HOTHOUSE
MEDIA & EVENTS

DOG LOVERS SHOW®
Sat 6 - Sun 7 Aug
Royal Hall of Industries
& the Hordern Pavilion
doglovershow.com.au

EDITORIAL COVERAGE ACHIEVED

In 2016 the Sydney Dog Lovers has seen an unprecedented increase in the amount of coverage achieved across all platforms. This exposure is a contributing factor to the **60% increase** in attendance rates from the inaugural Show in 2014.

Comparing year-on-year results, HotHouse Media & Events achieved **36** more pieces of media coverage for the 2016 show, and **28.3** million more audience impressions, totalling **70 million** chances to be seen.

Individual pieces of media coverage achieved: 179

Print: **60**
Online: **58**
Broadcast: **7**
Social Media: **54**

Total audience reach: 70,095,708

Media highlights include coverage across the following:

- Daily Telegraph
- Sydney Morning Herald
- Channel 9 (News)
- Channel 7 (Morning Show and News)
- NewsLocal (groupwide)
- Fairfax (groupwide)
- City of Sydney (e-Newsletter and online)
- Broadsheet Sydney

****Due to strict copyright laws surrounding the reproduction and distribution of media content, HotHouse Media & Events are unable to share scanned print coverage or broadcast clips in file format with third parties. Please see URL links on page 7 for online media highlights.***

HOTHOUSE
MEDIA & EVENTS

COVERAGE TALLY

Date	Publication	Headline/Article Type	Medium	Circulation/AUV
10/03/2016	Dogs Life Magazine	Dog Lovers Show Sydney	Online	17,000
1/05/2016	Country Home Ideas	Sydney Dog Lover's Show	Online	12,000
8/06/2016	Ripley_SillySausage (Instagram)	#Ripley4DLS x2 Double-Pass Competition	Instagram	4,585
8/06/2016	BensonTheStaffy (Instagram)	#Ripley4DLS x2 Double-Pass Competition ENTRY	Instagram	1,626
8/06/2016	OnatahDachshunds (Instagram)	#Ripley4DLS x2 Double-Pass Competition ENTRY	Instagram	3,860
11/06/2016	Mr_Kranks (Instagram)	#Ripley4DLS x2 Double-Pass Competition ENTRY	Instagram	208
11/06/2016	WhitneyTheBeagle (Instagram)	#Ripley4DLS x2 Double-Pass Competition ENTRY	Instagram	2,314
12/06/2016	RockyTheBrindle (Instagram)	#Ripley4DLS x2 Double-Pass Competition ENTRY	Instagram	46
14/06/2016	WhitneyTheBeagle (Instagram)	#Ripley4DLS x2 Double-Pass Competition ENTRY	Instagram	2,314
16/06/2016	Dash_The_Doxi3 (Instagram)	#Ripley4DLS x2 Double-Pass Competition ENTRY	Instagram	1,012
16/06/2016	Ripley_SillySausage (Instagram)	#Ripley4DLS x2 Double-Pass Competition	Instagram	4,585
24/06/2016	The Macleay	Paws for Thought at the Sydney Dog Lovers Show 2016	Online	4,380
27/06/2016	sam_the_cavoodle (Instagram)	#Ripley4DLS x2 Double-Pass Competition ENTRY	Instagram	378
27/06/2016	hautee__ (Instagram)	#Ripley4DLS x2 Double-Pass Competition ENTRY	Instagram	114
29/06/2016	Australian Dog Lover	Sydney Dog Lovers Show 6&7 of August	Online	25,000
1/07/2016	Broadsheet Sydney (Facebook)	Sydney Dog Lovers Show	Facebook	84,247
1/07/2016	Broadsheet Sydney	Sydney Dog Lovers Show	Online	146,389
1/07/2016	Vet Practice Online	Dog Lovers Show Coming to Sydney	Online	4,230
1/07/2016	2GB 873AM	Competitions	Online	248,500
1/07/2016	City of Sydney - What's On Sydney	Event listing	Online	1,181,077
1/07/2016	Dog Culture	Event Listing	Online	6,630
1/07/2016	What's On Sydney	Sydney Dog Lovers Show	Online	1,181,077
1/07/2016	Australian Dog Lover	Splash! The Dock Dogs are Diving In!	Online	25,000
1/07/2016	Time Out Sydney	Sydney Dog Lovers Show	Online	396,000
1/07/2016	Dogs NSW	Sydney Dog Lovers Show	Online	8,659
1/07/2016	Time Out Sydney	Sydney Dog Lovers Show	Print	32,052
1/07/2016	The Senior	Love Those Gorgeous Pooches	Print	133,315
3/07/2016	Dogs Life (Facebook)	Competition and Event Overview	Facebook	6,295
3/07/2016	PETS Magazine	Double Passes to Sydney's Dog Lovers Show to Give Away!	Online	9,393
4/07/2016	Dogs Life (Facebook)	Facebook Competition	Facebook	6,295
5/07/2016	Pets 4 Life (Facebook)	Competition	Facebook	3,116
5/07/2016	Pets 4 Life	Dog Lovers Show Sydney Giveaway	Online	3,116
6/07/2016	django_the_dogue	#gus4dls x2 Double-Pass Competition ENTRY	Instagram	762
7/07/2016	Over Sixty (Facebook)	Promotion of the Show	Facebook	352,112

