

VETERINARY NURSING JOURNAL

Features & Rates 2010

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



The official journal of the British Veterinary Nursing Association
vnj veterinary
nursing journal

- A key member benefit of the BVNA going 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

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 (based upon 2006 survey):	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



VNj is the official
journal of the BVNA

VETERINARY NURSING JOURNAL

Features

JANUARY	Ophthalmic Patient Care Nursing the Emergency Case	JULY	Pain Management Neonates and Care of the New Puppy & Kitten
FEBRUARY	Nursing the Cardiac Patient Fluid Therapy	AUGUST	Endoparasites Exotics
MARCH	Practice Management & Training Behavioural Issues 1	SEPTEMBER	Infection Management Behavioural Issues 2
APRIL	Skin Disease Endocrine Diseases – Diagnosis and Management	OCTOBER	Critical Care Nursing Surgical Nursing
MAY	Diagnostic Imaging Update Nutrition	NOVEMBER	Wound Management Orthopaedic Nursing
JUNE	Nursing the Geriatric Patient Drug Management	DECEMBER	Rabbits Rehabilitation

Rates

All prices are exclusive of VAT.

ADVERT SIZE	Single	3	6	12	SPECIAL POSITIONS (no series discounts available)	
DOUBLE PAGE SPREAD	£2385	£2220	£2160	£1820	INSIDE FRONT COVER	£1450
HALF PAGE DOUBLE PAGE SPREAD	£1685	£1540	£1505	£1255	INSIDE BACK COVER	£1360
FULL PAGE	£1325	£1220	£1200	£1010	OUTSIDE BACK	£1600
HALF PAGE	£865	£820	£800	£745	SOLUS / RH PAGE GUARANTEE	+ 20%
THIRD PAGE	£705	£670	£650	£595	LOOSE INSERTS (up to 21g)	£900
QUARTER PAGE	£495	£460	£440	£385		

Production details

Publication date

First of the month.

Advertising & Editorial copy date

First of month preceding publication date. Editorial copy required 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 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.

Double page spread DPS Bleed 303 x 426 mm Trim 297 x 420 mm Print/type area 287 x 400 mm	Full page A4 Bleed 303 x 216 mm Trim 297 x 210 mm Print/type area 287 x 200 mm	Half page portrait 263 x 89 or bleed 297 x 104	Half page landscape 124 x 184 mm	Third page portrait 254 x 58 mm
Half page DPS 124 x 400 mm	Quarter page portrait 124 x 89 mm	Quarter page portrait strip 254 x 43 mm	Quarter page landscape 57 x 184 mm	Third page landscape 82 x 184 mm

All sizes in mm, height then width

For advertising call Jennie on 01449 720881 or email jennie@jcagroup.com