

Souvenir Show Guide 2027

Media Pack

A celebration of dogs

Crufts is the greatest dog show in the world, organised by the Royal Kennel Club, the UK's largest organisation dedicated to protecting and promoting the health and welfare of all dogs.

Started in 1891 by the great showman Charles Cruft, Crufts has grown in both size and scope to become the main event and an essential date on any dog lover's calendar.

Crufts returns this year with many opportunities for sponsors and advertisers to promote their products and services to an engaged audience of dog lovers.

Over 150,000 attended in 2026







The Souvenir Show Guide

The Show Guide is the must-have publication for visitors to the show taking place over four days. In addition to high-quality editorial features to be enjoyed after the event, the Show Guide includes timetables of events, details of show highlights and a guide to the hundreds of exhibitors at the NEC. It is the essential publication to make the most of the event and a great opportunity to market your products and services.









18,000 copies sold out in 2026





Crufts
Royal Kennel Club

The Show Catalogues

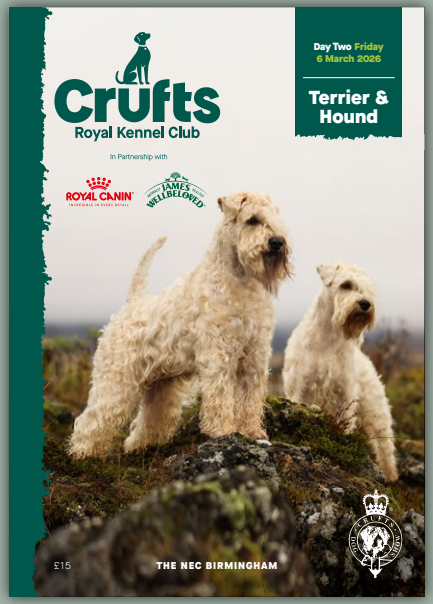
The Show Catalogues contain vital information regarding the 24,000 dogs being shown along with breeder and judging information and is used as an important reference tool for the breeders.

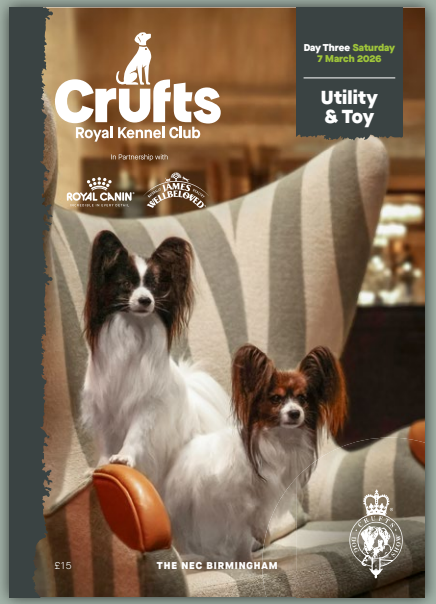
There are four Show Catalogues representing the breeds listed below. There is one for each day of Crufts and your advertisement will appear in all four guides.

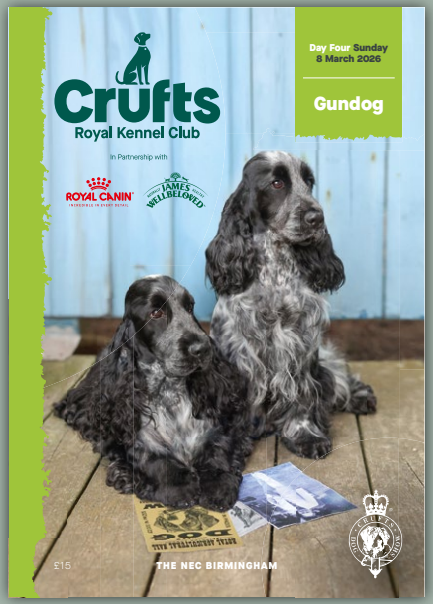
- **Day 1 Working and Pastoral**
- **Day 2 Terrier & Hound**
- **Day 3 Utility & Toy**
- **Day 4 Gundog**

14,000
copies sold out in 2026
Note: A digital version of the catalogues will be available









VIP Goody Bag

Visitors to Crufts 2027 can enjoy a VIP experience with the Crufts-branded VIP Goody Bag.

