

The World of Mastiffs

COLLECTOR'S ITEM

HARDBACK



In the New Millennium

A VITAL REFERENCE IN A SMALL AND FAST WORLD

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press

FOR THE PRESERVATION OF WHAT IS EASILY FORGOTTEN

The World of Mastiffs - In the New Millennium



The first issue of 'The World of Mastiffs', which covers the worldwide interest in the breed from the year 2000 to 2015, will be published this coming Winter. Prominent breed enthusiasts, from Canada to Australia and from Finland to America, will bring you the highlights of regional love for the Mastiff. In an increasingly faster and smaller world, 'The World of Mastiffs' is a colourful reference, essential for true devotees of the breed.

The international orientation of breeders and judges alike has given the development of the breed an extra input. Going for the best counts more than ever, with 'The World of Mastiffs' as the most comprehensive guide.

Unbiased reference

Modern technology, the internet and social media have given love for the Mastiff a new dimension,



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



unimaginable a few years ago. The very same day a dog show is held, the results can be seen at home, along with the latest gossip. Hundreds of messages per e-group, per week, are not unusual. The more this advances, the more there is the need for a quiet moment of study and unbiased reference, and for this, 'The World of Mastiffs' is ideal.

Editors: Janet Brownlee and Bas Bosch

Champions honoured

'The World of Mastiffs' brings you all the aspects which make it such a colourful reference, with facts, figures and photographs about breed clubs, events, champions and other important dogs. In principle every champion will be honoured by a full colour photograph and a three-generation pedigree, for free. There will also be in-depth articles about subjects such as breeding, type, history, standard,

art, law and health, as well as extensive interviews with top breed enthusiasts. All this will be covered in approximately 350 pages.

Full-colour

'The World of Mastiffs' is a luxury hardback book 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 Mastiff connoisseur.

Correspondent

In principle a correspondent has been appointed in every country that is home to a number of Mastiffs. Your fellow countryman is the key figure in this vast project. He is the one to contact, for all matters regarding 'The World of Mastiffs': delivering copy, placing adverts, buying books, etc.

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

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How to advertise

Your correspondent has all the detailed information on advertising in 'The World of Mastiffs' 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 with your correspondent and pay in advance. He will receive all the ordered copies for your country at his address and arrange distribution. The pre-order price of 'The World of Mastiffs' is € 55. After publication the selling price will be € 75 plus postage from the publishers.

'The World of Mastiffs' is an exclusive project of BBPress, publishing house in the Netherlands, which specialises in high quality dog books. www.bbpress.nl

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