

Veterinary  
**Practice**



Veterinary  
**Practice**

Media pack **2019**

# Veterinary Practice magazine

Over the last year, *Veterinary Practice* magazine has transformed its design and content and is now firmly re-established as a professional publication with a user-friendly website and an active social media presence. We have received nothing but positive feedback on the new design, which has undoubtedly improved the reader experience.

The clear division of content into five key sections (small animal, large animal, equine, practice management and opinion) has made the content even easier to navigate and more and more users are visiting the revamped website to read *Veterinary Practice* articles online.

There is something for everybody in *Veterinary Practice* magazine, including veterinary surgeons, veterinary nurses, receptionists and practice managers.

Our dermatology column is particularly popular; this monthly feature offers in-depth information on diagnosing and treating a different condition every month. We also have a regular nutrition column in the small animal section, as well as a focus on various clinical topics throughout the year.

In 2019 we will be expanding the large animal section, which includes monthly insight into large animal practice and is supplemented with the Official Vet column every three issues. The OV column provides the latest news and updates for Official Vets in the UK.

Our BEVA-sponsored equine section includes several interesting articles each month, ranging from drug testing to practice profiles and treating disease. Legal, finance and business columns are all located in the comprehensive practice management section, which also often features articles on customer care, teamwork and leadership.

Elsewhere, there are reports from CPD events and several pages dedicated to the news stories hitting industry headlines. Columns on mental health, animal welfare and innovation are regularly included. RCVS Knowledge also contributes a useful column summarising the latest research published in *Veterinary Evidence*.

*Veterinary Practice* magazine continues to be the UK's leading monthly veterinary publication and the growing team works hard to ensure that every month, the magazine is an interesting and useful resource for veterinary professionals.



## SENT TO PRINT AND ONLINE SUBSCRIBERS IN VETERINARY PRACTICE AROUND THE UK

*Veterinary Practice* magazine is a monthly publication sent to print and online subscribers in veterinary practice around the UK. Our readership comprises veterinary surgeons (in all types of practice – small animal, large animal, mixed and equine), practice managers and veterinary nurses. The printed magazine can be found at the popular veterinary congresses in the UK, including the London Vet Show, BSAVA Congress, BEVA Congress, BCVA Congress, VetsNorth, VetsSouth and the Official Vet Conference.

The newly designed *Veterinary Practice* website ([veterinary-practice.com](http://veterinary-practice.com)) is regularly updated with all content from the magazine and users can browse archived material stretching back 10 years. The news, features and opinion pieces are free to access with no login required.

ABC Application Approved







**9,000\***  
unique users per month



**15,000\***  
page views per month

# Veterinary Practice online

With the launch of a new website at the end of 2017, *Veterinary Practice* magazine content reaches even more veterinary professionals around the UK. The website has 9,000 users and 15,000 pageviews per month. There are also 9,000 subscribers to the monthly mailer, which informs readers when the new issue is available to view online.

The online popularity is growing; the *Veterinary Practice* website saw a 300 percent increase in pageviews between January and June 2018 and sees a 30 percent increase in pageviews per month.

Our mobile-responsive platform allows veterinary professionals to access the wide range of content anywhere, anytime.

\*Google Analytics September 2018

# Key sections

## SMALL ANIMAL

This section provides a wide variety of articles useful to general practicing small animal vets. David Grant produces a popular column on dermatology on a monthly basis, which usually covers the diagnosis and treatment of a specific dermatological condition. The small animal section also includes a nutrition column, and a wide range of clinical articles are featured throughout the year.

## LARGE ANIMAL

Every month, *Veterinary Practice* magazine's large animal correspondent, Richard Gard, provides educational updates for the large animal veterinary community. This article, which sometimes features event reports or updates on diseases of concern, is often supplemented with an expert-written piece on diseases in cattle, pigs, sheep and goats.

## EQUINE

Sponsored by BEVA, the equine section of the magazine is home to various features, event reports and updates useful to the equine practitioner. Every month, a member of the BEVA team provides comment on a topic of interest to the profession. Clinical articles written by experts cover topics such as reproduction, drug testing and infectious diseases.

