

Sass Studios Celebrates the Launch of EverydayDogMagazine.com

Gives Newly Acquired Publication a New Name and a Fresh Look

Frederick, MD: Sass Studios, a graphic design company specializing in women-owned businesses and pet-related industries, recently announced the launch of EverydayDogMagazine.com, an online lifestyle resource for dog lovers and owners. After acquiring The Virginia Maryland Washington D.C. Dog magazine in January 2018, Sass Studios chose to rename and re-brand the publication, moving from a quarterly print magazine to an online presence.

“The opportunity to purchase the company was unexpected, but I knew it was a good business decision for Sass Studios. After working on the publication with the former owner for several years, I knew how well it ties into our love of working with pet enthusiasts and publishing magazines. It’s a perfect fit,” said Kim Dow, owner of Sass Studios.

Everyday Dog Magazine provides ideas and advice on a variety of topics, including dog-friendly travel sites, training techniques, health concerns, and DIY projects. The website also shares inspirational stories from around the nation, business spotlights, and a section showcasing a featured rescue dog.

“Though we are including many of the same great features of VAMDDC Dog, we’re moving from a medical, industry-specific voice to more of a lifestyle website. We want to appeal to the everyday dog owner — and not just people in the VA, MD, DC area, but around the nation,” Dow said.

Created for dog lovers by dog lovers, Everyday Dog Magazine welcomes freelance writers to submit article ideas to Laura Rennie, the Publications Manager for Sass Studios. Send pitches to laura@sasscreativestudios.com.

About Sass Studios

Sass Studios, located in downtown Frederick, MD, offers a variety of design services, from full-service branding packages to website design, publication design, and event collateral. Previously named Kalico Design, Sass Studios recently celebrated ten years in business. Clients include the Izaak Walton League of America, the U.S. Composting Council, the Weinberg Center for the Arts, and NAVTA (National Association for Veterinary Technicians in America).

Sass Studios also owns and produces Sass Magazine, a print quarterly celebrating the women in the greater Frederick area.

About Everyday Dog Magazine

Everyday Dog Magazine was formerly the Virginia Maryland Washington D.C. Dog, a print publication servicing residents in Virginia, Maryland, and D.C. Sass Studios provided graphic design services for the magazine for 7 years before the acquisition. Now a web-only resource, EverydayDogMagazine.com serves dog lovers from all over the nation. Future plans for the website include adding an events calendar, as Sass Studios hopes to encourage dog owners to connect and support one another.

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