



Media Kit/2018

www.wagthedoguk.com

About us

Trina Cooper

Originally from Vancouver, Canada, Trina is an entrepreneur who has a business degree from the University of Washington. She's also a former New York City real estate agent, and now an international consultant for select clients looking to buy in New York City.

She also spent over 15 years as a make-up artist internationally in fashion. Her cat Max also travelled with her when she was on fashion shoots around the world. She started and sold a bath and body company, and has had great success in many other business ventures.

Although she has had many ventures in a variety of businesses, she's always had a deep love for animals and a knack for working with dogs. As a child, she learned to train, care, and travel with animals, and as an adult, she studied dog nutrition and dog training extensively. Trina shares her love of animals with her mother and aunt, who is a dog breeder. After a lot of research she decided to create our own company focusing on her passion for dogs, the adventures of Maggie and source out the best dog care, advice, news, and dog friendly travel possible!

Spare time?...In her spare time, she loves spending time with her friends, who affectionately call her Dr. Doolittle.

Maggie (beagle at large)

The voice behind Wag the Dog UK

Maggie an eight year Beagle who loves all things dog! She's been travelling with Trina since she was just a wee pup and has been really lucky to travel to many wagging places around the world. She loves to travel, eat, play and write about her experiences in her own doggy voice.

- She's travelled by Train, Plane, Automobile, Boat, Ferry, Bus, Taxi, and Limo in many different countries.
- She has lived and travelled on three continents. North America, Europe and Asia
- She enjoys home made dog food plus quality dry kibble. Treats are a passion.



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Stats

Social Media Stats



Facebook Fans:	3100+	www.facebook.com/wagngo
Twitter Followers:	10,000+	www.twitter.com/wagthedoguk
Instagram Followers:	600+	www.pinterest.com/wagngo
Pinterest Pinners:	1800+	plus.google.com/+MaggieCooper
Google Plus:	500+	www.instagram.com/wag_n_go/
Newsletter:	1276	

*As of April 2017

About

We provide quality, researched, and upbeat content for dogs and happy go lovers of dogs. Mainly sharing tips on dog travel and reviews, but we also like to bark about dog training, dog nutrition, dog health, and homemade dog food and treats.

All of our blog posts are promoted heavily on our social networking sites.

Blog Stats

Page Views: 50,504	Time on site: 3.07
Unique Visitors: 87%	Google Page Rank: 3

Each number is a monthly average.

My Readers are your consumers

Based on internet averages, wagthedoguk.com is visited more frequently by **females** who are in the age range **35-44**, **have pets**, are college educated and browse this site from home. **Active on social media.** The top two visiting countries are: USA (54%) and the U.K. (28%)



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Content



Dog Travel
Pet Friendly Venues
Dog Care
Dog Food
Product Review
Pet Lifestyle

We enjoy reviewing products that relate to dogs and the products that their owners may be interested in trying.

We carefully review each item we are sent in order to give an informative, honest review for our readers. Our blog is dog focused that's geared toward a dedicated community of dog lovers. Our reader's interest include dog products, food and treats reviews, pet friendly getaways, pet care, and events that relate to helping make a dog lover's life more rewarding.

All reviews will have a PR friendly disclaimer that the product was supplied by you. We promote and list all reviews on our website and social media sites such as Facebook, Twitter, Pinterest and Google + Sent to our email subscribers.



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Services

Sponsored Posts

Written by us

£145

Written by you

£ 95

Services include:

- A. review and edit of post
- B. verify that the bio matches the client
- C. verify that the links go to sites
- D. publish and promote the post on social networking sites
- E. moderate comments
- F. Add pinable images
- G. We follow Google good practices on links
- F. Stat reports



Examples

Which Dog Bike Carrier is the Right Fit for your Canine Best Friend?

Good Nuts & Bad Nuts For Dogs -Know Your Nut & Why

Five Non-Toxic Home Remedies For Dogs With Fleas



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Services

Reviews/Giveaways

Admin and Marketing Fee: £75

I want readers to value my opinion, so I am careful to recommend products that I think have value and are useful for people with dogs.

- All reviews will have a disclaimer that the product was supplied via the manufacturer for review.
- Accepting a product does not guarantee a review and the post may or may not be positive. But if your reading my media kit, chances are we are going to review.
- We offer goggle approved links only
- Stat report of post.

I ask for 7-10 days to review a product. This gives me the time to put the product through its paces, discuss any questions or concerns I have with you, and produce a quality review for my readers.

The blog post is written for both my audience and to attract organic readers. I also share on Facebook, Twitter, Pinterest, and Google Plus.

- Tweeting through the week
- Pinning at least once
- Sent to my readers via my newsletter

On Location Reviews: All travel expenses must be paid in advance.

Events: Travel expenses must be paid, plus day rate or ½ rate to attend. This will include one Blog post written by us with social marketing.

- ½ day £225
- Full day £300



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Bespoken

We have sponsorship at all levels to help heavily promote brands that I believe in by giving top priority!

Please tell us what you have in mind. We can do campaigns of 3, 6 and 12 months.

Examples

Social media marketing via Twitter: I will create and manage your advertising campaign on twitter. Sent to our dog friendly target market. Give me your tweet or point me in the right direction what you want to promote.

I will create the ad, put it in place and manage it for you as long as you want.

Monthly Sponsored posts: Keep your company in front of our readers each month. Tell your story, do a challenge, in depth reviews.

Facebook advertising campaign: Paid reach and posting on Wag The Dog UK page. Subject to product placement.



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Relationships

