



All about dog food .co.uk
Helping find the best food for your best friend

Put your brand in front of 2.1 million dog owners who want to change their dogs nutrition

36%* of all dog food buying decisions in the
UK are influenced by [Allaboutdogfood.co.uk](https://www.allaboutdogfood.co.uk)

13.5+
million views

*That's 13.5
million
opportunities
to be seen.*

2.1
million

*decision-makers
use AADF to
choose their dog
food.*

4.5
minutes

*per visit, highly
engaged
views on your
brand.*

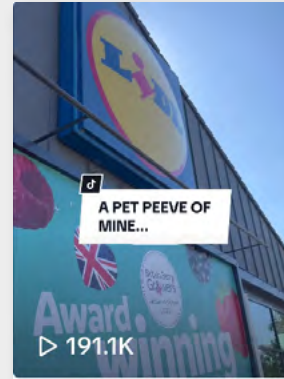
* Estimated 5 million dog food owners per year consider changing dog food and 86% of allaboutdogfood.co.uk unique visitors.





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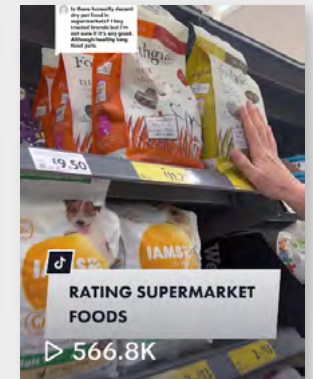
5.2 million monthly
 social media views with
 unrivalled dog food
 buyer engagement



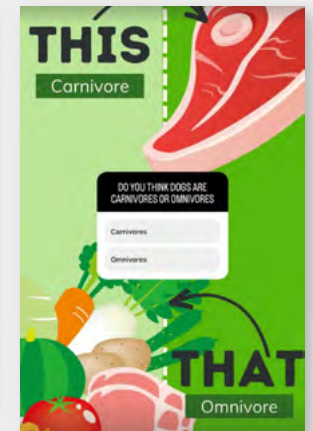
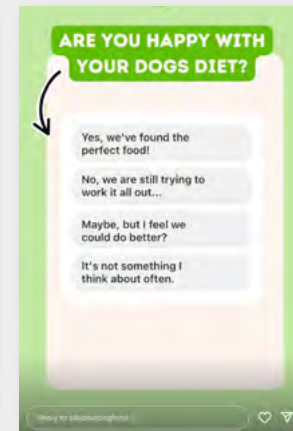
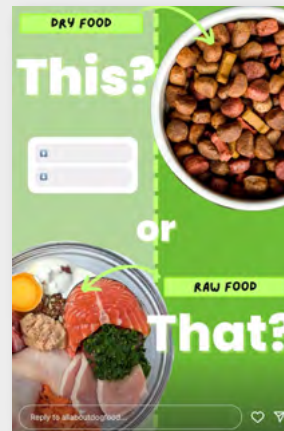
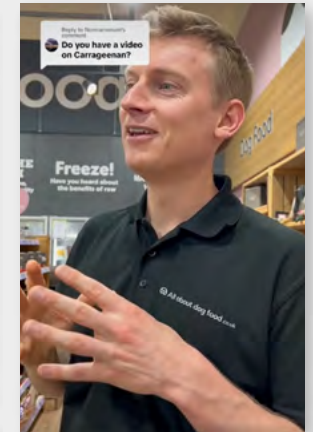
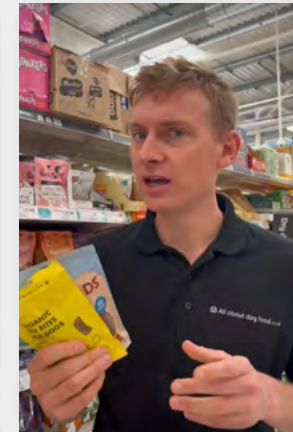
Clarity and transparen...



Always look out for th...



Replying to ...



Advertising Packages

	Free	Platinum	Gold
	No limit	Unlimited brand views a month	Max 2000 brand views a month
Advertising Features			
Shop now button on brand page	⊗ Competing brands offered	✓	✓
Banner space on brand page	⊗ Competing brands offered	✓	✓
Promotional code box on brand page	⊗ Competing brands offered	✓	✓
Your brand video on brand page	⊗ Text description only	✓	⊗ Text description only
Reply to customer comments	⊗ Not available	✓	✓
Trust Pilot reviews embedded on brand page	⊗ Not available	✓	⊗
		£695 per month & performance costs	£395 per month & performance costs
Additional features			
Initial announcement of new brand on Tik Tok	⊗	✓	⊗
Initial announcement of new brand on Instagram	⊗	✓	⊗
Initial announcement of new brand on Facebook	⊗	✓	⊗
Inclusion in social media update posts when you update your products	⊗	✓	✓
Use of AADF official logo and rating on your site	⊗	✓	✓

Performance Costs

Cost Per Click

		Google
Your brand and product pages	£1.05	£2.47
Other pages (site wide or targetted)	£0.95	£1.76

Cost Per Thousand Banner Views

		Google
Your brand and product pages	£10.00	£25.00
Other pages (site wide or targetted)	£15.00	£20.00

Important: No Preferential Rating

Advertisers do **NOT** get preferential ratings. Every brand and product goes through the same nutrition algorithm.

Next Steps

Simply e-mail advertising@allaboutdogfood.co.uk with details of your brand and products to get started.

