



# Media Kit

@LOVENEWFOUNDLANDS  
LOVE NEWFOUNDLANDS, LLC  
WWW.LOVENEWFOUNDLANDS.COM

UPDATED NOVEMBER 2025



**Love Newfoundlands supports, educates, and encourages all members of the Newfoundland dog community for the betterment of the breed as a whole.**

**As the founder of National Newfoundland Dog Day, Love Newfoundlands has amassed a global audience.**

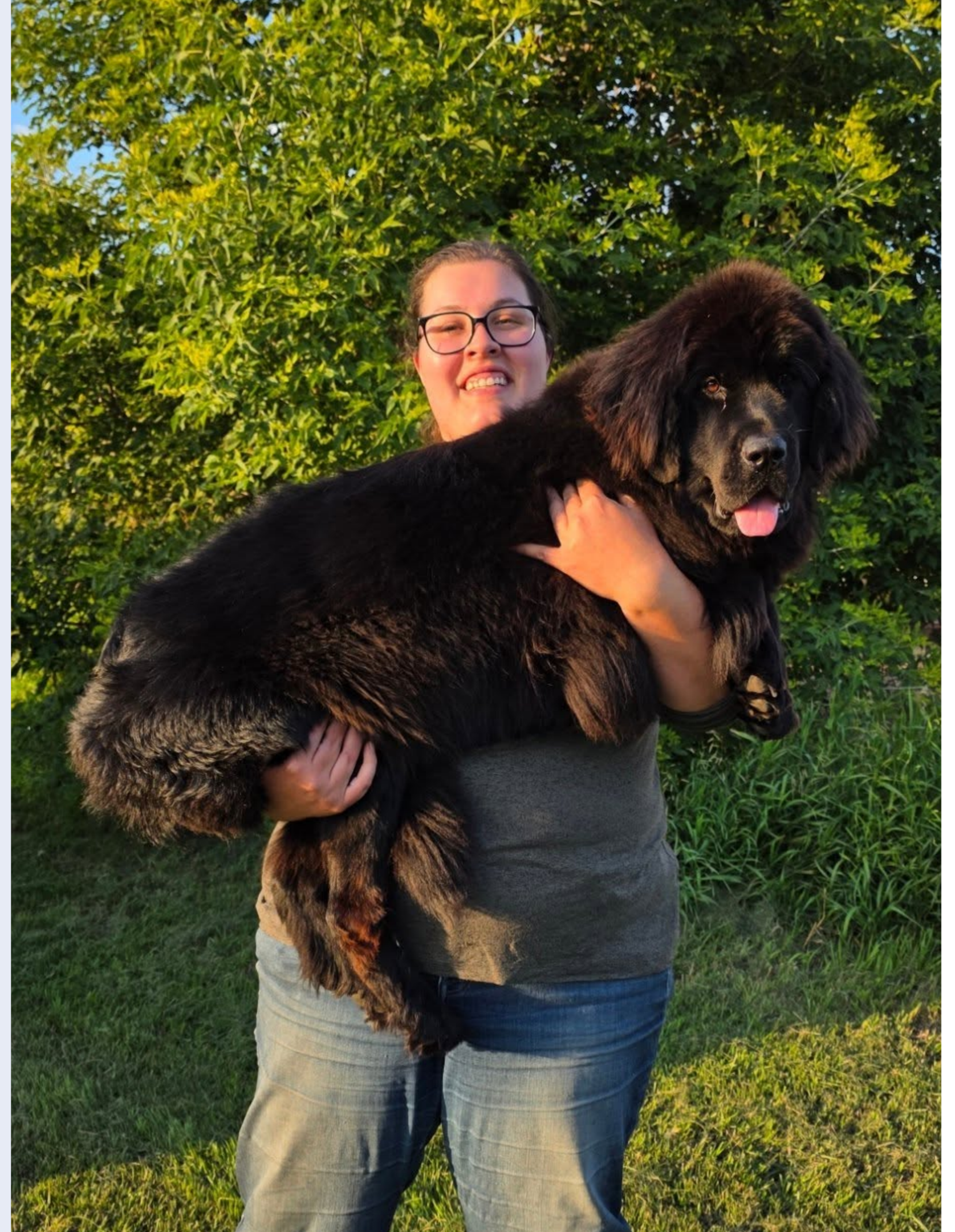
[WWW.LOVENEWFOUNDLANDS.COM](http://WWW.LOVENEWFOUNDLANDS.COM)



