

# CATTLE PRACTICE

There has never been a better opportunity to be more focused towards...

...cattle  
vets

*Cattle Practice* is the official journal of the BCVA - British Cattle Veterinary Association.

Produced twice a year in March (one volume) and November (two volumes), it is sent to all BCVA members, of which there are 1200, including Northern Ireland.

*Cattle Practice* provides copies of papers given at meetings held throughout the year in addition to other papers of specific interest to members.

Readers find they do not just scan it and discard it. It is a perfect-bound publication that is kept on the bookshelf and referred to often; increasing the longevity of your advertising.

A prestigious, well-read and highly respected journal, *Cattle Practice*, from the British Cattle Veterinary Association, will ensure you target the main decision makers – cattle vets.



BRITISH CATTLE  
VETERINARY ASSOCIATION



# CATTLE PRACTICE

## Issues

### November (2 volumes)

BCVA Congress Issue: includes all the papers that will be presented at BCVA Congress. Will be included in all delegate wallets and will then be posted to all members.

### March

Includes papers from the winter meetings.

## Rates

All prices are exclusive of VAT.

ADVERT SIZE	Single	2 Pages	3 Pages
<b>FULL PAGE (A4)</b>	£1150	£1075	£995
<b>INSIDE FRONT COVER</b>	£1350	£1275	£1195
<b>INSIDE BACK COVER</b>	£1200	£1125	£1045
<b>OUTSIDE BACK COVER</b>	£1500	£1425	£1345

## Production details

Full page A4  
Bleed: 303 x 216 mm  
Trim: 297 x 210 mm  
Print/type area  
287 x 200 mm

### 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.



For advertising call Jennie on 01449 720881 or email [jennie@jcagroup.com](mailto:jennie@jcagroup.com)