



the official journal of the British Veterinary Nursing Association

vnj veterinary nursing journal

VETERINARY NURSING JOURNAL FEATURES & RATES 2011

If vet nurses are your target, use the **VNJ** to get your marketing and sales messages across effectively

- A key benefit of BVNA membership. Distributed to nurses and practice staff who really care about their profession
- A powerful communication tool, helping nurses to steer the direction of their own evolving profession
- Full of authoritative clinical and educational features, news and thought-provoking comment
- Published monthly in an A4 easily readable format



VNJ is the official journal of the BVNA

READERSHIP PROFILE

BVNA members and nurses in practice
 Veterinary surgeons
 Practice managers
 Key opinion formers
 Universities and colleges

PUBLISHING STATISTICS AND FREQUENCY

Page average: 40
 Editorial to advertising %: 65/35
 Frequency: monthly
 Readership: 9,000
 Circulation: 5,500

DISTRIBUTION

A paid-for publication, mailed across the UK to named individuals, at both home and practice addresses, reaching all BVNA members and paying subscribers.

DEMOGRAPHICS AND READERSHIP STATISTICS

99% female
 90% aged between 16 and 35
 76% have no dependents
 74% of readers actively look forward to receiving their copy of VNJ
 77% of readers keep copies for future reference
 89% of nurses like the style of the VNJ
 90% of nurses say that the content is interesting and relevant to them
 91% of nurses say that the monthly frequency is ideal

FEATURES & RATES

FEATURES

JANUARY	Ophthalmology Nursing Clinics	JULY	Nursing Exotics Nursing The Cancer Patient
FEBRUARY	Breeding and Reproduction Haematology	AUGUST	Running The Veterinary Practice
MARCH	Canine Breeding Issues Endocrine Diseases	SEPTEMBER	Spinal Disease Equine
APRIL	Surgical Nursing Education	OCTOBER	Anaesthesia
MAY	Nursing Practice Behaviour	NOVEMBER	Diagnostic Imaging Dentistry
JUNE	Alternative Therapies Nursing Care Of Patients With Drains	DECEMBER	Small Pet Issue Endoparasites

RATES

ADVERT SIZE	Single	3	6	12	SPECIAL POSITIONS (no series discounts available)	
DOUBLE PAGE SPREAD	£2010	£1900	£1800	£1660	INSIDE FRONT COVER	£1450
FULL PAGE	£1200	£1140	£1080	£980	INSIDE BACK COVER	£1360
HALF PAGE	£725	£690	£650	£595	OUTSIDE BACK COVER	£1650
QUARTER PAGE	£430	£410	£385	£350	SOLUS / GUARANTEED RH PAGE	+ 20%
					LOOSE INSERTS - up to 21g	£990

All prices are exclusive of VAT.

Double Page Spread (DPS) Bleed 303 x 426mm Trim 297 x 420mm Print/Type Area 287 x 400mm	Full Page A4 Bleed 303 x 216mm Trim 297 x 210mm Print/Type Area 287 x 200mm	Half Page Portrait 263 x 89mm	Half Page Landscape 124 x 184mm	Third Page Portrait 263 x 58mm
Half Page DPS 124 x 400mm	Quarter Page Portrait 124 x 89mm	Quarter Page Portrait 263 x 43mm	Quarter Page Landscape 54 x 184mm	Third Page Landscape 82 x 184mm

PRODUCTION DETAILS

Publication date

First of the month.

Editorial copy date

Required six weeks preceding publication date.

Advertising copy date

First of month preceding publication date.
Booking deadline is six weeks preceding publication date.

Accepted formats

Press quality (300dpi) PDF file or an EPS file with embedded fonts.

Design facility

Our studio offers a full design and copywriting service.

Cancellations

Advertisements cancelled after the booking deadline are charged at the full rate (terms available on request). If new instructions are not received by us by the copy date, previously held copy will be used.

