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believed with
high editorial
integrity

2016 MEDIA INFORMATION

Veterinary Record & In Practice

British Veterinary Association (BVA) Journals



Veterinary
Record

InPractice

BVA
British Veterinary Association



Veterinary Record

Frequency: weekly

Impact factor: 1.633

First issue published: 1888

Audience: Veterinary practitioners, veterinary professionals



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 2014

** Google Analytics September 2015

11,753*
Print circulation

31,047**
Unique users

In Practice

Frequency: monthly

First issue published: 1979

Audience: Practising veterinary professionals, practice managers and students



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: *October 2015

** Google Analytics September 2015

15,617*
Print circulation

11,555**
Unique users

Contact: Kevan Bowen, Sales Manager

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Market Leadership

Veterinary Record & In Practice extensively grow their readership in 2015 as market leading journals

The latest independent survey* found that

Veterinary Record
grows its readership
by 7% in cat &
dog sector

In Practice
20% better read by any
other monthly and
second best read journal
in cat & dog sector

Veterinary Record
and **In Practice**
are one & two best
read journals in
equine sector

Veterinary Record
and **In Practice**
are one & two best
read journals in
the 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
** 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.

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.



**HIGHLIGHT
YOUR PRODUCT
OR SERVICE
ON THIS PAGE**

DISPLAY RATES & PRINT SPECIFICATIONS

Full page	£2,222
Bleed:	303 mm deep x 216 mm wide
Trim:	297 mm deep x 210 mm wide
Type:	264 mm deep x 186 mm wide
Mini page	£1,798
Type (Veterinary Record):	158 mm deep x 119 mm wide
Type (In Practice):	150 mm deep x 112 mm wide
Half page horizontal	£1,559
Type:	129 mm deep x 186 mm wide
Third page horizontal	£1,275
Type:	70 mm deep x 180 mm wide
Third page vertical *	£1,275
Type:	264 mm deep x 57 mm wide
Quarter page standard	£914
Type:	130 mm deep x 90 mm wide
Quarter page strip solus including contents and comment	£1,050
Size:	50 mm deep x 180 mm wide
Cover positions	+20%
Advertorials	+20%
Special positions available	

* Veterinary Record only

Please supply advertisement material as follows:

A high-resolution PDF file (making sure that all pictures and fonts are embedded)

Copy deadline - 1 week before publication

Production contact

Tel: +44 (0) 20 7383 6319

Contact: Kevan Bowen, Sales Manager

Email: kbown@bmj.com

Tel: +44 (0)776 8880 410



Online Advertising

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
- Skyscraper and leaderboard banner advert positions available

Home page	£820 per month
Other areas	£710 per month

ONLINE SPECIFICATIONS

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

Banner advert	468 wide x 60 high
Skyscraper advert	120 wide x 600 high
Leaderboard advert	728 wide x 90 high

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

Production contact

Tel: +44 (0) 20 7383 6589

See your
brand
here



veterinaryrecord.bvapublications.com



inpractice.bvapublications.com

banner
advert
position

skyscraper
advert
position

Veterinary Record

31,047

Monthly unique visitors*

209,607

Monthly page impressions*

In Practice

11,555

Monthly unique visitors*

106,672

Monthly page impressions*

Source* Google Analytics September 2015

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In Practice Content 2016

Companion, farm animal, equine and business editorial sections in each issue

January 2016

Pain management in small animals
Equine orthopaedics
Neurology in dogs
Postpartum emergencies in cows

February 2016

Cardiorespiratory medicine in small animals - pulse oximetry
Equine anaesthesia – part 1
Non-accidental injuries
Surgical tips in farm animals

March 2016

Seizures in small animals
Equine anaesthesia – part 2
Veterinary treatment for wildlife
Pig medicine for non-specialists

April 2016

Anaesthesia in dogs and cats
Chelonian haematology – part 1
Equine atypical myopathy
Disease in gamebirds

May 2016

Cardiology in small animal
Biochemical analysis in equine practice
Managing the transition dairy cow
Chelonian haematology – part 2

June 2016

Controlling pain in cats
Gastrointestinal disease in horses
Goat health planning
Quality control for in-house diagnostics

July/August 2016

Anaesthesia for caesarean section in cats and dogs
Fluid therapy for the sick calf
Use of medicines in competition horses
Evidence-based medicine: Epidemiology for practitioners

September 2016

Neurology in small animals
On-farm diagnostics for cattle
Lameness in horses
Monitoring the anaesthetised patient

October 2016

Cardiopulmonary resuscitation in small animals
Lameness in cattle
Respiratory disease in horses
Diagnostics: cytology

Nov/December 2016

Measuring health in calves
Dermatology in dogs
Nematode control in horses
Viral disease in reptiles

January 2017

Management and control of Johne's disease
Oncology in small animals
Skin problems in horses
Care of small primates

**Copy deadline -
10 days before
publication**

Please note that content is subject to change

2016 Publication Schedule

January	16th January
February	6th February
March	5th March
April	2nd April
May	7th May
June	11th June
July/August	16th July
September	3rd September
October	1st October
November/December	12th November

