review Weekly	Win Tickets To The Dog Lovers Show	Print	220,000
April 2016	Royal Auto Magazine	Competition - WIN Dog Lovers Show Prizes	Print	1,444,286
05.04.16	Stonnington Leader	Competition - WIN Dog Lovers Show Prizes	Print	46,080
05.04.16	Sunbury/Macedon Ranges Leader	Competition - WIN Dog Lovers Show Prizes	Print	36,000
24.04.16	The Age - M Magazine	What's On	Print	497,000
23.04.16	The Weekend Austalian Magazine	Picks Of The Week	Print	462,000
April 2016	TimeOut Melbourne Magazine	Things To Do - Dog Lovers Show	Print	88,745
April 2016	TimeOut Melbourne Magazine	The Hook - If You Only Do One Thing: Dog Lovers Show	Print	88,745
27.04.16	Weekly Review Bayside	Eat Drink Play Love	Print	69,500
28.04.16	Weekly Review City	Eat Drink Play Love	Print	24,500
27.04.16	Weekly Review Eastern	Eat Drink Play Love	Print	93,000
27.04.16	Weekly Review Ivanhoe and Valley	Eat Drink Play Love	Print	70,000
27.04.16	Weekly Review Melbourne Times	Eat Drink Play Love	Print	50,165
27.04.16	Weekly Review Melbourne Times	Eat Drink Play Love	Print	77,500
27.04.16	Weekly Review South East	Eat Drink Play Love	Print	52,500
27.04.16	Weekly Review Stonnington & Boroondara	Eat Drink Play Love	Print	117,000
04.04.16	Whitehorse Leader	Competition - WIN Dog Lovers Show	Print	59,494
05.04.16	Whittlesea Leader	Competition - WIN Dog Lovers Show Prizes	Print	62,000
05.04.16	Wyndham/Point Cook Wyndham Leader	Competition - WIN Dog Lovers Show Prizes	Print	48,000
29.04.16	3AW Peta Clarke Interview	Peta Clarke Interview	Radio	67,000
29.04.16	3AW Tony Knight Interview	Tony Knight Interview	Radio	67,000
29.04.16	3AW News Item	News	Radio	67,000
29.04.16	3AW News item	News	Radio	67,000

30.04.16	3AW Darren James	Interview with Laura V	Radio	54,000
April 2016	Ace Radio - Gippsland	Gippsland	Radio	140,486
April 2016	Ace Radio - Jason Humphris Interview 1 (4 minutes)	Colac	Radio	53,857
April 2016	Ace Radio - Jason Humphris Interview 1 (4 minutes)	Hamilton	Radio	47,549
April 2016	Ace Radio - Jason Humphris Interview 1 (4 minutes)	Horsham	Radio	65,133
April 2016	Ace Radio - Jason Humphris Interview 1 (4 minutes)	Swan Hill	Radio	45,171
April 2016	Ace Radio - Jason Humphris Interview 2 (5.5 minutes)	Colac	Radio	53,857
April 2016	Ace Radio - Jason Humphris Interview 2 (5.5 minutes)	Hamilton	Radio	47,549
April 2016	Ace Radio - Jason Humphris Interview 2 (5.5 minutes)	Horsham	Radio	65,133
April 2016	Ace Radio - Jason Humphris Interview 2 (5.5 minutes)	Swan Hill	Radio	45,171
April 2016	Ace Radio - Peta Clarke Interview (10 minutes)	Warranambool	Radio	60,713
April 2016	Ace Radio - Peta Clarke Interview (10 minutes)	Colac	Radio	53,857
April 2016	Ace Radio - Peta Clarke Interview (10 minutes)	Hamilton	Radio	47,549
April 2016	Ace Radio - Peta Clarke Interview (10 minutes)	Horsham	Radio	65,133
April 2016	Ace Radio - Peta Clarke Interview (10 minutes)	Swan Hill	Radio	45,171
April 2016	Ace Radio - Village Vets (5 minutes)	Colac	Radio	53,857
April 2016	Ace Radio - Village Vets (5 minutes)	Hamilton	Radio	47,549
April 2016	Ace Radio - Village Vets (5 minutes)	Horsham	Radio	65,133
April 2016	Ace Radio - Village Vets (5 minutes)	Swan Hill	Radio	45,171
April 2016	Dog Lovers Show 3MP		Radio	200,000
April 2016	Dog Show Caller SCA Bendigo		Radio	235,000
05.03.16	Hayley & Simon	Dognitive therapist chats about how your dogs really feel!	Radio	235,000
April 2016	Laura V Podcast Shepparton SCA	Laura V	Radio	175,000
April 2016	Ross & John 3AW (Grouse)		Radio	172,000
April 2016	Southern Cross Radio Bendigo		Radio	235,000
01.04.16	Adelaide French Bulldog	Competition	Social	33,100
28.03.16	Adelaide French Bulldog	Competition	Social	33,100
25.03.16	Adelaide French Bulldog	Competition	Social	33,100
21.03.16	Adelaide French Bulldog	Competition	Social	33,100
20.03.16	Adelaide French Bulldog	Competition	Social	33,100
30.04.16	Army the Cavoodle Boy Instagram	Promo	Social	11,000
27.04.16	Army the Cavoodle Boy Instagram	Competition	Social	11,000

