



The mockup for the front cover of a new magazine, *Modern Dog*, that is being launched locally this fall.

Dogs to have their say

VANCOUVER — A local publisher is launching *Modern Dog*, "the only lifestyle magazine for urban dogs and their companions," in October. The magazine will be available at bookstores and newsstands throughout B.C., as well as in veterinary offices, pet stores and a variety of other businesses, such as coffee shops and home decorating stores. "I just wasn't interested in what was available," said publisher Connie Wilson. "I wanted something reflective of my lifestyle with my dog... something current and stylish, with articles conveying the specific joys and challenges of living in the city with my dog. Here in the West we have an extremely interesting dog culture developing and, until now, there was nothing to portray this."

Purchase deal scrapped

VANCOUVER — A deal that would have seen building materials company Emco Ltd. buy the wholesale waterworks supply business of a BC Gas Inc. subsidiary has been scrapped by the two parties. Emco — a supplier of pipes, valves, hydrants and other equipment — was going to buy the supply business of BCG Services Inc. for an undisclosed sum, under a deal reached in April. The share prices of both BC Gas and

Emco rose Tuesday.

Duke reports profit hike

CHARLOTTE, N.C. — Duke Energy Corp. reported Tuesday that its second-quarter profits were up 13 per cent, but warned that its 2002 profits would be near the bottom of its previous outlook. The Charlotte-based energy company acquired Vancouver-based Westcoast Energy Inc. (TSX:W), Canada's second-largest natural gas shipper, for \$12.1 billion Cdn last year. Duke's shares tumbled after federal authorities began looking into its energy-trading practices.

City inflation rate falls

OTTAWA — Vancouver's annual inflation rate for June was 1.7 per cent for June, down from 2.3 per cent in the previous month. Victoria's rate was 2.1 per cent, down from 2.4 per cent. For Canada over all, the figure was 1.3 per cent.

Imaging software sold

VANCOUVER — Imagis Technologies Inc., which develops biometric systems using facial and image recognition technology, in conjunction with New Zealand Customs Service, announced Tuesday that Imagis' ID-2000 facial recognition software has been purchased by the agency. Imagis ID-2000's sophisticated image analysis algorithms are designed to use more than 200 facial descriptors to capture and compare an individual's face against a database, quickly identifying individuals who pose a potential threat.

Burns Bog to get boost

DELTA — U-Haul will spread the word about the importance of the Burns Bog ecosystem by launching a SuperGraphic campaign on International Bog Day July 28. Graphics will be painted on the sides of 600, 24-foot trucks, with some already on the road.

Townhouse project okayed

PORT COQUITLAM — Liberty Homes has the go-ahead to build 43 townhouses on Argue Street. Council approved a

development permit Monday for Liberty to proceed with the project. The townhomes will be constructed on the Citadel Landing development on a former quarry site along the Fraser River. The city gave Genstar Development Company permission to create four townhouse lots on the old quarry site along the water.

Power firm seeks cash

SAN JOSE, CALIF. — Calpine Corp., a U.S. electricity generator, will sell units in a income trust fund to hold power plants that it owns or is building in B.C., Alberta and Ontario. Calpine, which didn't provide details of the offering, saw its shares fall 96 cents Tuesday, or 24 per cent, \$3.12. They have declined 81 per cent this year.

Duro appoints director

LANGLEY — Duro Enzyme Products announced the appointment Tuesday of Larry Gold to its board of directors. Gold has been a lawyer since 1974.

PRT reports profit

VICTORIA — PRT Forest Regeneration Income Fund on Tuesday announced second-quarter net earnings of \$2.5 million, or \$0.41 a unit. PRT is the largest producer of container-grown forest seedlings in North America, operating 13 nurseries from Ontario



"The main reason I want a new job is so I can tell my old boss off!"

modern dog



For Immediate Release

B.C.'s *MODERN DOG* NOW AVAILABLE CANADA-WIDE

VANCOUVER, December 5, 2002 – *Modern Dog*, the new Vancouver-based lifestyle magazine for urban dogs and their companions, is set to go national with their second issue! The winter issue will be available on newsstands country-wide prior to Christmas.

