2019 MEDIA INFORMATION

Vet Record & In Practice
British Veterinary Association (BVA) Journals

Giving you:-
• Highly experienced in-house editorial team
• Access to veterinary experts & key authors
• Opportunities to engage with our membership base
**Vet Record**

- **Frequency:** weekly
- **Impact factor:** 2.05
- **First issue published:** 1888
- **Audience:** Veterinary practitioners, veterinary professionals

**Vet 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'.

**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 Vet Record perfectly.

> 'Covers companion, farm, equine and business in every issue'.

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**Source:** *ABC Audit 2018*

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

The latest independent vet reader survey found that:

- **Vet Record** grows its readership by 7% among companion animal vets
- **In Practice** 20% better read than any other monthly
- **Vet Record** and **In Practice** are the number 1 & 2 journals in equine sector
- **Vet 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
- **Vet Record** and **In Practice** unbeatable combined readership to reach all vets in practice

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

A growing audience

BVA membership has grown 3% over the last year***

Source: * The Veterinary Readership Survey, Think Consultancy, October 2015 (All data compares 2015 survey against 2013 results)
** BVA Membership Survey
*** BVA membership data 2018 vs 2017

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

Promotional opportunities
- Display advertising - many creative options and positions
- Bellybands and bookmarked wrappers
- Gatefolds
- Tip-ons
- 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

"Vet 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.

Vet Record - Business News and Innovation section
An editorial opportunity - This new section provides a regular platform for industry news and covers new products and innovations.

“Vet 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.

New for 2019
Roundtables & thought leadership - discuss the key topics important to you and we will publish the outcomes.
Special content - create a supplement with us, we can distribute to our full circulation.

“There are many ways to enhance your brand in a print presence - call me to discuss your ideas”
Kevan Bowen
+44 (0) 776 888 0410

DISPLAY RATES & PRINT SPECIFICATIONS

<table>
<thead>
<tr>
<th></th>
<th>Vet Record</th>
<th>In Practice</th>
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<tr>
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<td>Advertorials</td>
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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

Contact: Kevan Bowen, Sales Manager
Email: kbowen@bmj.com
Tel: +44 (0) 776 888 0410

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

Engage with vets online

Hosted Content - NEW
Vets can now interact with your content on our website...
- Host text, video, images
- Multi positions available
- Target specific groups via email promotion
- Design service to support your campaign

See your brand here

veterinarians.bvapublications.com

Billboard
Leaderboard
Mid Page Unit

Promote your brand online

NEW - Email targeting - engage with veterinary professionals weekly - ask for more information

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

Home page £870 per month
Other areas £750 per month

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

Source: Google Analytics September 2018

Vet Record
187,339 page impressions from
88,740 unique users**

In Practice
92,151 page impressions from
43,037 unique users**

Source: Google Analytics September 2018

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

Billboard
900 wide x 250 high
Leaderboard
728 wide x 90 high
Mid Page Unit
300 wide x 250 high
For Mobile - NEW
320 wide x 100 high

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

“Call me now to discuss how you can achieve greater ROI from your marketing budget”

Kevan Bowen
+44 (0) 776 888 0410
Clinical Content
Jan-Dec 2019

Vet Record
FORWARDS FEATURES

January 2019
Renal disease in dogs – Laura Holm, David Walker

February 2019
Parasitic disease in cats and dogs – Paolo Silvestrini

March 2019
Dentistry in horses – Henry Tremaine

April 2019
Equine dermatology – Derek Knottenbelt

May 2019
Dermatology cats and dogs – Karen Moriello

June 2019
Pet travel (small animal, cats and dogs) – Ian Wright

July 2019
Orthopaedics in cats – James Grierson

September 2019
Endocrine disease cats and dogs – Yvonne McGrotty

October 2019
Oncology in cats and dogs – James Elliott

November 2019
Viral disease in sheep – Nicky Robinson, Peers Davies, Fiona Lovatt

December 2019
Radiography in cats and dogs – Andrew Parry, Paul Mahoney

In Practice
CLINICAL CONTENT

26 January 2019 (Jan/Feb Issue)
- Urethral obstruction in dogs – Chris Shales
- Equine reproduction – Huw Neal
- Parasitic disease in cats and dogs – Paolo Silvestrini
- Managing large dairy farms – Jon Reader

2 March 2019
- Spinal problems in dogs – Marianne Dorn
- Dentistry in horses – Henry Tremaine
- Emergency medicine in cats and dogs – Alessandra Mathis
- Bull fertility – Jonathan Statham

6 April 2019
- Oncology in small animals (cats and dogs) – Sue Murphy
- Equine dermatology – Derek Knottenbelt
- Respiratory disease in rabbits – Elisabetta Mancinelli
- Infectious disease in sheep – Emily Gascoigne

4 May 2019
- Joint disease in dogs – Alice Lawson
- Care of the geriatric horse – Nicola Jarvis
- Dermatology in cats and dogs – Karen Moriello
- Storage of medicines on cattle farms – Wendy Wapenaar

1 June 2019
- Pet travel (cats and dogs) – Ian Wright
- Equine vaccinations – Andy Durham
- Hibernation of tortoises – Sarah Pellet
- Metabolic disorders of cattle – Angel Abuelo

13 July 2019 (July/Aug Issue)
- Orthopaedics in cats – James Grierson
- Rehabilitation and release of badgers – Liz Mullineaux
- Diagnostic techniques in horses – Sarah Smith
- Antibiotic use on sheep farms – Fiona Lovatt

7 September 2019
- Endocrine diseases in dogs – Yvonne McGrotty
- Rabbit ophthalmology – Serena Maini and Claudia Hartley
- Husbandry and welfare of dairy goats – Kathy Anzuino
- Medical emergencies in sports horses – Tom Eaton-Evans

5 October 2019
- Testing for allergies in cats and dogs – Aiden Foster
- Oncology in cats and dogs – James Elliott
- Antimicrobial use in cattle – David Barrett
- Endocrine disease in horses – Jamie Prutton

2 November 2019
- Thoracic medicine in cats and dogs – Fergus Allerton
- Viral disease in sheep – Nicky Robinson, Fiona Lovatt, Peers Davies
- Common problems of guinea pigs – Mark Rowland
- Equine health – Chris Proudman

7 December 2019
- Immunology in cats and dogs – Nat Whitley
- Congenital disease in cattle – Mick Millar
- Radiography in cats and dogs – Andrew Parry, Paul Mahoney
- Equine sports medicine – Jodie Daglish

Copy deadline - 7 days before publication
Please note that content is subject to change

Business and management content in every issue

ADVANCED EDITORIAL CONTENT LISTINGS
enables you to place your advertising against relevant editorial articles, gaining optimal exposure to practising veterinary surgeons

7 September 2019
Endocrine diseases in dogs – Yvonne McGrotty
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2019 Copy Deadline Schedule
January/February – January 11
March – February 15
April – March 22
May – April 19
June – May 17
July/August – June 28
September – August 23
October – September 20
November – October 18
December – November 22