Collie Chatter

colliechatter.com

A friendly, practical blog for collie lovers: health, toys, grooming and buying guides.

Media Kit 2026 | Partnerships & reviews

About Collie Chatter. Collie Chatter is an independent blog for people who love collies: rough, smooth, border and bearded collie owners and anyone thinking about bringing one home. Readers come for practical, well-researched guides on collie health (like MDR1 drug sensitivity and parasite protection), toys and games for busy herding minds, grooming tools, and honest buying guides and recommendations. Newer guides cover puppy supplies, a free new-puppy checklist and audiobooks for dog owners.

Gerry Howe
Founder. Created the Collie Chatter name, logo and website, and runs the blog today.

Last 90 days at a glance

11K
Visitors
10K new + 784 returning

12K
Pageviews
11K from new visitors, 1.1K from returning

5.4K
Google search clicks
Up 4.3% vs. previous 90 days

+22.9%
Visitor growth
vs. the previous 90 days

816K Google search impressions

5.9K unique visitors from search (+11.9%)

about 3.7K visitors per month (90-day average)

Pageviews average about 4K per month (90-day average). Monthly figures are 90-day totals divided by three.

Who reads Collie Chatter

How readers find us

Organic search	57%
Direct	37%
Organic social	4%
Other	2%

Top audience countries

United States	44%
United Kingdom	10%
Australia	5%

Share of all visitors.

Devices

Mobile	51%
Desktop	47%
Tablet	2%

A near-even mobile / desktop split.

Social community

1,525
Facebook followers

2,985
Instagram followers

4,510 followers combined
Follower counts as of Oct 18, 2026 (Publer).
Plus a SendFox email newsletter for readers.

Data: Google Analytics and Search Console via Site Kit, Jul 20 – Oct 17, 2026.

Collie Chatter

Content & partnerships

Most-read content (last 90 days)

	ARTICLE	PAGEVIEWS	AVG. SESSION
1	Parasite Protection for Dogs with the MDR1 Gene	1,654	2m 41s
2	Our Top 20 Recommended Toys for Collies	1,195	2m 12s
3	10 Low-to-No-Cost Games and Activities to Keep Your Collie Occupied	1,184	1m 52s
4	Things to Consider Before Getting a Border Collie	683	2m 14s
5	How Smart Are Rough Collies?	536	2m 0s
6	U.S. Collie Breeder Directory	477	3m 9s
7	Rough Collie Grooming Tools	361	2m 7s

What readers search for

border collie · rough collie · collie · scottish collie · toys & games for border collies

"Best toys for border collies" earns a 38.89% click-through rate from Google search.

Content strengths

Health · Toys & games · Grooming · Buying guides · Recommendations

New: puppy supplies guide, a free new-puppy checklist, and audiobooks for dog owners.







Ways to work together

1. **Sponsored posts & product reviews**
   Honest, clearly disclosed write-ups of dog food, toys, grooming gear, insurance and other pet products.
2. **Affiliate partnerships**
   Ongoing affiliate links in relevant guides where your product genuinely fits collie owners' needs.
3. **Buying guides & top picks lists**
   Product features in buying guides and "Top picks" lists, such as toys, grooming tools and puppy supplies.
4. **Newsletter & social mentions**
   Mentions in the Collie Chatter email newsletter and on Facebook and Instagram.

Brand fits: dog food · toys · grooming · pet insurance · pet products

Rates on request

Let's chat about collies

Happy to talk through ideas that are a good fit for collie owners.

Gerry Howe, Founder
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