## IN FOCUS

A different clinical topic is chosen each month for the "In focus" section. The section typically includes two expert-written articles on an area of interest in small animal, large animal or equine practice, and a summary of the latest scientific research on that topic. A full calendar of topics for 2019 can be found overleaf, in the feature list.

## PRACTICE MANAGEMENT

Designed to provide informative articles for practice owners, managers, team leaders and all staff involved with customer care, this section offers advice on topics related to the running of a practice. The practice management section contains a wide range of articles, from developing teamwork skills to designing a new practice and complying with the latest regulations.

## OFFICIAL VET

Featuring on a quarterly basis, the Official Vet section provides OVs with the latest news and updates, as well as offering interesting features on topics relevant to the industry – from notifiable diseases to pet passports. Reading articles in this section counts towards CPD requirements for OV revalidation.







## REGULAR COLUMNS

Innovation	Dentistry
RCVS Knowledge	Business
Mental health	Finance
Animal welfare	Legal
Nutrition	VDS
Dermatology	

## +PLUS

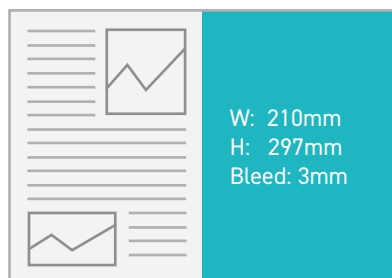
Event reports, a snapshot of the news currently hitting industry headlines and opinion columns from Gareth Cross, David Williams and guest contributors

 <b>MONTH</b>	 <b>COPY DEADLINE</b>	 <b>IN FOCUS</b>	 <b>EVENTS</b>	<b>PLUS</b>
February	21/01	<b>Feline disease</b>	<i>VetsSouth preview; LVS report</i>	<i>Customer care</i>
March	20/02	<b>Dermatology</b>	<i>VetsSouth and SPVS-VMG Congress reports; BSAVA preview</i>	<i>Official Vet; dentistry; parasites</i>
April	20/03	<b>Orthopaedics</b>	<i>VetsSouth report</i>	<i>Exotics; wildlife</i>
May	22/04	<b>Pain management</b>	<i>BSAVA Congress report</i>	<i>Farm animal; mental health</i>
June	20/05	<b>Canine disease</b>	<i>VetsNorth preview</i>	<i>Official Vet; dentistry; animal behaviour</i>
July/August	19/06	<b>Parasites; labs and diagnostics</b>	<i>Vet Fest report; VetsNorth report; Cx Congress report</i>	<i>Neurology; animal welfare</i>
September	19/08	<b>Equine disease</b>	<i>BEVA Congress preview; OV Conference preview</i>	<i>Official Vet; nutrition</i>
October	20/09	<b>Bovine disease</b>	<i>BEVA Congress report</i>	<i>Rabbits; leadership</i>
November	18/10	<b>Wound management</b>	<i>LVS preview; BVNA and OV Conference reports</i>	<i>Oncology; tech innovation</i>
December/January	22/11	<b>Ophthalmology; cardiology</b>	<i>BCVA Congress report; BVZS report</i>	<i>Official Vet; dentistry; anaesthesia</i>

# Feature list



# Advert options and rates



## FULL PAGE

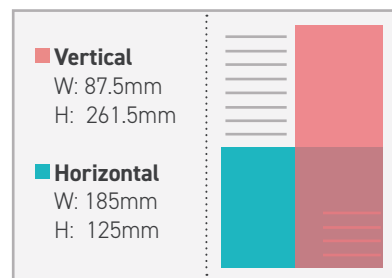
<b>1 Issue</b>	£1,630
<b>5 Issues</b>	£1,420
<b>10 Issues</b>	£1,210