The premiere issue of the quarterly publication was launched October 2, 2002 and distributed throughout British Columbia. With newsstands selling out and a flood of emails and phone calls received from eastern Canada requesting information on where the magazine could be purchased, it became obvious that wider distribution was necessary.

Connie Wilson, publisher of *Modern Dog*, says, "We are just overwhelmed by the tremendous response. We knew there

was a need for this type of publication but this has exceeded our wildest expectations. We're thrilled to have *Modern Dog* available nation-wide!"

The magazine is Wilson's dream turned reality. Spurred on by a desire to be self employed in an area she felt passionate about and—importantly—to be able to spend more time with her dog, Kaya, Wilson invested her heart, soul and life's savings into her first-ever publishing venture. The result is a magazine

12/5/2002

Canine lifestyle magazine launched

First-time publisher targets urban dogs and their owners; industry spokesman says it could be rough for a while

Glenn Drexhage

A Vancouver entrepreneur hopes to claw her way to success in the dog-eat-dog world of Canadian magazine publishing with the launch of a new title.

Modern Dog, "the only lifestyle magazine for urban dogs and their companions," debuts in October 2002. The glossy quarterly is touted as a sophisticated publication that will feature fashion spreads for humans, accessories for

pooches, travel articles on pet-friendly destinations, advice columns and more.

"Basically it's about the art of living well with your dog," said **Connie Wilson**, *Modern Dog's* publisher, editor-in-chief and owner of Kaya, a seven-year-old Weimaraner.

The first issue will be "at least" 64 pages, and 15,000 copies will be available for \$4.95 at Chapters stores, Lower Mainland newsstands and in other B.C. cities. It will also be distributed to locations including pet stores, veterinary offices and coffee shops. The mag may reach other provinces by the second issue.

Wilson, whose previous careers include stints in real estate, manufacturing and as a legal assistant, has worked on the canine mag for about a year and financed it with her savings. Her one full-time employee is her daughter, and a group of others

have volunteered their expertise.

"If you really enjoy talking to people and getting out with your dog, there couldn't be any better job than this," she said.

Perhaps — but in the unforgiving world of magazine publishing, that job might not last too long. **William Shields**, the editor of *Westhead*, a publication about the Canadian magazine industry, said the odds are against new publications. As a rule, only about 20 per cent of launches still exist after five years.

In 2001, a bleak year because of an advertising slump and the economic downturn, Shields said 55 Canadian magazines launched, while 35 publications closed down. He expects 2002 will be "a little better."

However, Shields added that 80 per cent of publications with a serious business plan — one that addresses investment, editorial focus, distribution and production — last longer than five years.

"The [*Modern Dog*] concept is interesting. I just wonder if people who have dogs want to read a magazine about having a dog," he said. "If they can fill it with compelling editorial, then I think they've got a shot."

Wilson, who formed her business and marketing plan with Vancouver's **Toward Excellence Consulting Inc.**, is optimistic. She predicts that 30 to 40 advertisers will be on board for



New venture: **Connie Wilson** is launching *Modern Dog* this fall; pet **Kaya** will be around for support

the debut, and plans to entice them with a 40 per cent introductory discount. Potential advertisers range from vets, groomers and trainers to realtors, fashion firms and photographers. "I think that I'll be making money by my next issue," Wilson said.

If so, that would mark an impressive — and unlikely — feat. "Don't anticipate a profit until your fourth year," Shields cautioned, adding this

is why investors are so crucial to budding publications. Dogs aren't the only topic inspiring new magazines.

Fashion18, the sister publication of *Fashion Magazine* for a teen audience, recently launched its debut issue. The mag is based out of Toronto but also has offices in Vancouver and Montreal.

There's a batch of local content in the first issue, including cover star

Kristin Kreuk, the Vancouver-based actress from the TV series *Smallville*.