7/07/2016	Over Sixty	Dog Lovers Show Returns to Sydney	Online	269,600
8/07/2016	Child Magazine	Competition Promotion	Online	69,400
8/07/2016	Dogs NSW	Canine Events	Online	8,659
12/07/2016	CHILD Magazines (Facebook)	x4 Family Pass Giveaway	Facebook	10,420
12/07/2016	CHILD Magazines (Twitter)	x4 Family Pass Giveaway	Twitter	3,686
13/07/2016	Augustus The Dogue Instagram	Competition	Instagram	27,600
13/07/2016	Life Of Pikelet Instagram	Competition	Instagram	147,000
14/07/2016	The Daily Telegraph	Kelpie Nimble scales huge extreme high jump to break world record	Online	1,861,300
15/07/2016	Yahoo!7 News	Rescue Dog Breaks World Record for High-Jumping	Online	7,600,000
18/07/2016	Urban List Sydney	Dog Lovers, Get Ready To Go Mutts Over This Event	Online	88,501
19/07/2016	2TM with Graham Archer	Interview with the Village Vets	Broadcast	3,745
19/07/2016	Nigella the Pug Facebook	Competition	Facebook	7,361
19/07/2016	Urban List Sydney Facebook	Mark this in your calendar, stat!	Facebook	110,684
20/07/2016	milosworld_	#gus4dls x2 Double-Pass Competition ENTRY	Instagram	352
20/07/2016	milosworld_	#gus4dls x2 Double-Pass Competition ENTRY	Instagram	352
20/07/2016	RockyTheBrindle (Instagram)	#gus4dls x2 Double-Pass Competition ENTRY	Instagram	69
20/07/2016	naomi_noms	#gus4dls x2 Double-Pass Competition ENTRY	Instagram	137
20/07/2016	buddy_dachshund	x2 Double-Pass Competition	Instagram	18,400
20/07/2016	City Of Sydney - What's On	Sydney Dog Lovers Show	Online	1,181,077
20/07/2016	My Kiddee	The Sydney Dog Lovers Show	Online	
20/07/2016	City Of Sydney - What's On Newsletter	Sydney Dog Lovers Show	Online Newsletter	5,044,000
21/07/2016	The Australian Jewish News	Win tickets to the Sydney Dog Lovers Show	Online	120,000
21/07/2016	Weekend Notes	Event Listing	Online	529,700
21/07/2016	Jewish News	Win Tickets to The Sydney Dog Lovers show	Online	91,500
22/07/2016	VETtalk TV (Facebook)	PODCAST: The Village Vets & Sydney Dog Lovers Show 2016	Facebook	555
22/07/2016	lyn2360	#rocco4dls x2 Double-Pass Competition ENTRY	Instagram	332
22/07/2016	St Marys – Mt Druitt Star	Sydney Dog Lovers Show	Online	113,232
22/07/2016	The Lifestyle Suite	The Village Vets headlines Sydney Dog Lovers star studded shows	Online	2,800
23/07/2016	arya_cavoodle	#rocco4dls x2 Double-Pass Competition ENTRY	Instagram	317
23/07/2016	scooby_cavalier	#rocco4dls x2 Double-Pass Competition ENTRY	Instagram	3,000
24/07/2016	Liverpool City Champion (Facebook)	Honouring Military Canines - Link	Facebook	2,584
24/07/2016	Clifford the Lab	Competition	Instagram	15,900
24/07/2016	2UE 954	On-air Giveaway with Jo Righetti	Radio	147,000
25/07/2016	Pets 4 Life (Facebook)	Competition	Facebook	3,116
25/07/2016	riace12	#rocco4dls x2 Double-Pass Competition ENTRY	Instagram	296

