



**Vs Vn**

2018

**VetSurgeon.org & VetNurse.co.uk**

Reach more than 13,000 VetSurgeon members  
and 20,000 VetNurse members in the leading  
online communities for vets and nurses

Email | Banners | Micro-sites | Surveys

Full Google Analytics available on request.

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For advertising contact John Alborough  
01449 720881 or john@jcagroup.com



# Vs

More than 300,000 visits  
7 minutes per visit  
1.73 million page views

In 2016

## The digital marketing platforms for the veterinary profession

VetSurgeon.org and VetNurse.co.uk bring an unrivalled depth of digital experience to your marketing campaign. What's more, we really care passionately about the results we achieve for you. Our two main advertising opportunities are Solus Emails and Banner Advertising.

## Email Campaigns



Emails are the most effective way to generate a response to your call to action. In the past year, our Emails have achieved **recorded open rates of up to 40% and click rates up to 50%.**

Solus Emails are ideally suited to:

- New product launches or licence changes
- Announcing special promotions or events
- Surveys and market research
- Driving readers to other online resources, such as videos, webinars or micro-sites

VetSurgeon: £1950

VetNurse: £1650

More than 33,000 VetSurgeon and VetNurse members can be broken down by specialism and we can design the Email for you in-house for a modest additional charge.

*Email campaigns, once booked, cannot be amended or cancelled less than four weeks prior to publication date.*

## Package Deals

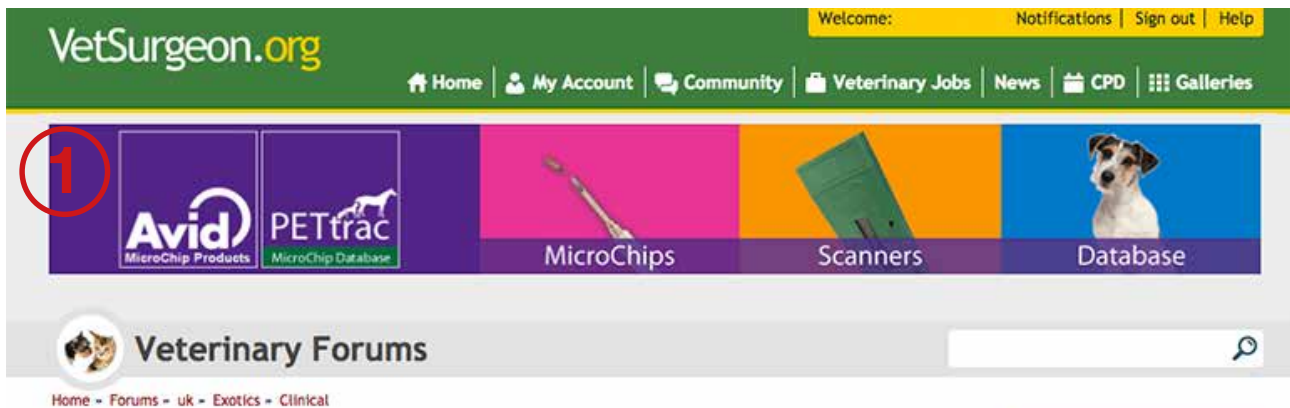
Discounts are available for campaigns involving Banner Advertising and Emails running concurrently as well as combined VetSurgeon & VetNurse campaigns. Please contact us for details.



More than 400,000 visits  
 3.5 minutes per visit  
 1.62 million page views

In 2016

## Banner Advertising



More than 33,000 VetSurgeon and VetNurse members viewed 3.35 million pages across both sites in 2016, each one an opportunity for you to raise brand awareness and familiarity. Place an advert in a print journal and you'll have to hope the reader turns to the page you're on. Advertise on VetSurgeon or VetNurse, and your brand will appear on EVERY page.

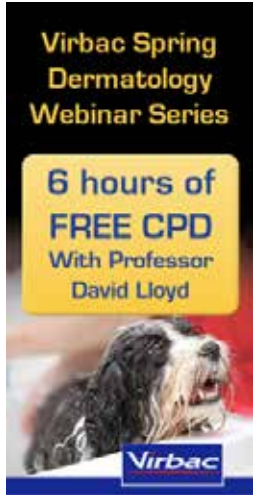


	VetSurgeon	VetNurse
Homepage*	£900	£800
Header	£700	£600
Tower	£650	£550
Square	£550	£450

\* Also includes a run of site footer banner. Prices are per month but can begin on any day. Series discounts available for bookings longer than one month or combined VetSurgeon and VetNurse advertising.



*More info here*



### Banner Sizes

- 1.** Header banner 970 x 120 pixels
- 2.** Square banner 200 x 200 pixels
- 3.** Tower banner 200 x 400 pixels
- Homepage banner 564 x 90 pixels
- Footer banner 636 x 100 pixels
- Recruitment banner 300 x 80 pixels

## VetSurgeon.org ranked first by independent research

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Independent research by CM Research amongst practising companion animal veterinary surgeons placed VetSurgeon.org in the **top 5 veterinary media publications**, and the leading online destination by a considerable margin.



Asked which media they followed.

Unprompted, 24% of vets answered VetSurgeon.org, placing the site in 5th place alongside such venerable titles

as Veterinary Times, Veterinary Record and The Journal of Small Animal Practice. Carlos Michelsen, Managing Director of CM Research said: *“The leading titles will likely have benefited from the greater brand awareness that comes from having their magazines delivered. That makes this an even more remarkable achievement for the VetSurgeon.org.”*

In terms of online media used by veterinary surgeons, VetSurgeon.org was the clear winner, by a number of lengths. **Where 24% of vets said they followed VetSurgeon.org, only 5% followed the second placed website.**

## Web Marketing Association’s Standard of Excellence Award

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***“...the highest marks for content, interactivity and copywriting.”***

VetSurgeon.org has won a Standard of Excellence Award in the 2017 Web Marketing Association’s WebAwards and *“scored the highest marks for content, interactivity and copywriting.”* VetNurse.co.uk works from the same platform as VetSurgeon.org - so we feel justified in claiming that this award extends to both sites.

## Fancy something different? Please ask for more details on these opportunities.

### **Newsletter sponsorship - £500 for solus**

Low-cost way to get your brand on our popular newsletter.

### **Micro-sites - £500**

We can have your own, 3-page micro-site live on VetSurgeon or VetNurse within hours. Ideal for those situations when you want to run a digital campaign, but your own website won’t be ready in time.

### **Digital design and production - Typically £100**

We can have your Email campaign or banner designed and ready to go in hours.

### **Surveys and market research - Typically £600**

We can create your 10 question survey, Email it to our members and have the results back in days.

### **Site sponsorship -£1,950 for one week**

Give your brand, product or service the highest profile across the site.

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