Fashion18's total circulation is 150,000 and its cover price is \$3.99. The next issue won't appear until 2003, when the mag plans to run quarterly.

The outlook could be promising for the trendy title — Shields noted that the ad market for fashion and women's magazines remains strong. ♦

ad@vancouverbiz.com

New mag truly for the dogs

ENTERPRISE | Publication takes bite out of urban dog lifestyle, writes Sun reporter **Michael McCullough**



What will you be wearing the next time you take your dog for a walk?

It's not something every dog owner thinks about, but Connie Wilson does. This week Wilson is unleashing *Modern Dog*, a quarterly magazine that promises to break the mould among pet-owner titles. Instead of dogs themselves, *Modern Dog* is about the urban dog lifestyle.

"You know that feeling you got when you were a kid and your mom got you dressed up for a Sunday stroll? I still love that feeling of dressing up and going for a stroll with my dog. You meet people and talk with people," Wilson said.

The premiere issue of *Modern Dog*, which will hit newsstands and pet stores following a launch party to benefit the Vancouver City Pound and Pacific Assistance Dogs Wednesday evening in Kitsilano, contains a fashion spread

See **GLOSSY OFFERS** C2



MARK VAN MANEN/VANCOUVER SUN

Connie Wilson, founder of *Modern Dog* magazine, plays with her 7½-year-old pet Kaya.

