

VETERINARY PRACTICE

Features & Rates 2010



***Veterinary Practice* is a lively, informative and educational publication devoted solely to the issues facing veterinary practice in this first part of the 21st century.**



- Mailed to more than 12,000 named individuals in practice
- Published monthly in an easy-to-handle format
- Featuring the best writers in the profession
- A recent survey found that 57% of readers of *Veterinary Practice* keep their copy for at least one month
- The survey also revealed that, as a reflection of veterinary practices today, 76% of our readers are female

VETERINARY PRACTICE

Features

Produced in the easy-to-handle magloid size – and also 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 on everything from CPD to employment law, literature reviews, motoring, practice design, investments, latest product developments, health and safety ... and much more.

REGULAR FEATURES

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

	GENERAL	COMPANION ANIMAL	LIVESTOCK / EQUINE
JANUARY	Infection control	Advances in fluid therapy	Disease challenges in 2010
FEBRUARY	Anaesthesia: developments in anaesthetics, sedatives, analgesics and equipment – all species		
MARCH	Theatre equipment	Canine medicine and surgery	Equine influenza; Bovine respiratory disease
APRIL	Imaging equipment	Parasite control; Nutrition	Parasite control
MAY	Laboratory diagnostics and equipment	Laboratory diagnostics and equipment; Small animal dentistry	Laboratory diagnostics and equipment
JUNE	Kennels and ward equipment	Wound care	Mastitis – including dry cow management
JULY	Practice management systems – 1	Pain management in small animals; Anthelmintics	Pain management in horses; Anthelmintics
AUGUST	Practice management systems – 2	Ophthalmology; Feline medicine and surgery	Bluetongue: where are we now?
SEPTEMBER	Pet insurance	Cardiology	Equine medicine and surgery
OCTOBER	Front-of-house design and layout – 1	Dermatology; Hyper- and hypothyroidism	Coccidiosis
NOVEMBER	Front-of-house design and layout – 2	Neurology; Diabetes and weight management	Lameness and laminitis
DECEMBER	Merchandising	Advances in emergency and critical care	Bovine medicine and surgery

For advertising call Jennie on 01449 720881 or e-mail jennie@jcagroup.com



Veterinary Practice is published by VP Publishing Ltd
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ADVERTISING OPPORTUNITIES

Veterinary Practice Spotlight

Veterinary Practice Spotlight is a brand new opportunity to sponsor your very own company or brand supplement. Four pages in the same format and branding as *Veterinary Practice*, meaning that you benefit from our recognition. The topic is completely your choice and can be anything from a specific disease or problem such as diabetes to a subject that you specialise in such as recruitment or CPD. Send us the text, images and adverts and we will lay out the supplement for you.



The Veterinary Practice Front-of-House Awards

The 2010 *Veterinary Practice* Front-of-House Awards – for excellence in the design, appearance and facilities of the public areas of practices – will be announced in May, entries will close in July and the results announced in October/November.



Veterinary Practice Business Informer

A supplement covering employment law, HR, finance and management issues relevant to anyone involved in running a practice.

Reprints

Reprints are an excellent way of promoting your company from a stand point of independent editorial. It allows you to make the most of relevant content and use the established *Veterinary Practice* brand to full advantage. Contact Jennie for more information.

Congresses

Veterinary Practice will provide previews (where possible) and reports on the major congresses as well as the other major events in the veterinary world.

JANUARY	VPMA	SEPTEMBER	BEVA
APRIL	BSAVA		BVA
MAY	SPVS	OCTOBER	BVNA
JUNE	WSAVA (Geneva)		BVHA
	ESFM (Amsterdam)	NOVEMBER	VetsNow Emergency and Critical Care

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Rates

ADVERT SIZE	Single	6	12
DOUBLE PAGE SPREAD	£2010	£1800	£1660
FIREPLACE	£1420	£1210	£1100
HALF PAGE DOUBLE PAGE SPREAD	£1275	£1165	£1055
FULL PAGE	£1200	£1080	£980
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
OUTSIDE BACK	£1650
SOLUS / GUARANTEED RH PAGE	+ 20%
LOOSE INSERTS - up to 21g	£990

All prices are exclusive of VAT.

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.

Full page Bleed 346 x 251 mm Trim 340 x 245 mm Print/type area 320 x 228 mm	Double page spread Bleed 346 x 496 mm Trim 340 x 490 mm Print/type area 320 x 470 mm	Half page portrait 320 x 112 mm	Half page landscape 158 x 228 mm
Front cover Earpiece 52 x 75 mm	Half page double page spread 158 x 472 mm	Quarter page landscape 76 x 228 mm	Quarter page strip portrait 320 x 54 mm
	Fireplace double page spread 250 x 356 mm	Front page strip 70 x 228 mm	Quarter page portrait 158 x 112 mm

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