2017 MEDIA INFORMATION

Veterinary Record & In Practice

British Veterinary Association (BVA) Journals

Trusted & believed with high editorial integrity
Veterinary Record

Veterinary Record is the official journal of the British Veterinary Association (BVA). Published weekly and sent to BVA members and other subscribers, it provides the evidence base for veterinary practice.

‘Comprehensive coverage on companion, farm and equine animal in every issue’.

Source: *ABC Audit 2015  ** Google Analytics September 2016

Frequency: weekly  Impact factor: 1.741  First issue published: 1888  Audience: Veterinary practitioners, veterinary professionals

Print circulation 11,789*  Unique users 36,600**

In Practice

In Practice is specifically geared to meeting the practice and continuing education needs of veterinary professionals and remains a constant source of reference and education complementing Veterinary Record perfectly.

‘Covers companion, farm, equine and business in every issue’

Source: ** Google Analytics September 2016

Frequency: monthly  First issue published: 1979  Audience: Practising veterinary professionals, practice managers and students

Print circulation 16,650  Unique users 12,500**

Contact: Kevan Bowen, Sales Manager
Email: kbowen@bmj.com  Tel: +44 (0)776 8880 410
Market Leadership

Veterinary Record and In Practice extensively grow their readership

The latest independent vet reader survey found that*

Veterinary Record grows its readership by 7% among companion animal vets

In Practice 20% better read than any other monthly

Veterinary Record and In Practice are the number 1 & 2 journals in equine sector

Veterinary Record and In Practice are the number 1 & 2 journals in cattle sector

In Practice best read monthly by far in companion animal, equine and cattle sectors

Veterinary Record and In Practice unbeatable combined readership to reach all vets in practice

85% of British Veterinary Association (BVA) members value receiving Veterinary Record and In Practice as the most important part of their membership**

Source: * The Veterinary Readership Survey, Think Consultancy, October 2015 (All data compares 2015 survey against 2013 results)
** BVA Membership Survey 2015

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Print Opportunities

Promotional opportunities
- Bellybands and bookmarked wrappers
- Gatefolds
- Tip-on’s
- Sponsorship opportunities
- Surveys
- Inserts – full run or targeted
- Advertorials — accepted subject to publisher’s approval
- Advanced editorial content listings — enables you to place your advertising against relevant editorial articles, gaining optimal exposure to practising veterinary surgeons
- Sponsorship ideas – flexible approach to making your ideas work
- Other bespoke promotional opportunities available

Comprehensive and competitive printing service available - ask for a quote

"Veterinary Record & In Practice - these esteemed titles provide the latest evidence-based research, useful management topics and articles for daily practical tips facing front line veterinary professionals. A must read for all vets”
Professor Lord Trees, Editor-in-Chief.

Display Rates & Print Specifications

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Veterinary Record Products & Services Section

An editorial opportunity... This section provides you with a regular platform to promote your new products and services to the entire circulation. It covers a range of new products and services, including medicines, pet foods, laboratory services and practice equipment.

Production contact
Tel: +44 (0) 20 7383 6319

Contact: Kevan Bowen, Sales Manager
Email: kbowen@bmj.com
Tel: +44 (0)776 8880 410
Engage with vets online

Our websites provide you with the opportunity to place banner, skyscraper and leaderboard advertisements using the geo targeting functionality of Real Media™ to measure the return on your investment. Advertising online is a great way to promote your brand.

- Extensive number of unique online visitors each month
- Leaderboard and mid-page unit positions available

| Home page | £845 per month |
| Other areas | £730 per month |

Production contact
Tel: +44 (0) 20 7383 6589

Online Advertising

ONLINE SPECIFICATIONS
File type – GIFs (animated preferred) and Rich Media accepted, subject to production clearance.

| Leaderboard | 468 wide x 60 high |
| Mid Page Unit | 300 wide x 250 high |

File size – up to 50kb. Deadline for receipt of material – 5 working days prior to upload

Veterinary Record

36,600
Monthly unique visitors*

108,729
Monthly page impressions*

In Practice

12,500
Monthly unique visitors*

42,500
Monthly page impressions*

Source* Google Analytics September 2016

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