# Niki & Niya

Niki is an award-winning photographer, blogger, and content creator based in rural North Dakota with a lifelong love for Newfies. Through ***Love Newfoundlands***, she shares the beauty, humor, and heart behind living with a Newfoundland. Niki combines storytelling, photography, and education to connect with a loyal community of dog lovers around the world.

Her Newfoundland, Niya, is the inspiration behind it all — a gentle, lovable doofus who embodies the breed's sweet-natured spirit. Together, Niki and Niya create authentic, high-quality content that highlights trusted brands, celebrates the bond between dogs and their people, and inspires others.





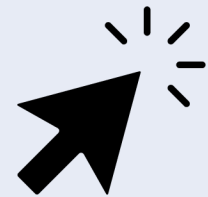
# Blog Analytics

***Love Newfoundlands*** reaches a highly engaged audience of dog lovers and Newfoundland owners seeking trusted advice, inspiration, and product recommendations. Our content builds authentic connections and delivers consistent visibility for brands within the pet and lifestyle space.



**1800+**

Monthly Pageviews



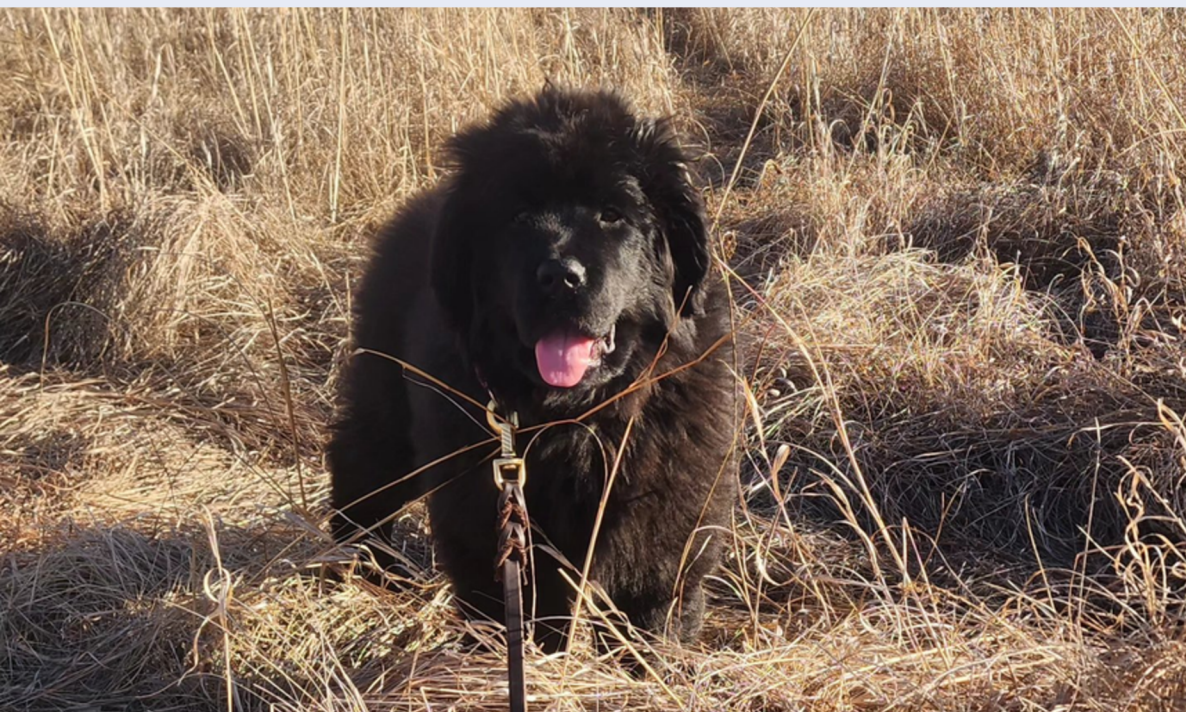
**1600+**

Unique Sessions



**48s**

Average Session Duration



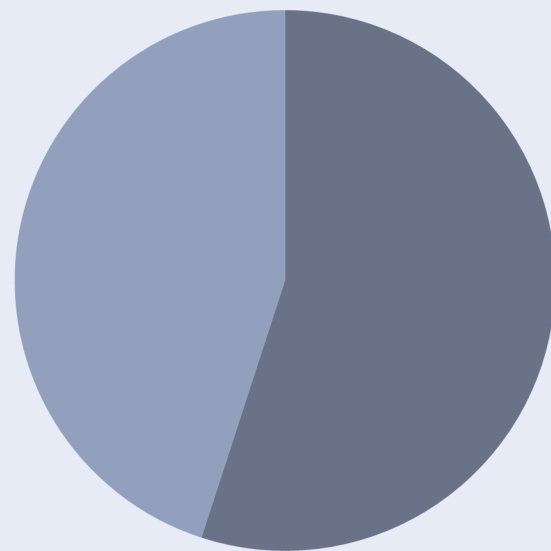


# Audience Insight

Our audience is made up of dedicated dog owners, breed enthusiasts, and pet lovers who value quality products, trusted brands, and authentic storytelling

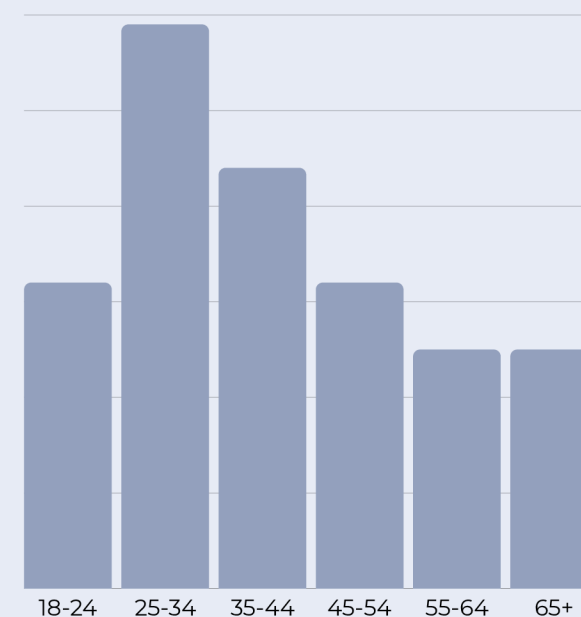
## Gender

55% Female  
45% Male



## Age

Average Age of  
25-44 Years Old



## Location

United States, Canada,  
United Kingdom, Australia





# Social Media

***Love Newfoundlands*** connects an engaged community of dog lovers through authentic storytelling, stunning imagery, and educational content. We create meaningful partnerships between trusted brands and dog loving families.