The collectable Crufts VIP goody bag has become a must-have souvenir for visitors to Crufts. The first thing visitors see when they arrive, the limited-edition Crufts Goody Bag includes the Souvenir Programme, a collection of samples and discount vouchers to be redeemed at the event, and provides a route directly into the homes of consumers and their pets, long after the show has finished.

As part of the VIP Goody Bag, your brand will feature on all the pre-event marketing and promotion, on all advanced ticket sale platforms, and on each of the sales points around the show itself.

Limited to 30 items, reserve your product space now in the VIP Goody Bag for 2027 to avoid disappointment.

8,000
bags available
SOLD OUT IN 2026



*For illustrative purposes only
2025 VIP BAG

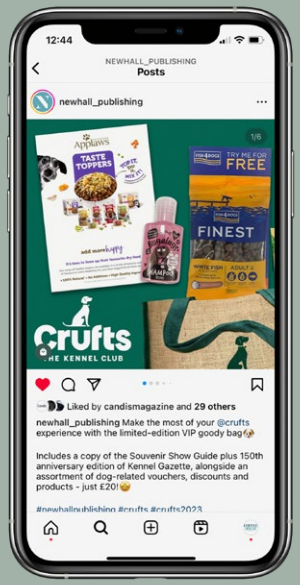
Adding value to your advertising

The Show Guide will be promoted as part of the Show Guide Package in the build-up to the event.

People booking tickets for Crufts 2027 will be given the option to pre-order the Show Guide with their tickets and there will be various sales points at the show selling the package that will include the Show Guide.







35-64
Average age.
Majority ABC 1

Crufts
Royal Kennel Club

Crufts social reach during the show

24.9 million
general digital audience

34.5 million
Facebook post reach

2.5 million
post engagements

402k
Instagram followers

20.9m
Instagram reach

Top performing post had 392.7K views

12.6m
Tik Tok views

Top performing video had 126.6K views

Crufts
Royal Kennel Club

2027 Rate card

Souvenir Show Guide

Double page spread
£3,495 + VAT

Full page
£1,995 + VAT

Half page
£1,295 + VAT

Quarter page
£795 + VAT

Premium positions on request

The Show Catalogues

Double page spread
£2,995 + VAT

Outside back cover
£2,495 + VAT

Inside front/back cover
£2,250 + VAT

Full page
£1,995 + VAT

Half page
£1,295 + VAT

Prices are for all four days

VIP Goody Bag Inserts

Inserts into VIP bag
£995 + VAT



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Newhall
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Technical specifications

Souvenir Show Guide

Print run: 18,000

Finish: Perfect bound

Cover price: £15

Pagination: 192pp + 6pp cover

Stock: Cover 250gsm Woodfree Silk.
Text 90gsm Woodfree Silk

Size: 275mm x 210mm

The Show Catalogues

Print run: 14,000

Finish: Perfect bound

Cover price: £15

Size: A5

Crufts
Royal Kennel Club

Advert dimensions

Souvenir Show Guide

Double page
420mm (w) X 275mm (h) +3mm bleed

Full page
210mm (w) X 275mm (h) +3mm bleed

Half page portrait
91mm (w) X 254mm (h)

Half page landscape
186mm (w) X 125mm (h)

Quarter page
91mm (w) X 125mm (h)

The Show Catalogues

Double page
296mm (w) X 210mm (h) +3mm bleed

Full page
A5 - 148mm (w) X 210mm (h) +3mm bleed

Half page
122mm (w) X 92mm (h)

Crufts
Royal Kennel Club

2026 in numbers

TV Coverage

Claudia Winkleman joined the C4 team in 2026.

There were 17 hours of coverage across Channel4 and More4 presented by Clare Balding.

Best in Show (Sunday evening, 7–9pm):

1.5M average viewers

2M peak audience

Across four days:
Over 8 million viewers in total.

PR & Media Coverage

In 2026, Crufts generated more than 16,000 pieces of press coverage, with a combined readership of over 12 million across regional, national and trade publications:

Online: 3,500+

Broadcast: 1,700+

Newspapers: 600+

Magazines: 50+

Livestream / Digital Viewing

1.4 million
viewers on the Crufts YouTube channel.