26.04.16	Army the Cavoodle Boy Instagram	Competition	Social	11,000
25.04.16	Army the Cavoodle Boy Instagram	Promo	Social	11,000
06.04.16	Army the Cavoodle Boy Instagram	Competition	Social	11,000
30.03.16	Army the Cavoodle Boy Instagram	Competition	Social	11,000
28.03.16	Army the Cavoodle Boy Instagram	Competition	Social	11,000
21.04.16	Dog Adventures Facebook	Competition	Social	1,467
21.04.16	Dog Adventures Facebook	Competition	Social	1,467
18.04.16	Dog Adventures Facebook	Competition	Social	1,467
19.04.16	Dog Adventures Instagram	Competition	Social	588
07.05.16	Doggy Tea Breaks Facebook	Look back at the show	Social	541
08.05.16	Doggy Tea Breaks Instagram	Promo	Social	2,700
30.04.16	Herald Sun Photo Instagram	Promo	Social	15,500
29.04.16	Herald Sun Photo Instagram	Promo	Social	15,500
21.04.16	Herald Sun Photo Instagram	Promo	Social	15,500
14.04.16	Herald Sun Photo Instagram	Promo	Social	15,500
26.04.16	Jane Bunn Facebook	Prepromote	Social	5,533
30.04.16	Jane Bunn Facebook	Promo	Social	5,533
30.04.16	Jane Bunn Facebook	Promo	Social	5,533
30.04.16	Jane Bunn Instagram	Promo	Social	4,700
30.04.16	Jane Bunn Instagram	Promo	Social	4,700
30.04.16	Jane Bunn Instagram	Promo	Social	4,700
1.05.16	Jane Bunn Instagram	Promo	Social	4,700
30.03.16	Leonardo the French Bulldog	Promo	Social	28,400
29.04.16	Livinia Nixon Instagram	Promo	Social	19,500
30.04.16	Muffin the Cavoodle Girl	Promo	Social	28,200
27.04.16	Muffin the Cavoodle Girl	Competition	Social	28,200
26.04.16	Muffin the Cavoodle Girl	Competition	Social	28,200
25.04.16	Muffin the Cavoodle Girl	Competiton	Social	28,200
18.04.16	Muffin the Cavoodle Girl	Competition	Social	28,200
28.03.16	Muffin the Cavoodle Girl	Competition	Social	28,200
30.04.16	Muffin the Cavoodle Girl Facebook	Promo	Social	606
26.04.16	Muffin the Cavoodle Girl Facebook	Competition	Social	606
19.04.16	Muffin the Cavoodle Girl Facebook	Competition/Promo	Social	606
30.03.16	Muffin the Cavoodle Girl Facebook	Competition	Social	606
29.03.16	Muffin the Cavoodle Girl Facebook	Competition	Social	606
01.05.16	My Mr Cupcake	Promo	Social	2,826
29.04.16	My Mr Cupcake	Promo	Social	2,826