## INSIDE FRONT COVER

<b>1 Issue</b>	£2,630
<b>5 Issues</b>	£2,290
<b>10 Issues</b>	£1,950

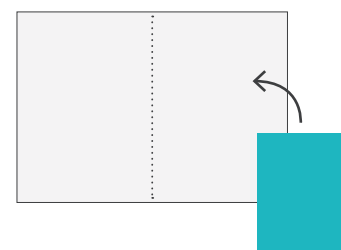
## BACK COVER

<b>1 Issue</b>	£2,630
<b>5 Issues</b>	£2,290
<b>10 Issues</b>	£1,950



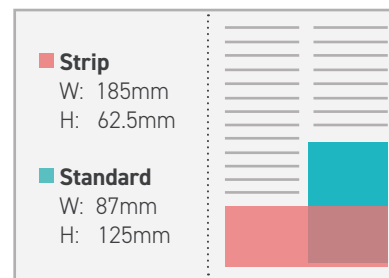
## HALF PAGE

<b>1 Issue</b>	£890
<b>5 Issues</b>	£780
<b>10 Issues</b>	£660



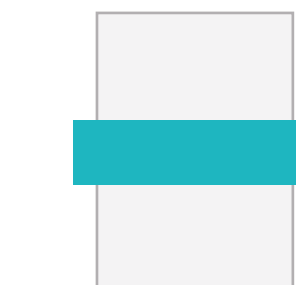
## LOOSE INSERT

<b>1 Issue</b>	£1,730
<b>5 Issues</b>	£1,650
<b>10 Issues</b>	£1,570



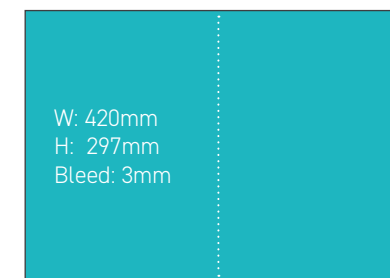
## QUARTER PAGE

<b>1 Issue</b>	£550
<b>5 Issues</b>	£480
<b>10 Issues</b>	£410



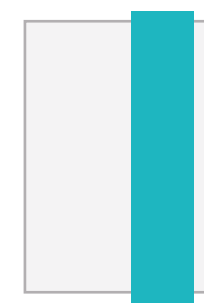
## BELLY BAND (AROUND)

<b>1 Issue</b>	£2,950
<b>5 Issues</b>	£2,810
<b>10 Issues</b>	£2,680



## DPS

<b>1 Issue</b>	£2,890
<b>5 Issues</b>	£2,520
<b>10 Issues</b>	£2,150



## BELLY BAND (FOUND)

<b>1 Issue</b>	£3,180
<b>5 Issues</b>	£3,030
<b>10 Issues</b>	£2,890

## Advert submission guidelines

Please supply all artwork in flattened .pdf or .jpg/TIFF format; all images at 300dpi. Contact us for additional creative advertising positions and ideas.



Why not associate your company with a section or column in *Veterinary Practice* magazine? Sponsorship options for the printed magazine provide the company with exposure and link them to the quality content published in the magazine month-on-month. For all sponsorship options, the company logo will appear in the header of the first page in the section/column.

## SECTION SPONSORSHIP

5 Issues ..... £1,000  
 10 Issues ..... £800

## COLUMN SPONSORSHIP

5 Issues ..... £500  
 10 Issues ..... £400



**NEW!**

EQUINE

## The highlight of the year

In his last column as BEVA President, Jonathan Pyccock explains what he is most looking forward to at the 2018 Congress



**JONATHAN PYCCKOCK**  
BEVA PRESIDENT

Jonathan Pyccock is an equine claims consultant for the Veterinary Defence Society and an equine reproduction expert. He is the current president of the British Equine Veterinary Association.

**B**EVA Congress 2018 and its theme of "plenty to smile about" is the undoubted highlight of my presidential year. As veterinary professionals, we face many challenges, some of which can have a negative impact on our health and well-being, but I want to focus on the positives at Congress.

