

# Club de l'Epagneul Breton of the United States®

## 2018-2019 Advertising Rate Card

### L'Epagneul Breton

A publication of the Club de l'Epagneul Breton of the United States

#### About the Epagneul Breton and CEB-US

Also known as the "French Brittany," the Epagneul Breton originated in the central region of Brittany in France. It is one of the oldest spaniel-type dogs and the smallest of the pointing breeds. Truly versatile, the Epagneul Breton is an aggressive hunter in the field, tenaciously finding, pointing and retrieving game in all types of terrain and environments. In the home, they are calm and sociable, making them desirable companions for all ages.

The Club de l'Epagneul Breton is the official national breed club recognized by the United Kennel Club for the Epagneul Breton gun dog breed. The CEB-US was originally founded by a few breed fanciers who wanted to preserve the characteristics of the original breed and distinguish it from the American Brittany, the club's membership grew and expanded its activities to include publications, regional affiliated clubs, annual national meetings, UKC sanctioned field trials, UKC sanctioned conformation shows and other breed related activities. The CEB-US's magazine is currently shipped to 40 states and 8 foreign countries, and is growing every year. 100% of recipients of the CEB-US bi-annual magazine own at least one Epagneul Breton gun dog and are engaged in activities such as upland bird and waterfowl hunting, specialty shows, agility competitions, field trials, and versatile dog testing.

#### Mission of the CEB-US

- \* Protect and promote the Epagneul Breton breed by maintaining the breed's unique qualities and characteristics.
- \* Preserve the Epagneul Breton's unique conformation and working standard in the field.
- \* Maintain the fieldwork and conformation standards and rules for the breed as developed in France.
- \* Continue to advance the separation of the Epagneul Breton breed from the American Brittany breed in the United States and abroad and to discourage and prevent cross-breeding among representatives of the two distinct breeds.
- \* Assist the United Kennel Club Inc. in promoting and encouraging participation in a system of Field Trials, Conformation Shows, and TANS (Natural Ability Tests) in North America modeled as closely as possible after those held in Europe under the auspices of the F.C.I.
- \* Educate the public and media about the Epagneul Breton breed in the United States and around the world.
- \* Advocate ethical and responsible breeding practices among breeders of the Epagneul Breton.
- \* Provide a forum for fellowship, friendship and mutual cooperation among owners and fanciers of the breed.



[www.ceb-us.org](http://www.ceb-us.org)

# Club de l'Epagneul Breton of the United States®

We are excited to announce the CEB-US bi-annual magazine L'Epagneul Breton is now open for advertising opportunities for the first time in our 20-year club history. Our membership is composed of passionate Epagneul Breton gun dog enthusiasts dedicated to advancing the French Brittany in the United States. Our elite club provides advertisers the opportunity to promote high end products to a targeted gun dog ownership group ready to purchase quality gun dog and hunting products.

## Quick facts about the CEB-US

**\*As of January 2018 our membership has grown year over year by 74% by headcount, 63% by unique addresses, and 105% by Supporting Membership classification. We are expecting solid membership growth from 2018 to 2019**

**\*We are the UKC and Club de l'Epagneul Breton of France recognized national breed club and authority for the Epagneul Breton gun dog in the United States**

**\*We support a growing registered breeder program committed to membership growth resulting in increased circulation in the future**

## Bi-Annual Publication

Issue	Space close	Material Due	Mails
Summer	July 1	July 15	August
Winter	November 1	November 15	January

Rates	1X	2X (1year)	4X (2 years)
Full	\$800	\$750	\$700
Half	\$450	\$400	\$350
Quarter	\$300	\$275	\$250

**Ad Sizes:** Full = 8.375" x 10.875"

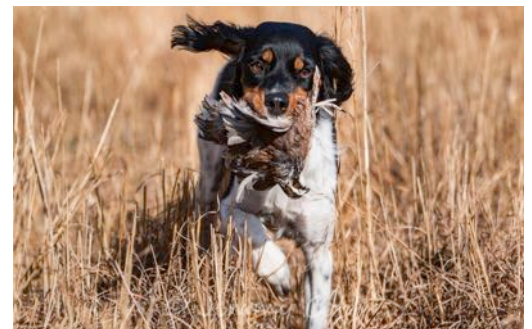
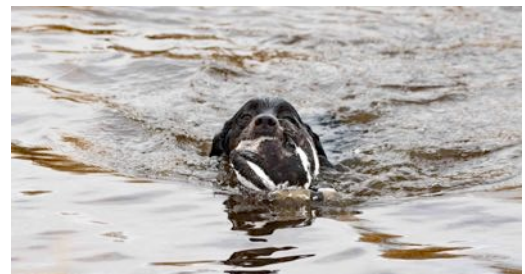
Half = 8.375" x 5.5"

Quarter = 4" x 5.5"

**15% Discount for Qualified Agencies**

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