30.04.16	Ned the Cavoodle Facebook	Promo	Social	958
29.04.16	Ned the Cavoodle Facebook	Promo	Social	958
29.04.16	Ned the Cavoodle Facebook	Competition/Promo	Social	958
11.04.16	Ned the Cavoodle Instagram	Competition	Social	52,000
04.04.16	Ned the Cavoodle Instagram	Competition	Social	52,000
28.04.16	Nigella the Pug Instagram	Promo	Social	6,579
16.03.16	Nigella the Pug Instagram	Competition	Social	6,579
25.04.16	Popsrol Instagram	Competiton	Social	7,243
29.04.16	Sam Mac Instagram	Promo	Social	13,600
29.04.16	The Age Photo Instagram	Promo	Social	14,200
07.03.16	The Carousel Facebook	Dog Lovers Show in Melbourne	Social	28,962
09.03.16	The Frank Files Instagram	Competiton	Social	2,531
28.04.16	Weekly Review Facebook	Weekly roundup	Social	17,006
01.04.16	We Know Melbourne Facebook	Competition - Dog Lovers Show Facebook Post	Social	3,367
23.03.16	The Frank Files Instagram	Competition	Social	2,531
25.02.16	Two Halves Instagram	Competition	Social	5,300
30.04.16	Village Vets Australia Instagram	Promo	Social	1,100
29.04.16	Nine News	On site weather cross	TV	390,810
29.04.16	Nine News	On site weather cross	TV	390,810
29.04.16	Nine News	On site weather cross	TV	390,810
29.04.16	Nine News	On site weather cross	TV	390,810
29.04.16	Nine News	On site weather cross	TV	390,810
29.04.16	Nine News	On site weather cross	TV	390,810
29.04.16	Sunrise crosses x7 + Ch7 4pm/6pm news	On site weather cross - Sam is at the Dog Lovers Show in Melbourne	TV	2,819,328
30.04.16	Today Show	On site cross with Village Vets	TV	280,071
TOTAL				43,900,998

ONLINE MEDIA HIGHLIGHTS

Herald Sun
http://www.heraldsun.com.au/lifestyle/melbourne/dash-gets-grooming-inahead-of-melbourne-dog-loversshow/newsstory/186e3ab017aef5e92208011ccc730768#load-story-comments

http://www.heraldsun.com.au/lifestyle/melbourne/21-things-on-in-victoria-april-23-onwards-like-matilda-the-musical-jimmy-giggle-gallipoli-screening-and-more/news-story/95b33e91425cc91f167dc0c9ebbe6306

http://www.heraldsun.com.au/news/victoria/nimble-the-australian-kelpie-is-jumping-for-joy-at-the-melbourne-dog-lovers-show-this-weekend/news-story/d8144dc9082caedae5ab1f264829c39d?login=1

RACV
http://www.racv.com.au/wps/wcm/connect/royalauto/home/home-community/competitions/win-dog+lovers+show-pack-apr-2016?edm_id=edm:racv_enews&cmpid=edm:edm:racv_enews

Sunrise
https://au.tv.yahoo.com/sunrise/video/watch/31465611/sam-chats-to-peta-clarke/#page1

Sydney Morning Herald and The Age
http://www.smh.com.au/entertainment/about-town/our-pick-of-whats-on-this-weekend-20160422-gocivl.html

Time Out
http://www.au.timeout.com/melbourne/aroundtown/events/9902/dog-lovers-show

The Weekly Review
http://www.theweeklyreview.com.au/play/eat-drink-play-love-about-life-dog-lovers-show-australian-spirit-fair/

We Know Melbourne
https://weknowmelbourne.com.au/2016/05/06/dog-lovers-show-review/

AWOL
http://awol.com.au/the-7-best-things-to-do-in-melbourne-this-april/25132

Couturing
http://www.couturing.com/win-tickets-to-this-years-melbourne-dog-lovers-show/

The Urban List
https://www.theurbanlist.com/melbourne/a-list/16-epic-things-to-do-in-melbourne-this-weekend

Urban Walkabout
http://www.urbanwalkabout.com/australia/melbourne/melbourne-cbd/art/festivalevent/event/melbourne-dog-loversshow?mc_cid=865f131e8f&mc_eid=33de63cd7d

The Retiree
http://www.the-retiree.com.au/features/lifestyle/are-you-ever-really-too-old-for-a-dog/