**3040+**

Instagram

**815+**

Facebook

**230+**

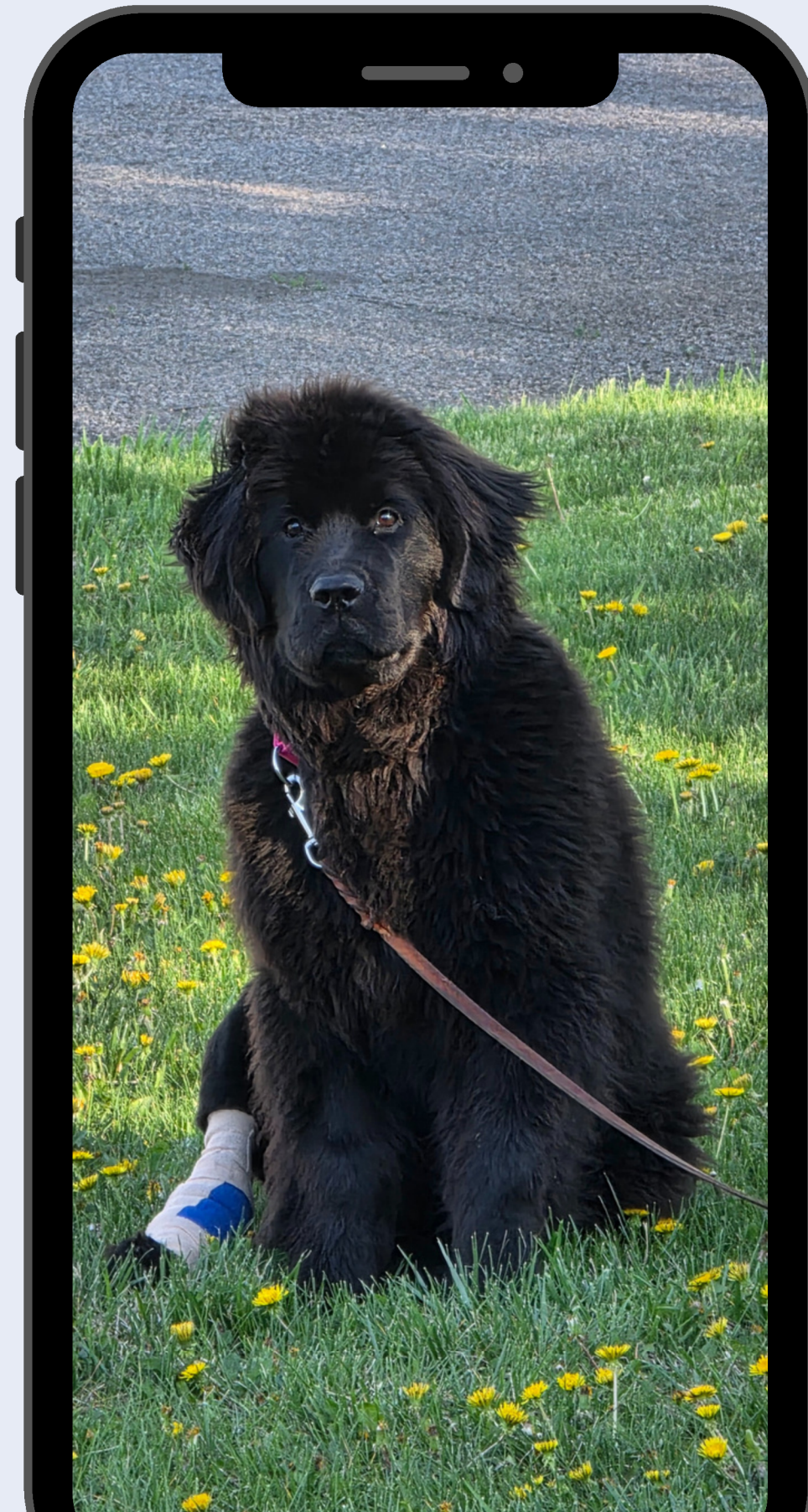
YouTube

**1315+**

TikTok

**3500+**

Pinterest Impressions





# Newf-Letter

The Newf-Letter reaches a dedicated audience of dog lovers each month with breed education, lifestyle content, and trusted product recommendations that will make their life as a large-breed pet parent easier.

35

Subscribers

36%

Open Rate

23%

Click Rate





# As Seen On

Love Newfoundlands, National Newfoundland Dog Day, and Niki have been featured around the Internet



BARK=POST



EventGuide<sup>SM</sup>

Newf Tide



Junior Winner of the 2010 NCA Annual Photo Contest



# Let's Collaborate!

We partner with companies that share our commitment to excellence, care, and connection — brands that understand the needs of large-breed dogs and the families who adore them.

@lovenewfoundlands  
[www.lovenewfoundlands.com](http://www.lovenewfoundlands.com)  
[lovenewfoundlands@gmail.com](mailto:lovenewfoundlands@gmail.com)