25/07/2016	Augustus The Dogue Instagram	Competition	Instagram	27,600
25/07/2016	Life Of Pikelet Instagram	Competition	Instagram	147,000
25/07/2016	Life Of Pikelet Instagram	Your Chance to #WIN a Double Pass to the Sydney Dog Lovers Show	Instagram	147,000
25/07/2016	Liverpool City Champion	Military Dogs to be Honoured at the 2016 Sydney Dog Lovers Show	Online	4,230
25/07/2016	St Marys – Mt Druitt Star	Sydney Dog Lovers Show	Print	33,129
26/07/2016	Canterbury Bankstown Express	Puppies are best pupils	Print	70,598
26/07/2016	Inner West Courier (Inner City)	Pups tricks and tips	Print	82,402
26/07/2016	Southern Courier	Pups tricks and tips	Print	45,309
26/07/2016	Inner West Courier (Inner West)	Pups tricks and tips	Print	82,402
26/07/2016	Hill Shire Times	Never too young to learn	Print	59,010
26/07/2016	St Marys – Mt Druitt Star	Sydney Dog Lovers Show	Print	37,549
27/07/2016	City Weekly Online	第三届悉尼爱狗博览会：史上最萌盛会将上演！	Online	80,000
27/07/2016	St Marys – Mt Druitt Star	Puppies are best pupils	Print	37,549
27/07/2016	Parramatta Advertiser	Never too young to learn	Print	77,413
27/07/2016	Liverpool Leader	Puppies are best pupils	Print	50,616
27/07/2016	Northern District Times	Pup tricks and tips	Print	54,273
27/07/2016	Liverpool City Champion	Honouring Military Canines	Print	48,751
27/07/2016	Central Sydney	Puppies are best pupils	Print	28,800
27/07/2016	Wentworth Courier	Pup tricks and tips	Print	48,914
27/07/2016	Fairfield Advance	Puppies are best pupils	Print	54,336
27/07/2016	Rouse Hill Times	Puppies are best pupils	Print	25,624
27/07/2016	Blacktown Sun	Puppies are best pupils	Print	44,000
28/07/2016	HarkHark	Dog Lovers Show 2016	Online	
28/07/2016	MimoShow	Sydney Dog Lovers Show	Online	13,700
28/07/2016	TimeOut Sydney Newsletter	Pet a Puppy	Online Newsletter	64,700
28/07/2016	Hills News	Sydney Dog Lovers Show	Print	57,000
28/07/2016	Rouse Hill-Stanhope Garden News	Sydney Dog Lovers Show	Print	13,335
28/07/2016	Rouse Hill Courier	Sydney Dog Lovers Show	Print	10,000
28/07/2016	Hornsby Advocate	Puppies are best pupils	Print	47,380
28/07/2016	Parramatta & Holroyd Sun	Sydney Dog Lovers Show	Print	27,000
28/07/2016	Blacktown Sun	Sydney Dog Lovers Show	Print	44,000
28/07/2016	Mosman Daily	Puppy tips and tricks	Print	35,487
28/07/2016	Penrith Times	Never too young to learn	Print	49,200
28/07/2016	North Shore Times	Pup tricks and tips	Print	70, 920
29/07/2016	VETtalk TV (Facebook)	WINNERS ARE GRINNERS!	Facebook	555
29/07/2016	Cosmopolitan	Hot guys with rescue dogs	Online	961,000
29/07/2016	Central Coast Wyong Express Advocate	Never too young to learn	Print	120,147