Arena livestream watched by
621,000
people across YouTube

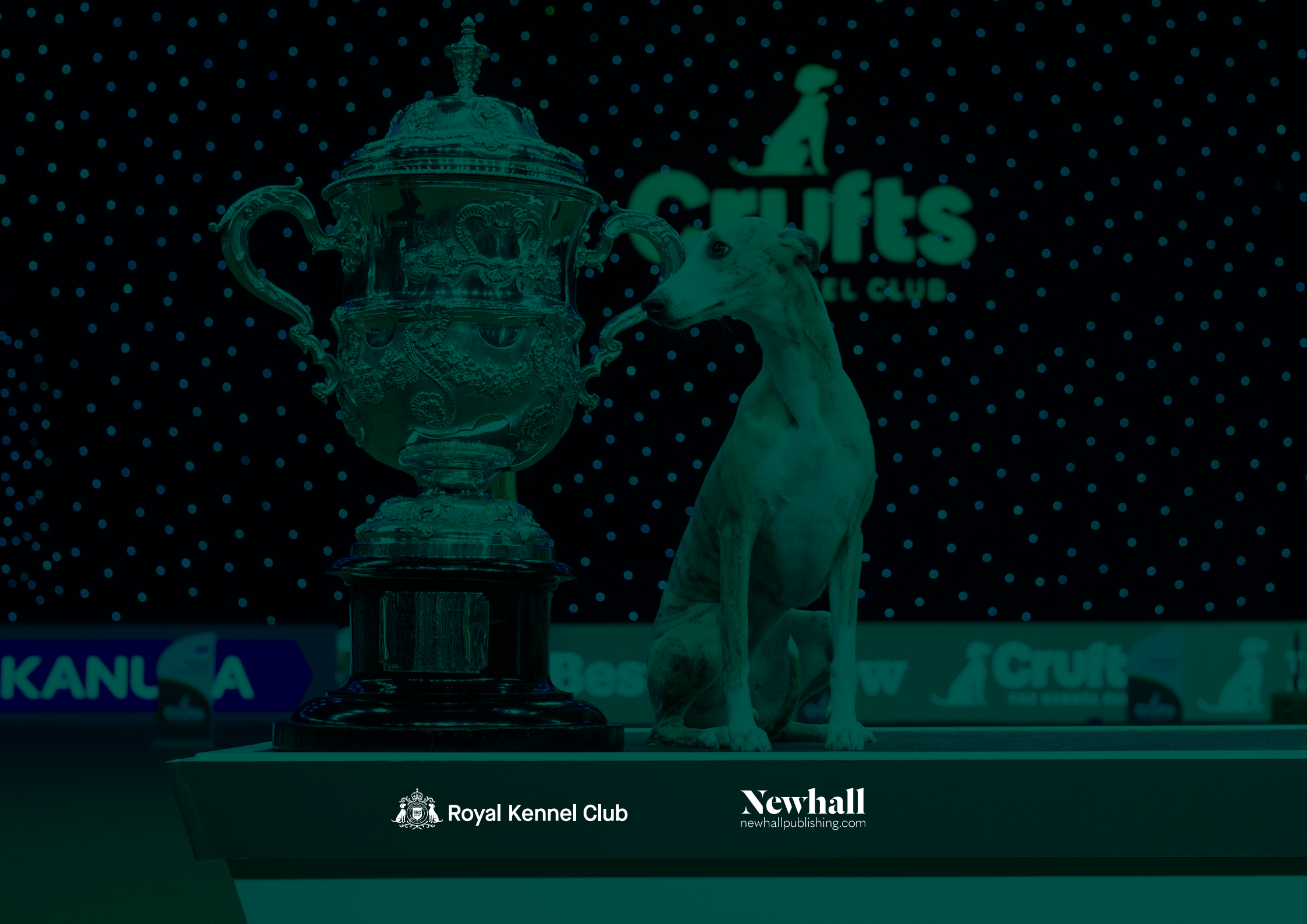
Social Media

137 million
unique viewers reached with Crufts content.

9+ million
engagements (+16% vs 2025).

97.9 million
views across Meta

39.7 million
video views across YouTube & TikTok



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