

2017 MEDIA INFORMATION

# Veterinary Record & In Practice

Trusted & believed with high editorial integrity

British Veterinary Association (BVA) Journals



**Veterinary**  
Record

**In Practice**

**BVA**  
British Veterinary Association

# Veterinary Record

**Frequency:** weekly

**Impact factor:** 1.741

**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 2015

\*\* Google Analytics September 2016

**11,789\***  
Print circulation

**36,600\*\***  
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: \*\* Google Analytics September 2016

**16,650**  
Print circulation

**12,500\*\***  
Unique users

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# 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.

## 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**

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## DISPLAY RATES & PRINT SPECIFICATIONS

<b>Full page</b>	<b>£2,289</b>
Bleed:	303 mm deep x 216 mm wide
Trim:	297 mm deep x 210 mm wide
Type:	264 mm deep x 186 mm wide
<b>Mini page</b>	<b>£1,852</b>
Type ( <i>Veterinary Record</i> ):	158 mm deep x 119 mm wide
Type ( <i>In Practice</i> ):	150 mm deep x 112 mm wide
<b>Half page horizontal</b>	<b>£1,605</b>
Type:	129 mm deep x 186 mm wide
<b>Third page horizontal</b>	<b>£1,313</b>
Type:	70 mm deep x 180 mm wide
<b>Third page vertical *</b>	<b>£1,313</b>
Type:	264 mm deep x 57 mm wide
<b>Quarter page standard</b>	<b>£941</b>
Type:	130 mm deep x 90 mm wide
<b>Quarter page strip solus including contents and comment</b>	<b>£1,081</b>
Size:	50 mm deep x 180 mm wide
<b>Cover positions</b>	+20%
<b>Advertorials</b>	+20%
Special positions available	

\* Veterinary Record only

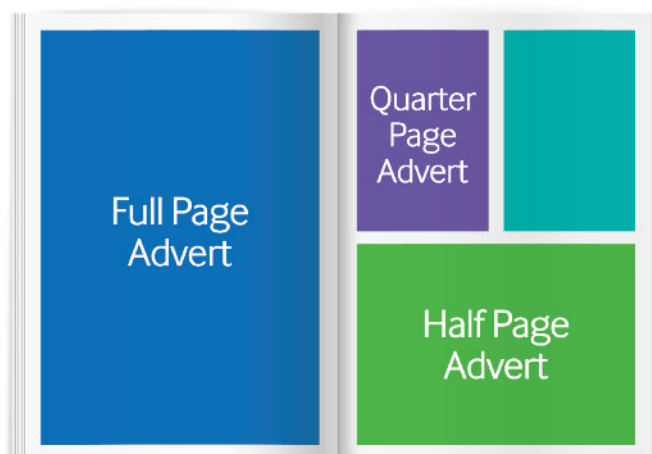
**Please supply advertisement material as follows:**

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



# 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
- Leaderboard and mid-page unit positions available

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

### 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

### Production contact

Tel: +44 (0) 20 7383 6589

See your  
brand  
here



[veterinaryrecord.bvapublications.com](http://veterinaryrecord.bvapublications.com)



[inpractice.bvapublications.com](http://inpractice.bvapublications.com)

Leaderboard

Mid Page  
Unit

Veterinary Record

36,600

Monthly unique visitors\*

108,729

Monthly page impressions\*

In Practice

12,500

Monthly unique visitors\*

42,500

Monthly page impressions\*

Average  
time on site  
2m25

Source\* Google Analytics September 2016

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# In Practice

## Clinical Content

### Jan-Dec 2017



#### January 2017

Oncology in small animals  
Reproduction in dogs  
Responsible use of antimicrobials on cattle farms (part one)  
Monitoring deer

#### February 2017

Intubation in the dog and the cat – a practical guide  
Responsible use of antimicrobials on cattle farms – communicating with farmers (part two)  
Equine dermatology  
Surgery in cats

#### March 2017

Orthopaedics in companion animals - internal fixation  
Responsible use of antimicrobials on cattle farms – at practice and farm level (part three)  
Orthopaedics in horses (part one)

#### April 2017

Dentistry in cats and dogs  
Laparoscopic ovariectomy in companion animals  
Climate change and cattle farming  
Orthopaedics in horses (part two)

#### May 2017

Dermatology in dogs  
Head shaking in horses  
Dry cow therapy

#### June 2017

Dermatology in cats  
Reproduction in horses  
Respiratory disease in cattle

#### July/August 2017

Canine and feline parasitic disease  
Equine respiratory disease  
Diagnosing cattle abdomen problems

#### September 2017

Pain management in dogs and cats  
Acupuncture in horses  
Respiratory disease in sheep

#### October 2017

Dermatology in dogs  
Equine orthopaedics  
Lameness in sheep

#### Nov/December 2017

Emergency medicine in dogs  
Foal health (part one)  
Interpreting data for dairy herds

#### 2017 Publication Schedule

January	January 14
February	February 4
March	March 4
April	April 1
May	May 6
June	June 10
July/August	July 15
September	September 2
October	October 7
November/December	November 11



**Copy deadline - 10 days before publication**

Please note that content is subject to change

**Business and management content in every issue**