29/07/2016	Central Coast Gosford Express Advocate	Never too young to learn	Print	120,147
30/07/2016	Cosmopolitan	Hot guys with rescue dogs	Facebook	1,054,620
30/07/2016	Manly Daily	Never too young to learn	Print	145,000
31/07/2016	Sunday Style	Dog Lovers Show	Print	1,337,000
31/07/2016	2UE 954	Jo Righetti hosts giveaway	Radio	147,000
1/08/2016	The Morning Show Facebook	Canine Cuteness Overload	Facebook	233,386
1/08/2016	MorningShowon7	Canine Cuteness Overload	Instagram	226
1/08/2016	Kylie Gillies	Canine Cuteness Overload	Instagram	730
1/08/2016	Yahoo!7 News	The Morning Show - The annual Dog Lovers Show is coming to town	Online	7,600,000
1/08/2016	Nichigo Press	Gift Dog Lovers Show Tickets two sets 4 people!	Online	285,541
1/08/2016	Nichigo Press	Dog Lovers Show/ Sydney Dog Lovers Show	Online	285,541
1/08/2016	Concrete Playground	Sydney Dog Lovers Show 2016	Online	611,668
1/08/2016	Zookie	The Dog Lovers Show is back and you'd be barking mad to miss it!	Online	3,348
1/08/2016	Broadsheet Melbourne	Sydney Dog Lovers Show	Online	146,389
1/08/2016	DogsNSW	Dog Lovers Show	Online	8,659
1/08/2016	DogsNSW	Dogs NSW Magazine	Online	8,659
1/08/2016	Kid Size Living	Dog Lovers Show	Online	12,272
1/08/2016	Urban Walkabout	Dog Lovers Show	Online	54,500
1/08/2016	The Macleay	Paws for thought at the Sydney Dog Lover's Show	Online	4,380
1/08/2016	Nichigo Press	ＥＸＰＯ ドッグ･ラバーズ･ショー	Print	30,000
1/08/2016	Nichigo Press	ドッグ･ラバーズ･ショー入場券 2組4名様にプレゼント！ 締切：8月2日（火）	Print	30,000
1/08/2016	Morning Show	The Morning Show - The annual Dog Lovers Show is coming to town (6:05 mins)	TV	129,149
1/08/2016	City Weekly	Sydney Dog Lovers Show (6 full pages)	Print	10,000
2/08/2016	MacArthur Advertiser	Military Dogs to be Honoured at the 2016 Sydney Dog Lovers Show	Online	1,685,155
2/08/2016	Canterbury Bankstown Express	Enjoy A Case of Puppy Love	Print	70,598
2/08/2016	Hill Shire Times	Enjoy A Case of Puppy Love	Print	59,010
2/08/2016	Inner West Courier (Inner West)	Furry Friends - Dog Lovers Show Will Do The Trick	Print	82,402
2/08/2016	Southern Courier	Dog Lovers Show	Print	45,309
2/08/2016	Inner West Courier (Inner City)	Furry Friends - Dog Lovers Show Will Do The Trick	Print	82, 402
3/08/2016	Happiness & Things	Fun things to do in Sydney this weekend (5-7 August, 2016)	Online Blog	9,060
3/08/2016	Happiness & Things	Fun things to do in Sydney this weekend (5-7 August, 2016)	Facebook	5,884
3/08/2016	Nichigo Press	Sydney Dog Lovers Show	Online	285,541
3/08/2016	Central Sydney	Cover Page	Print	28,800
3/08/2016	Central Sydney	Working Dogs' Saviours	Print	28,800
3/08/2016	Wentworth Courier	Working Dogs' Saviours	Print	48,900
3/08/2016	Blacktown Sun	Enjoy A Case of Puppy Love	Print	44,000