The aim of this year's event is to celebrate our incredible careers as equine veterinary professionals and to help our colleagues learn how to achieve the right work-life balance. As part of the build up to Congress, we have ambitiously set out to obtain 100 personal video clips in the 100 days leading up to the event, giving personal insights into why it's great to be an equine vet.

We have been overwhelmed with the responses: some funny, some innovative and some poignant, but all of them giving us tremendous cause for optimism. Conveying positive, encouraging messages to young colleagues in this way is supporting the future of our profession.

Apart from the obvious theme of helping that selfless and wonderful animal, the horse, my favourite aspect of these videos has to be the collegiality, friendship and laughter that



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in association with BEVA



all the video contributors have provided. There absolutely is plenty to smile about, as you will undoubtedly see at Congress 2018 in Birmingham.

What is so exciting about this year's BEVA Congress? My reaction to the 2018 programme has been likened to that of a small child in a sweet shop. David Rendle, the chair of the congress programme committee, has worked tirelessly alongside the BEVA Office to put together a truly amazing programme, which is probably the most ambitious and comprehensive yet. Innovative and incisive topics will dig down to ensure all the new developments from recent years are covered.

Of course, being a horse vet involves much more than dealing with your clients' horses these days, and our programme has plenty of management, marketing and finance topics, reflecting the ever-changing professional world we all work in. There is a truly mind-blowing array of speakers, both home-grown and from overseas, many of whom I have been fortunate enough to work with in the past. I know they are simply the best.

And along the way, we will have some fun – because learning is always best when it is fun. You need delve no further into the programme than Dickson Varner's talks to experience this. Dickson knows so much about stallion fertility and has his own unique style of speaking.

You may not know that Dickson nearly became a professional rodeo rider and is one of only a few certified American Mountain Men who head into the Rocky Mountains each year to ride horseback across the wild countryside. On these trips, Dickson will get his harmonica out round the campfire and he has promised to do the same in Birmingham, albeit without the campfire!

Come and meet up with your old friends, meet some new friends and have some fun with us all in Birmingham on 12 to 15 September 2018. I can't wait. ■

## The top picks for BEVA Congress 2018

With internationally renowned speakers and notorious social events, there is lots to look forward to at BEVA Congress this year

### 1. Get the latest information on equine reproduction

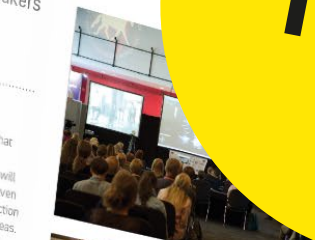
Reproduction, the legendry, stud medicine – call it what you will – breeding horses will take centre stage in this year's scientific programme. World-renowned speakers will speak, offering useful updates as well as some instruction on fundamental skills and group discussion of difficult areas. The leading names in equine reproduction from the UK are joined by Harold Sieme and Dickson Varner in discussing stallion and semen processing. Juan Samper will contribute to the reproduction sessions in addition to delivering the plenary lecture. He will be joined by Margo Macpherson, Karen Wellbourn, Tom Stout and Peter Davis and eminent clinicians from the UK in sessions on preparing mares, dealing with barren, coping with foaling and post-foaling issues and 'barren' mares.

### 2. Join BEVA in tackling the non-clinical aspects of being a vet surgeon

This year, Congress is addressing the non-clinical aspects of being a veterinary surgeon. Equine vets have a lot to offer in practice. There are, however, challenges, and these will be explored. Aspects of the highlight of the six non-clinical sessions will include: BEVA, VMS, vet schools and BEVA's role to give different perspectives on where the profession is and where it needs to be. We will discuss changes around us, how changes in legislation, trends on professional migration and falling membership numbers are just some of the issues that will be addressed.

### 3. Practice dealing with difficult clients using the YDS

The YDS (You Don't Suck) demonstration area will provide an opportunity for delegates who want to get more practice in. There are advanced YDS, upper arm YDS and YDS for equine practice, all featuring. The YDS



takes over the exhibition area on Friday afternoon, bringing a team of actors to aid with conflict management in a session that is sure to be entertaining as well as educational.