modern dog

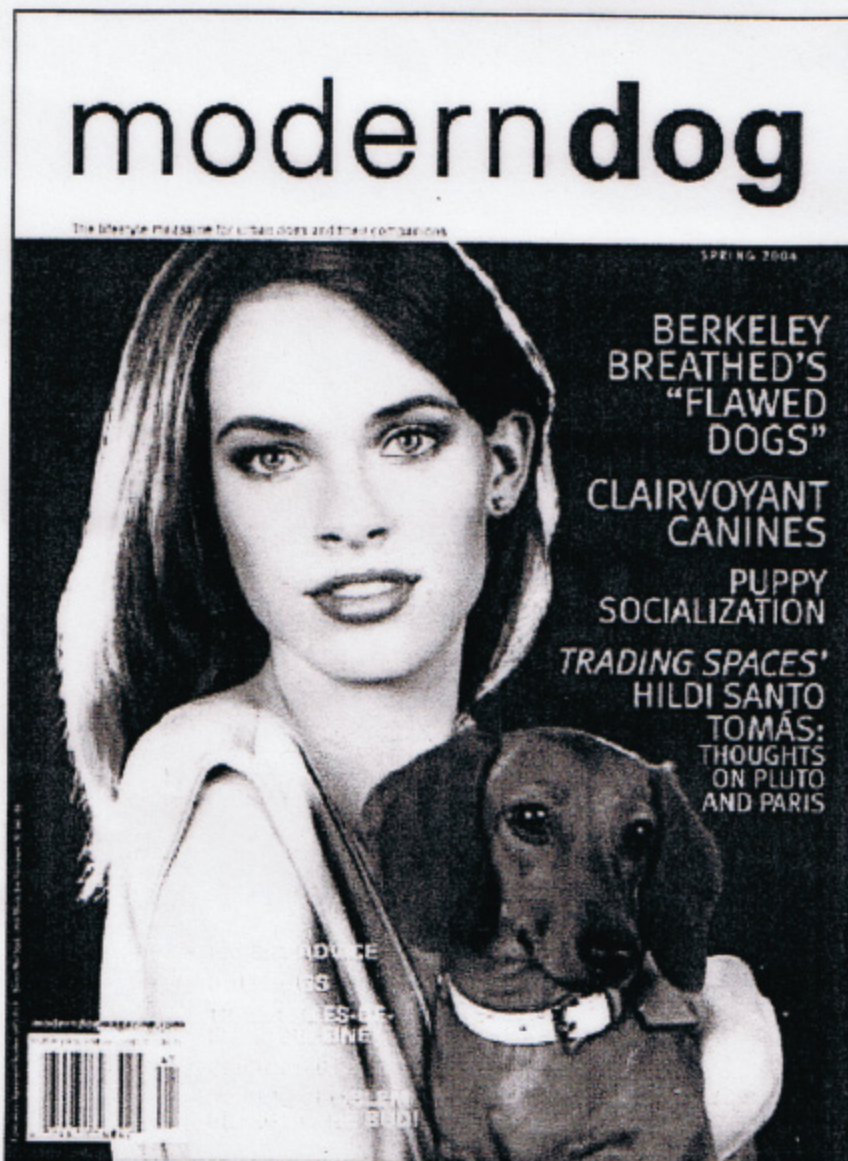
For Immediate Release

Modern Dog magazine named one of the "Top 30 Most Notable Launches of 2003"

VANCOUVER, March 9, 2004 - Based in Vancouver, BC, Canada, **Modern Dog magazine** was named one of the **"Top 30 most notable launches of 2003"** in the U.S.A. by Dr. Samir Husni, as published in the March 2004 issue of Folio Magazine. "The country's leading magazine expert" (according to Forbes ASAP magazine) tracks almost every consumer magazine available in the United States and chose Modern Dog out of 948 titles.

According to Folio Magazine, Dr. Husni's "assessment of what's hot and what's not carries weight in the advertising community". When asked "How do magazines make the list?", Dr. Husni responded, "The winners are publications we think are innovative and will have an impact on the industry. We weigh several factors, including the amount of buzz the launches generate, how original they are and how well they fit the target audience."

Modern Dog, the lifestyle magazine for urban dogs and their companions, is available across North America. It was also recently nominated a finalist for "Best New Title" in Utne Magazine's Independent Press Awards.



modern dog

FALL 2002 | PREMIERE ISSUE

OH, BEHAVE!
ADVICE FROM
STANLEY COREN

HIGH STYLE
FALL'S URBAN
ELEGANCE

GET YOUR
DOG IN THE
MOVIES
WE TELL
YOU HOW

DESTINATION:
WINE FEST

DOG AGILITY
EXPERT ADVICE
DOGGY STYLES
REVIEWS
ENTERTAINMENT
AND MORE!

The front cover of the inaugural issue of Connie Wilson's *Modern Dog* magazine, with photo by Mitchell Parsons.

Glossy offers tips, profiles and features

From CI

using clothing supplied by Holt Renfrew. The 64-page glossy offers tips on how to accessorize man and man's best friend alike, profiles of dog artists and features on dogs in the movies and adventure travel for dogs.

"We would never have bought a dog magazine before this. Most of them are boring. They're all about breeders and shows," said Wilson's daughter Jennifer Nosek, 26, who serves as *Modern Dog*'s fashion director. "This is more about leading a life with your dog."

Wilson got the idea to start a doggie style magazine after stints running a manufacturing company with her ex-husband, developing real estate and raising two daughters. She wanted to run a business that she could be passionate about, and that led straight back to her own constant companion, a weimaraner-pointer cross named Kaya. Appearing

on everything from Wilson's business card to the pages of the magazine, Kaya is *Modern Dog*'s unofficial mascot.

Starting with a print run of 15,000 distributed mostly in B.C. and retailing for \$4.95, Wilson hopes to take *Modern Dog* national next year. There are 50 advertisers in the first issue, all but three of them paid, Wilson said. The target advertisers are not just providers of pet goods and services but also fashion retailers, restaurants and car dealerships. In addition to advertisers, Wilson hopes to establish a directory of "partnering businesses," so that dog owners who move to a new city, for example, can quickly find a good veterinarian.

To Wilson, your pooch's pedigree doesn't matter. The point is what you do with her.

"I want to show how, especially in the city, having a dog can be rewarding. It's something to draw people together."

