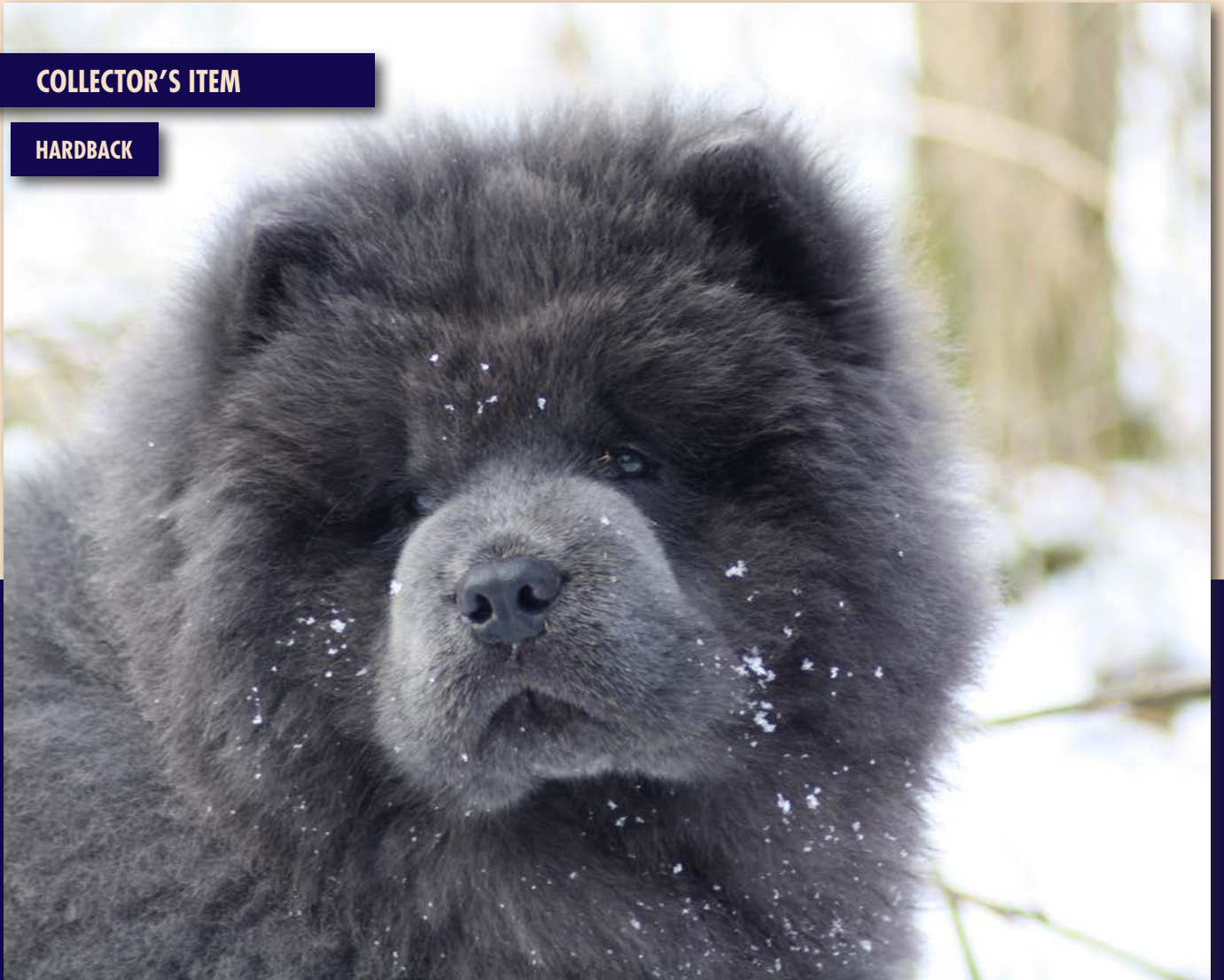


The World of Chows in 2014, 2015 and 2016

COLLECTOR'S ITEM

HARDBACK



A vital reference
in a small and fast world

B
press

EIGHTH VOLUME IN THIS HIGHLY POPULAR SERIES

The World of Chows in 2014, 2015 and 2016



‘The World of Chows in 2014, 2015 and 2016’, the tri-annual which covers the worldwide interest in the breed, will be published in the Winter of 2017. Prominent breed fanciers, from Canada to Australia and from Finland to South

Africa, will bring you the highlights of regional love for the Chow Chow. In an increasingly faster and smaller world, ‘The World of Chows’ is a colourful reference, essential for true fanciers of the breed.

Smaller

The international orientation of breeders and judges alike has given the development of the breed an extra input. Going for the best is what counts more than ever, helped by modern technology. With ‘The World of Chows’ as the most comprehensive guide.

Faster

Internet has given love for the Chow a dimension, which until a few years ago, was unthinkable. The very same day a dog show is held, the results can be seen at home. Including the latest gossip. Hundreds of messages per e-group, per week, are not unusual. The more there is to surf, the more there is the need for a quiet moment of study and unbiased reference. And for the preservation what is easily forgotten, see ‘The World of Chows’.



IN-DEPTH ARTICLES AND EXTENSIVE INTERVIEWS • LUXURY BOOK WITH SCORES OF FACTS, FIGURES AND



Colourful

‘The World of Chows’ brings you all the aspects which makes it such a colourful reference. Facts, figures and photographs about events of the breed clubs, of champions and other important dogs. So in principle every champion will be honoured by a full colour photograph and a three-generation pedigree, for free. But also in-depth articles about subjects such as breeding, type, history, standard, art, law, health as well as extensive interviews with first rank breed fanciers. All this will be covered in more than 300 pages.

Full-colour

‘The World of Chows’ is a luxury book (hardback) with scores of full-colour and black and white photographs, in an impressive format (A4). Extra attention is paid to the adverts, a source of information on their own. Because breeders are of the utmost importance for the breed, the price for an advert is kept as low as possible, certainly when taking into account the worldwide distribution of this magnificent review for the Chow Chow connoisseur.

Correspondent

In principle a correspondent has been appointed in every country. Your fellow countryman is the key



figure in this vast project. He is the one to contact, for all matters regarding ‘The World of Chows’; delivering copy, placing adverts, buying books, everything.

Breed Editor

Jessica Björling Brännlund



PHOTOGRAPHS • WORLDWIDE DISTRIBUTION • MORE THAN 300 FULL COLOUR PAGES IN LARGE FORMAT

The World of Chows in 2014, 2015 and 2016



How to advertise

Your correspondent has all the detailed information on advertising in 'The World of Chows in 2014, 2015 and 2016' on a leaflet.

There are four possibilities:

1. A full page (A4) in full-colour: € 295
2. A half page in full-colour: € 200
3. A full page in black and white: € 250
4. A half page in black and white: € 150

How to order your book and advert

Please place all orders at your correspondent and pay in advance. He will receive all the ordered copies for your country at his address and will distribute them. The pre-order price of 'The World of Chows in 2014, 2015 and 2016' is € 54,50. After publication the selling price will be € 64,50.

Breed Editor

Jessica Björling Brännlund

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