### 4. Enjoy the return of the farriery day

The Saturday farriery day returns with a very international flavour. Andy Parkes, Sebastian Cature and Maarten Oosterlinck will be joining seasoned BEVA campaigners such as Michael Schramme and Simon Curtis. Diagnostic and therapeutic approaches to foot lameness will be discussed and there will be opportunity to discuss different farriery solutions. Lameness is a common thread through the whole programme with sessions on the fetlock, joints and hocks, fracture repair and orthopaedic causes of poor performance.

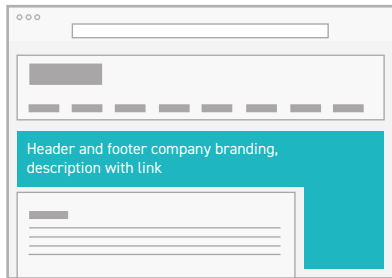
### 5. Get up to date with infectious diseases

Within the medicine programme, Nicola Pusterla returns by popular demand to provide updates on different infectious diseases. Problem-based scenarios related to infectious

# Section sponsorship

# Online options

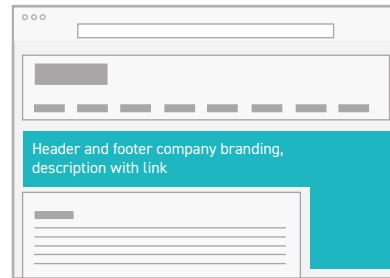
With the re-development of the *Veterinary Practice* website, it is now possible to provide hub and topic sponsorship options online. There are also several possibilities for placing adverts on the popular new website. The *Veterinary Practice* site currently has around 9,000 unique visitors per month and is seeing a 30 percent increase in pageviews every month.



## HUB SPONSOR

<b>6 months</b>	£500
<b>12 months</b>	£400

Our carefully curated "hubs" (eg large animal, practice management) give users immediate access to the content most relevant to them. Hub sponsorship allows you to "own" that section across the site.



## TOPIC SPONSOR

<b>6 months</b>	£250
<b>12 months</b>	£200



## LEADERBOARD (728x90px)

<b>6 months</b>	£1,000
<b>12 months</b>	£800



## MPU (300x250px)

<b>6 months</b>	£750
<b>12 months</b>	£600



## LOGO BUTTON (155x55px)

<b>6 months</b>	£500
<b>12 months</b>	£400





## Official Vet Conference

The Official Vet Conference provides practitioners from across the country with the latest knowledge and updates. Over 250 OVs and experts from private practice, animal health-related organisations and the APHA come together for the OV Conference every year. The event, held in Swindon, offers a comprehensive lecture programme providing cutting edge CPD, certified training and up-to-date news and information for the OV community, as well as an excellent exhibition of companies providing products and services relevant to OVs.

<b>Exhibitor (3x2 space)</b>	£1,645
<b>Sponsor (3x2 space)</b>	£2,000
<b>Lead Sponsor (3x2 space)</b>	£4,500



Official Vet Conference

[officialvet.com](http://officialvet.com)

## VetsNorth and VetsSouth

VetsNorth and VetsSouth are partner events in the UK – one held in Manchester and the other in Exeter. The events offer leading CPD for the whole small animal veterinary team in accessible venues. Delegates benefit from access to four lecture streams, a range of workshops and an exhibition showcasing the latest products and services. The conferences bring together professionals to connect and discuss key topics while attaining valuable CPD.

<b>Exhibitor (3x2 stand)</b>	£1,895
<b>Sponsor (3x2 stand)</b>	£2,500
<b>Lead Sponsor (3x2 stand)</b>	£5,000

**VETS | NORTH**

**VETS | SOUTH**

[vetsnorth.com](http://vetsnorth.com)  
[vetsouth.com](http://vetsouth.com)

## Package deal

Is your product or service relevant to both small animal practitioners and the Official Vet community? Why not take advantage of our package deals and exhibit at the three shows while also reaping the benefits of advertisements in *Veterinary Practice* magazine and on the *Veterinary Practice* website throughout the year.