3/08/2016	Wentworth Courier	Dog Lovers Show Will Do The Trick	Print	48,914
3/08/2016	Rouse Hill Times	Enjoy A Case of Puppy Love	Print	25,642
3/08/2016	Parramatta Advertiser	Enjoy A Case of Puppy Love	Print	77,413
3/08/2016	Fairfield Advance	Enjoy A Case of Puppy Love	Print	54,336
3/08/2016	Northern District Times	Enjoy A Case of Puppy Love	Print	54, 273
3/08/2016	Mt Druitt's St Marys	Enjoy A Case of Puppy Love	Print	33,129
3/08/2016	Liverpool Leader	Enjoy A Case of Puppy Love	Print	50,616
3/08/2016	Penrith Press	Enjoy A Case of Puppy Love	Print	49,199
4/08/2016	The Daily Telegraph	Sydney Dog Lovers Show featuring dogs from Chihuahuas to Irish wolfhounds	Online	1,861,300
4/08/2016	The Daily Telegraph	Sydney Dog Lovers Show featuring dogs from Chihuahuas to Irish wolfhounds	Online	1,850,000
4/08/2016	Southern Courier	Sydney Dog Lovers Show this weekend	Facebook	7,264
4/08/2016	Time Out Sydney	From Sculpture at Barangaroo to warm fuzzies at The Dog Lovers Show	Facebook	74,355
4/08/2016	Time Out Newsletter Sydney	Cuddle Puppies!	Online Newsletter	64,700
4/08/2016	Hornsby Advocate	Enjoy A Case of Puppy Love	Print	47,380
4/08/2016	The Daily Telegraph	Well doggone Hal, you are a tad bigger than me	Print	280,731
5/08/2016	702 ABC Sydney	What's happening in Sydney this weekend August 6th and August 7th	Online	10,859,000
5/08/2016	The Daily Telegraph	Working dogs jumping for joy at the Sydney Dog Lovers Show	Online	1,850,000
5/08/2016	Central Sydney	Sydney Dog Lovers show off skills	Facebook	4,015
5/08/2016	702 ABC Sydney	What's happening in Sydney this weekend August 6th and August 7th	Facebook	125,833
5/08/2016	The Daily Telegraph	Show gives dogs a second chance at life	Print	241,372
6/08/2016	Channel 7 News Sydney	Dog Lover's Show Sydney is on at the Hordern Pavilion this weekend	Facebook	867,397
6/08/2016	Time Out Sydney	how can you resist this little face?	Instagram	598
6/08/2016	BW Magazine (Daily Tele)	Ruff and Tumble	Print	247,946
6/08/2016	BW Magazine (Daily Tele)	Dog Show	Print	247,946
6/08/2016	Channel 7 News Sydney	News package for DLS	TV	250,162
6/08/2016	Channel 7 News Sydney	News package for DLS	TV	241,708
7/08/2016	Channel 9 Facebook	Pet Registry and the Sydney Dog Lovers Show	Facebook	49,490
7/08/2016	The Herald Sun	Online dog registers allows owners to find lost dogs	Online	2,233,300
7/08/2016	The Sydney Morning Herald	Sydney Dog Lovers Show	Online	7,701,600
7/08/2016	Sunday Style (Herald Sun)	In puppy heaven today at the Sydney Dog Lovers Show	Facebook	157,831
7/08/2016	Sun Herald	Pets' Online Watchdog	Print	434,045
7/08/2016	Channel 9 News	The Dog Lovers Show is on at Hordern Pavilion this weekend	TV	268,708
8/08/2016	Broadsheet	Events - On this week	Online	146,389
8/08/2016	Over Sixty	14 photos of beaming pups to brighten your day	Online	247,300
8/08/2016	Over Sixty	14 photos of beaming pups to brighten your day	Facebook	351,246

8/08/2016	The Daily Telegraph	Superdog Daisy's huge leap of faith	Print	280,731
8/08/2016	The Sydney Morning Herald	Sydney Dog Lovers Show	Print	104,000
TOTAL				70,095,708

EDITORIAL HIGHLIGHTS

In 2016, HHME secured coverage in never before reached titles including Broadsheet, Urban List, Cosmopolitan, Sunday Style, a six page spread in leading Chinese magazine City Weekly, an online photo gallery with the Sydney Morning Herald and a half page spread on page 2.

Online highlights include:

Sydney Morning Herald:

http://www.smh.com.au/photogallery/nsw/sydney-dog-lovers-show-20160807-gqn3za.html

Broadsheet:

https://www.broadsheet.com.au/sydney/things-to-do/events/

Daily Telegraph:

http://www.dailytelegraph.com.au/newslocal/central-sydney/working-dogs-jumping-for-joy-at-the-sydney-dog-lovers-show/news-story/de83bf02e9873f0251c3fcdf05411462

http://www.dailytelegraph.com.au/news/nsw/sydney-dog-lovers-show-featuring-dogs-from-chihuahuas-to-irish-wolfhounds/news-story/838a3bcc5e503d80334e88849eb7008c

Macarthur Advertiser

http://www.macarthuradvertiser.com.au/story/4061656/honouring-military-canines/

Urban Walkabout

https://www.urbanwalkabout.com/australia/sydney/surry-hills/art/festival-event/event/dog-lovers-show

Concrete Playground

http://concreteplayground.com/sydney/event/sydney-dog-lovers-show-2016/

The Morning Show Online

https://au.tv.yahoo.com/the-morning-show/video/watch/32204952/the-annual-dog-lovers-show-is-coming-to-town/#page1