

VETERINARY Practice

FEATURES & RATES 2012

Veterinary Practice is mailed to every vet in practice by name and is sent to either their home or practice address according to preference. It is also mailed to all practice managers and head nurses – a total circulation of over 15,000. **Veterinary Practice** is the leading monthly publication and the first to use the increasingly popular convenient “magloid” format. **Veterinary Practice** is also circulated at leading congresses during the year throughout the UK.

FEATURES

Available to read on the website VetSurgeon.org – every monthly issue features the best writers in the profession on the topics of the day, with informed comment on current challenges along with concise features.

- The latest news
 - New product launches
 - CPD seminar reports
 - RCVS Council reports
 - Young graduates
 - Practice profiles
 - Abstracts – from literature around the world
 - Company profiles
 - Association activities
 - Dedicated large animal section
 - Dedicated equine section
 - Book reviews
 - Finance and investments
 - Comment columns: Mercury, Periscope, Cross-words
 - Employment law
 - Practice management
 - Wildlife and conservation
 - Animal welfare
 - Small animal behaviour
 - Motoring
 - Travel
- ...and more!**

For a month-by-month list of "focus" features, see www.jcagroup.com or www.veterinary-practice.com

VETERINARY PRACTICE SPOTLIGHT

Veterinary Practice Spotlight is a 4 or 8 page technical supplement to *Veterinary Practice* covering a subject matter of your choice. The content of the supplement is sourced and supplied by you to be laid out by our own design studio in the style of *Veterinary Practice*.

It is intended to be a predominately clinical or technical based publication with supporting advertising and promotional advertising.

Veterinary Practice Spotlight is inserted into *Veterinary Practice* on the month of your choice.

In addition we supply you with 2,000 additional copies (more if you wish) for you to hand out at congresses, visits by TMs to practices, etc.

Lead time is approximately 6 working weeks prior to publication. Price on application.



SPONSORSHIP OPPORTUNITY

The Front-of-House Awards are intended to recognise and honour excellence in the design, appearance and facilities of those parts of the practice with which clients are most likely to come into contact.

THE MANAGEMENT PAGES

A dedicated section each issue covering employment law, HR, finance and management issues relevant to anyone involved in running a practice.

2012 CONGRESSES

Veterinary Practice will provide previews (where possible) and reports on the major congresses and other events: NAVC, VPMA, BSAVA with WSAVA, SPVS, BEVA, BVA, BVNA, BVHA, SEVC, London Vet Show, BCVA, etc.





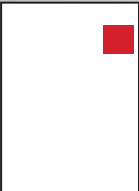


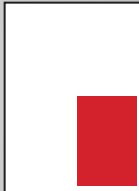


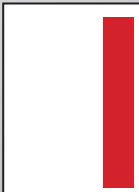

RATES

Advert Size	Single	6	12
Double Page Spread	£2010	£1800	£1660
Fire place	£1420	£1210	£1100
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Half page	£725	£650	£595
Quarter Page	£430	£385	£350

Special Positions

(no series discounts available)

Front Cover Page Strip	£725
Front Cover Earpiece	£400
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 <p>Full Page Bleed: 346 x 251mm Trim: 340 x 245mm Type Area: 320 x 228mm</p>	 <p>Double Page Spread Bleed: 346 x 496mm Trim: 340 x 490mm Type Area: 320 x 470mm</p>	 <p>Half Page Landscape 158 x 228mm</p>	 <p>Front Cover Strip 70 x 228mm</p>
 <p>Front Cover Earpiece 52 x 75mm</p>	 <p>Fireplace Double Page Spread 250 x 356mm</p>	 <p>Quarter Page Landscape 76 x 228mm</p>	 <p>Quarter Page Portrait 158 x 112mm</p>
 <p>Half Page Strip Portrait 320 x 112mm</p>	 <p>Half Page Double Page Spread 158 x 472mm</p>	 <p>Quarter Page Strip Portrait 320 x 54mm</p>	 <p>Scaled A4 Page 240 x 170mm</p>

PRODUCTION DETAILS

PUBLICATION DATE:

First of the month.

ADVERTISING & EDITORIAL COPY DATE:

15th of month 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 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.