

# The Crossover Trainer

Media Kit

# What We Do

Ines Gaschot started the Crossover Trainer blog to share her story. She was transitioning from dominance-based dog training methods to positive reinforcement-based dog training methods at the time. She is now a Certified Professional Dog Trainer – Knowledge Assessed by the CCPDT.

She maintains The Crossover Trainer blog in order to continue to spread the word about positive training methods.

Create Instructional Videos

Share Engaging and Shareable Stories

Create eBooks

Create Interesting Articles

Create Scientifically Sound Handouts

Share Seminar Notes

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Our stories, handouts, and eBooks have been shared by professional dog trainers and veterinarians around the world.

# Page Views

Average 2014 Monthly

9,900

Average 2014 Weekly

2,300

Average 2014 Daily

300

Days Weeks Months

[Summaries](#)



# Our Audience

## Our Readers Are:

- Dog Owners Experiencing Behavior Issues for Their Dog
- Educated Dog Owners
- Educated Amateur Dog Trainers
- Professional Dog Trainers
- Veterinarians

## Our Readers:

- Share compelling dog training related content.
- Pursue personal and professional development
- Follow force-free, scientifically sound animal training methods.

# Search Results

## Common Keywords:

- Cesar Millan
- Loose Leash Walking Tips
- Dog Whisperer
- Shade Whitesel
- Trigger Stacking
- Clicker Games for Dogs
- Karen Pryor Academy

## Most Common Landing Pages:

[www.thecrossovertrainer.com/](http://www.thecrossovertrainer.com/)

- [one-persons-experience-with-the-dog-whisperer/](#)
- [what-is-a-threshold/](#)
- [skinner-quadrants-series-part-i/](#)
- [reflections-on-prong-collars/](#)
- [stimulating-endorphins-while-training-your-dog/](#)

# Subscribers

We send our monthly newsletter to over 575 email subscribers via MailChimp.

All our subscribers volunteer their information to receive news from us. We value their privacy and will not release any emails, but we would be happy to place information about your company in our e-newsletter. (See our unique advertising opportunities below.)



# Banner/Side Bar Ads

## SIZE

336 x 280 (large rectangle)

300 x 250 (medium rectangle)

300 x 150 (half banner)

150 x 150 (quarter banner)

160 x 600 (wide skyscraper)

## PRICE

\$50/Month

\$40/Month

\$35/Month

\$25/Month

\$50/Month

Custom sizes available – please ask!

# Unique Advertising Opportunities

## **NEWSLETTER SPONSORSHIP**

Sponsor our weekly newsletters and information and inspirational tips.

## **SOCIAL MEDIA ENGAGEMENT**

Reach our Facebook, Twitter, and Pinterest following by sponsoring social media posts, polls, and contests.

## **SPONSORED CONTENT INTEGRATION**

Incorporate your product or products into our valuable content.

## **VIDEO OR EBOOK SPONSORSHIP**

Fund an instructional video or ebook pdf targeted towards business management, client retention, or dog training products for professional trainers.



# Contact Us

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[www.thecrossovertrainer.com](http://www.thecrossovertrainer.com)