Magazine went to the dogs

Malcolm Parry
Vancouver Sun
COLUMNIST

CONNIE WILSON had a dangerous idea in 2002— to turn her back on careers in manufacturing and real-estate sales and turn her mortgage into a start-up specialty magazine. Fortunately for her, the specialty she chose was dogs. And not just the specific breeds many magazines favour, but “a meaningful reflection of life shared with dogs.”

Connie Wilson says dachshund Ester is a miniature but her
Modern Dog magazine is growing fast



She's been lionized since, not least by this newspaper. And last week her glossy quarterly, *Modern Dog*, got another shot in the paw when TV hosts Regis Philbin and Kelly Ripa gave it a pat on the head on their *Live With Regis and Kelly* show's first “Mutt America” contest. Wilson left daughter and creative director Jennifer Nosek in New York to photograph the hosts and winning Labrador-cross Bow for *Modern Dogs* fall cover (bountiful actress Pamela Anderson and beagle-cross Peanuts appeared recently). Back in town, she's planning bimonthly circulation for 2005 and wagging her tail at the magazine's 40-percent sell-through rate on U.S. newsstands. She'll fly to Toronto Friday to pitch the “nearly money-making – *Modern Dog* at the Woodstock Pooch Festival and talk turkey on a secret deal she is dying to spill.

modern**dog** magazine

Modern Dog magazine on *LIVE with Regis & Kelly*...



LIVE with Regis and Kelly announced today they are holding the first annual "Mutt America" contest during the week of May 17, 2004. *LIVE* will provide transportation and accommodation for 5 finalists and their mutts to appear on the program. The mixed-breed entrants are to be judged on talent, lineage and background.

The Grand Prize-winning mutt will appear on an upcoming cover of Modern Dog Magazine with Regis and Kelly!

Currently in its 16th season in national syndication, *LIVE with Regis and Kelly* remains a stronghold in daytime television, boasting phenomenal growth and continuing to entertain viewers nationwide. The show has been Emmy-nominated eleven times. Since its inception nearly two decades ago, the show enlivens morning television with its hilarious host chat and A-list celebrity guests.

For more information, visit:

www.muttamerica.com

Modern Dog magazine is the lifestyle magazine for urban dogs and their companions. A witty and stylish look at life shared with our four-legged friends, Modern Dog has been called "the Vogue for dogs" and was recently **named "one of the Top 30 Most Notable Launches in 2003" in the U.S.A. by Folio magazine.** Look for Modern Dog at Barnes & Noble, Borders, Chapters, Indigo and fine independent retailers.

For more information, contact Modern Dog at 1-604-734-3131 or visit
www.moderndogmagazine.com



Modern Dog & ELLEN!

Modern Dog goes to LA!

Find out what everyone's favorite television host has to say about everyone's favorite dog magazine! Watch the Ellen Degeneres show Monday March 10th to get a sneak peek of Ellen on Modern Dog's Spring cover – pick up a copy and you'll also get the exclusive interview (on newsstands March 10th). Watch carefully and you might just see our publisher Connie Wilson getting her groove on in the audience.

Check out www.moderndogmagazine.com to see our Spring cover.

Got to <http://ellen.warnerbros.com/> to find out when and where to watch!

Get Modern Dog delivered right to your door.

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newsletter

March 6th, 2008

Canine Confidential

**Modern Dog featured on CBC-TV's Canine Confidential
Tonight at 8pm!**

From backyard to bedroom, dogs have become full-fledged members of the family. As part of the internationally acclaimed Confidential series, CBC will be airing Canine Confidential, Thursday March 6th at 8pm. Featuring soldier dogs, pampered dogs, dancing dogs and a behind the scenes look at Modern Dog's dog-friendly, magazine publishing office, CBC explores the fascinating and mystifying relationship we have had with pups for thousands of years. You'll never look at Rover in the same way again! See clips on our website www.moderndogmagazine.com

After March 6th you can watch the complete Canine Confidential online at http://cbc.ca/documentaries/confidential/canine_video.html



Courtesy of CBC