“Vet Record and In Practice. These esteemed titles provide the latest evidence-based research, useful management topics and articles for daily practical tips facing frontline veterinary professionals. A must read for all vets”

Professor Lord Trees, Chief Veterinary Adviser
Vet Record

Frequency: Weekly
Impact factor: 2.101
First issue published: 1888
Audience: Veterinary professionals
About: Vet Record is the official journal of the British Veterinary Association (BVA), sent to members and other subscribers
Mission: To deliver high quality, relevant and engaging research, news and debate to help vets develop as professionals, progress their careers and improve animal health and welfare

“Comprehensive coverage on companion, farm and equine animal in every issue”

In Practice

Frequency: 10 issues per year
First issue published: 1979
Audience: Practising veterinary professionals, practice managers and students
About: In Practice meets the needs of practicing veterinary professionals

“Covers content vets really need to know within editorial sections on companion animal, farm, equine and business and lifestyle”

Brand investment - putting our readers at the heart of what we do

We know vets love reading our journals. User feedback informed a new design, ensuring our content is browsable, current, practical, engaging and connected to the veterinary world.

Source: *ABC Audit 2019

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

Outperforming all monthly specialist titles

Latest vet readership research shows that BVA journals Vet Record & In Practice are market leaders and comprehensively read by vet professionals.

No 1 monthly
In Practice is the strongest monthly title by far amongst veterinary surgeons

Strong growth
Vet Record continues to grow its readership among companion animal vets

Outperforming competitors
In Practice is the strongest monthly title for ALL animal types, outperforming all other specialist titles

Best read for cattle
In Practice and Vet Record are the leading titles within the cattle sector

No 1 for industry
In Practice and Vet Record are the No 1 choice for industry influencers

Soaring News readership
weekly readers of Vet Record’s News pages have grown by 22%**

No 1 for research
Vet Record retains its position as the No 1 weekly research journal

No 1 for CPD
In Practice is the most popular veterinary title for CPD

Continued growth
Vet Record continues to grow its readership year on year

A winning combination - Using Vet Record and In Practice will give you the best reach to veterinary professionals

85% of members say receiving Vet Record and In Practice is the most important part of their membership

Source: *Veterinary Readership Survey (VRS 2019) undertaken by Think Media. 16 veterinary titles were compared for readership strengths across general, equine, companion animal and livestock sectors. Within practising veterinary surgeons, the average issue readership of In Practice is 37% and Vet Record is 35%.
** since 2015 (date of last survey)

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Email: kbowen@bmj.com
Tel: +44 (0)776 8880 410
New for 2020

Roundtables & thought leadership - discuss the key topics important to you and we will publish the outcomes. This could be in any format that works best to achieve your objectives. Debate, panel or networking with key industry experts.

Special content - create a supplement with us, we can distribute to our full circulation.

Sponsored articles - place your brand against great content.

“Associate your brand with great content”
Kevan Bowen
+44 (0) 776 888 0410

Promotional opportunities
A range of bespoke promotional opportunities are on offer - we have a flexible approach to sponsor-led ideas:
- Display advertising - many creative options and positions
- Bellybands and book-marked wrappers
- Gatefolds
- Tip-ons
- Surveys
- Inserts – full run or targeted
- Advertorials
- Advanced editorial content listings

We can give you:
- Opportunities to engage with our membership base
- The chance to work with a highly knowledgeable in-house editorial team
- Access to veterinary experts and key authors via our channels

Display rates & print specifications

<table>
<thead>
<tr>
<th>Format</th>
<th>Vet Record</th>
<th>In Practice</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double page</td>
<td>£4,365</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| DPS Ads need to be supplied as two single full pages
| Full page               | £2,425     |             |         |
| Bleed:                  | 303 x 216 mm | 303 x 216 mm | Depth x Width |
| Trim:                   | 297 x 210 mm | 297 x 210 mm | Depth x Width |
| Type:                   | 264 x 186 mm | 264 x 186 mm | Depth x Width |
| Mini page               | £1,960     |             |         |
| Type:                   | 158 x 128 mm | 150 x 112 mm | Depth x Width |
| Half page horizontal    | £1,700     |             |         |
| Type:                   | 129 x 182 mm | 129 x 186 mm | Depth x Width |
| Third page horizontal   | £1,400     |             |         |
| Type:                   | 70 x 182 mm | 90 x 186 mm | Depth x Width |
| Third page vertical     | £1,400     |             |         |
| Type:                   | 243 x 62 mm |            |         |
| Quarter page Standard   | £999       |             |         |
| Type:                   | 130 x 102 mm | 130 x 90 mm | Depth x Width |
| Quarter page News Strip | £1,150     |             |         |
| Size:                   | 50 x 182 mm |            |         |
| Cover positions         | +20%       |             |         |
| Advertorials            | +20%       |             |         |

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 - 7 days 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

New for 2020
Email targeting - engage with veterinary professionals
Place your messaging against our regular email alerts and gain access to 3,000+ veterinary professionals. Please ask for more information on targetable alerts.