**10 issue full page + 12 months LB + all 3 events as Lead Sponsor**

£20,000

**10 issue half page + 12 months MPU + all 3 events as Sponsor**

£15,000

**10 issue quarter page + 12 month button + all 3 events as Exhibitor**

£12,250

# Our events

# Website packages

Both sponsors and partners enjoy editorial support, consultation on topics and SEO support for new and existing articles to ensure discoverability of all their published content



## WEBSITE SPONSOR

Unlimited PR and technical articles published on homepage then archived

LB ad on landing page in rotation

Logo button on every page

One product/event MPU ad

Top 20 article sponsorship in rotation

Featured video ad within the top 20 articles in rotation

Hub sponsorship for 2/4 months

Newsletter ad in rotation

Newsletter logo

6 months: £2,000 | 12 months: £1,600

## WEBSITE PARTNER

A monthly PR and technical article published on homepage then archived

Company name on every page

One product/event MPU ad

Featured video ad within articles in rotation

Article sponsorship in rotation

Newsletter ad in rotation

6 months: £1,000 | 12 months: £800



# Sponsorship of books and courses

Sponsorship of an appropriate 5m book title or Improve International course is a great way to reinforce your standing as a leading manufacture and/or supplier to the veterinary sector, increase the impact of stories you wish to tell around your vision, mission and values and enable an ongoing dialog with the veterinary community.

## Recent 5m veterinary titles include:

- *Dog Bites - A Multidisciplinary Perspective* by Daniel Mills and Carri Westgarth
- *A Practical Approach to Animal Welfare Law* by Noël Sweeney
- *The Science Behind a Happy Dog; Canine Training, Thinking and Behaviour* by Emma Grigg and Tammy Donaldson
- *Handbook of Symptoms in Dogs and Cats: Assessing Common Illnesses by Differential Diagnosis* by Christian Schrey
- *Clinical Veterinary Echography* by Federica Rossi and Giliola Spattini
- *Animal Personality; The Science Behind Individual Variation* by Jill MacKay
- *The Management of Pet Obesity* by Victoria Bowes and Helen Coleman
- *The New Vet's Handbook: Information and Advice for Veterinary Graduates* by Clare Tapsfield Wright
- *Picking a Pedigree* by Emma Milne

## Book sponsorship options include:

- 250 copies: 40% off published price
- 500 copies: 50% off published price
- 1,000 copies: 60% off published price
- Your company logo on the book cover and spine
- Sponsor's foreword

## Popular Improve International courses include:

- Diagnostic Imaging
- Endoscopy
- Small Animal Surgery
- Laparoscopic Bitch Spaying
- Soft Tissue Surgery
- Emergency Surgery in the Dog
- Practical Techniques Big Weekend

## Course sponsorship bespoke options include:

- Fund course places to reward your customers
- Your promo literature available exclusively in the course; your logo on the course materials
- Your equipment/consumables used exclusively on your sponsored course

Price on application



**“After many years of advertising within other magazines within UK I was disenchanted with the feedback I got from adverts. In 2018 we moved our business to *Veterinary Practice* and straight away we found that we were making sales from our adverts. I would highly recommend *Veterinary Practice* and it’s been one of the best marketing moves I made this year”**

**CRAIG EVANS**

European General Manager  
iM3 Dental



# The team

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## WEBSITE

veterinary-practice.com

## SOCIAL MEDIA

Connect with us! Just go to our social media profiles at:



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vetpracticeonline**



[@VetPractice\\_Mag](https://twitter.com/VetPractice_Mag)



[facebook.com/  
vetpracticeonline](https://facebook.com/vetpracticeonline)

[veterinary-practice.com](https://veterinary-practice.com)

A close-up profile of a tabby cat's head and neck, looking towards the left. The cat has orange and black stripes on its fur. The background is a solid teal color.

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