2018 MEDIA INFORMATION

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

Supporting vets since 1888
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’.

The go-to veterinary resource for BVA Members

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’

“Sponsored supplements allow you to associate your brand with great content”

Source: *ABC Audit 2017
** Google Analytics September 2017

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

Vet Record and In Practice extensively grow their readership

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.

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

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

- Bellybands and bookmarked wrappers
- Gatefolds
- Tip-ons
- 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

"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 2018
Roundtables - discuss a topic of your choice and publish key outcomes.
Special content - Work with us to create a supplement for distribution via 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>Full page</th>
<th>Vet Record</th>
<th>In Practice</th>
<th>£2,355</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bleed:</td>
<td>303 x 216 mm</td>
<td>303 x 216 mm</td>
<td>Depth x Width</td>
</tr>
<tr>
<td>Trim:</td>
<td>297x210 mm</td>
<td>297x210 mm</td>
<td>Depth x Width</td>
</tr>
<tr>
<td>Type:</td>
<td>264x186 mm</td>
<td>264x186 mm</td>
<td>Depth x Width</td>
</tr>
<tr>
<td>Mini page</td>
<td></td>
<td></td>
<td>£1,905</td>
</tr>
<tr>
<td>Type</td>
<td>158x128 mm</td>
<td>150x112 mm</td>
<td>Depth x Width</td>
</tr>
<tr>
<td>Half page horizontal</td>
<td></td>
<td>129x182 mm</td>
<td>186x129 mm</td>
</tr>
<tr>
<td>Type</td>
<td>129x182 mm</td>
<td>186x129 mm</td>
<td>Depth x Width</td>
</tr>
<tr>
<td>Third page horizontal</td>
<td></td>
<td>182x70 mm</td>
<td>180x70 mm</td>
</tr>
<tr>
<td>Type</td>
<td>182x70 mm</td>
<td>180x70 mm</td>
<td>Depth x Width</td>
</tr>
<tr>
<td>Third page vertical</td>
<td></td>
<td>243x62 mm</td>
<td>Depth x Width</td>
</tr>
<tr>
<td>Type</td>
<td>243x62 mm</td>
<td>Depth x Width</td>
<td></td>
</tr>
<tr>
<td>Quarter page Standard</td>
<td></td>
<td>130x102 mm</td>
<td>130x102 mm</td>
</tr>
<tr>
<td>Type</td>
<td>130x102 mm</td>
<td>130x102 mm</td>
<td>Depth x Width</td>
</tr>
<tr>
<td>Quarter page News Strip</td>
<td></td>
<td>182x50 mm</td>
<td>180x50 mm</td>
</tr>
<tr>
<td>Size</td>
<td>182x50 mm</td>
<td>180x50 mm</td>
<td>Depth x Width</td>
</tr>
<tr>
<td>Cover positions</td>
<td>+20%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertorials</td>
<td>+20%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Special positions available

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 8880 410

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
- Continuous promotion for the duration of your campaign
- Target specific groups via email promotion
- Design service to support your campaign

See your brand here
vetrecord.bvapublications.com

“Call me now to discuss how you can achieve greater ROI from your marketing budget”
Kevan Bowen
+44 (0) 776 888 0410

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.

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

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

Production contact
Tel: +44 (0) 20 7383 6589
Clinical Content
Jan-Dec 2018

Vet Record
FORWARDS FEATURES

January 2018
Ear infections in dogs (Jan 27 issue)

February 2018
Abdominal trauma in dogs (Feb 24 issue)

March 2018
Operating on small animals (March 31 issue)

April 2018
Cystitis in cats (April 28 issue)

May 2018
Equine reproduction (May 26 issue)

June 2018
Diabetes in cats (June 30 issue)

July 2018
Diseases in rabbits (July 28 issue)

August 2018
Bacterial infections in dogs (August 25 issue)

September 2018
Dermatology in goats (September 29 issue)

October 2018
Ophthalmology in horses (October 27 issue)

November 2018
Respiratory disease in cows (November 24 issue)

December 2018
Assessing acute pain in cats (December 22 issue)

In Practice
CLINICAL CONTENT

January/February 2018
Emergency medicine in dogs
Lameness in sheep
Diagnostics in horses
Diseases in rabbits

March 2018
Practical guide to operating on small animals
Lameness in sheep
Equine reproduction
Small animal orthopaedics

April 2018
Cystitis in cats
Immunology in calves
Equine reproduction
Diabetes in dogs

May 2018
Pain management in small animals
Diagnostics in sheep
Dentistry in horses
Veterinary diagnostics

June 2018
Diabetes in cats
Analysing dairy herd performance
Assessing pain in horses
Veterinary diagnostics

July/August 2018
Bacterial infections in dogs
Biosecurity on farms
Care of geriatric horses
Antibiotic use in small mammals

September 2018
Endocrine diseases in dogs
Dermatology in goats
Equine orthopaedics
Kidney disease in cats

October 2018
Urinary disorders in dogs
Veterinary care of chicken smallholdings
Ophthalmology in horses
Providing healthcare to ferrets

November 2018
Assessing acute pain in cats
Alabama rot in dogs
Respiratory diseases in dairy cows

December 2018
Oncology in dogs
Respiratory diseases in rabbits
Parasitology in sheep

Copy deadline - 10 days before publication
Please note that content is subject to change

Business and management content in every issue