Thought leadership
Access industry expertise via our channels - we can provide a bespoke creative sponsorship solution to help achieve your marketing goals via:
- Webinar
- Video
- Podcast

“Align your brand with today’s modern veterinary professional - call me to discuss how”
Kevan Bowen
+44 (0) 776 888 0410

ONLINE RATES AND SPECIFICATIONS

<table>
<thead>
<tr>
<th>Home page</th>
<th>£870 per month</th>
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</thead>
<tbody>
<tr>
<td>Other areas</td>
<td>£750 per month</td>
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</tbody>
</table>

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

Key online stats at a glance

<table>
<thead>
<tr>
<th>Vet Record</th>
<th>In Practice</th>
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</thead>
<tbody>
<tr>
<td>UK</td>
<td></td>
</tr>
<tr>
<td>59,300 page impressions from 24,000 users</td>
<td>30,000 page impressions from 10,000 users</td>
</tr>
<tr>
<td>ROW</td>
<td></td>
</tr>
<tr>
<td>129,700 page impressions from 58,000 users</td>
<td>53,600 page impressions from 20,600 users</td>
</tr>
<tr>
<td>85,000 article views per month</td>
<td>52,000 article views per month</td>
</tr>
</tbody>
</table>

Source: Google Analytics data based on monthly average in 2019

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

Showcase your brand to the veterinary community
vetercord.bvapublications.com

Billboard
Leaderboard
Mid Page Unit

All online advertising has:
- Geo-targeting available
- Extensive number of visits
- Multi positions available
- Fully mobile optimised

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

Production contact
Tel: +44 (0) 20 7383 6589
2020 Content Calendar
Jan-Dec 2020

In Practice

CLINICAL CONTENT

25 January 2020 (Jan/Feb Issue)
Canine immunology — Nat Whiteley
Internal bleeding in small animals — Kathryn Pratschke
Skin disease in sheep — Emily Gascoigne
Equine dermatology — Ben Curnow

7 March 2020
Oncology in dogs — Butty Villiers
Canine dermatology (guide to skin allergy) — Natalie Barnard
Intestinal disease of cattle (part 1) — Pete Orpin
Medicine use in horses — Mark Bowen
Veterinary care of African pigmy hedgehogs — Nathalie Wissink

14 April 2020
Dentistry in cats — Matthew Oxford
Canine dermatology (management of skin allergy)
Intestinal disease of cattle (part 1) — Pete Orpin
Ophthalmology in horses — Fernando Malalana

2 May 2020
Anaesthesia in dogs — Jacques Ferreira
Canine dermatology (new therapies for skin allergy) — Hilary Jackson / Peter Forsythe
Common diseases of guinea pigs — Mark Rowland
Metabolic disease in cattle — Sabine Mann
Fungal disease in horses — Andy Durham

6 June 2020
Nursing recumbent patients — Elle Haskey
Canine dermatology (guide to in-house tests)
Haematology of small animals — Kostas Papasouliotis
Tail docking in sheep — Emily Gascoigne
Castrating horses — Nigel Woodford

11 July 2020 (Jul/Aug issue)
Anaesthesia in small animals — Alastair Mair
Canine dermatology (pyoderma 1) — Sophie Tyler
Hibernation problems in pet tortoises — Sarah Pellet
Husbandry and welfare of dairy goats — Kathy Anzuino
Lameness in horses — Jane Boswell

5 September 2020
Radiology of small animals — Andrew Kent
Canine dermatology (pyoderma 2) — Sophie Tyler
Neurology toxins in cats and dogs — Karen Humm
Reproduction of horses — James Crabtree
Bacterial disease of livestock — Arthur Otter

3 October 2020
Haematology in small animals — Kate Sherry
Canine dermatology (pyoderma 3) — Sian Frosini / Annette Loeffler
Neurological disease in horses — Emil Olsen
Bacterial disease of livestock — Arthur Otter
Forensic pathology — Henny Martineaux

7 November 2020
Nutrition in small animals — Mary Trehy
Spinal disorders in dogs — Clare Rusbridge
Endocrine disorders in horses — Jamie Pritchard
Calf mortality — Emily Gascoigne

5 December 2020
Weight loss in cats and dogs — Mark Dunning
Salivary gland disease in dogs and cats — Benito de la Peurta / Terry Emmerison
Lameness in cattle — Nick Bell
Gastrointestinal conditions in horses — Joy Leng / Chris Proudman

Vet Record

Within every issue we publish comprehensive editorial coverage of news, research, opinion, careers, across all veterinary treatment areas including, companion animal, farm animal and equine within every weekly issue.

PLUS, editorial sponsorship opportunities like the popular vet professional ‘Wellbeing’ campaign — we’re open to discuss your ideas too.

Research topics available three months in advance
Contact Kevan Bowen for a quarterly update kbowen@bmj.com

2020 Copy Deadline Schedule
January/February January 10
March February 21
April March 20
May April 17
June May 22
July/August June 26
September August 21
October September 18
November October 23
December November 20

Business and management content in every issue

Please note that content may be subject to change