

2012 Media Information



VETERINARY RECORD & IN PRACTICE

British Veterinary Association Journals

'Trusted, believed with high editorial integrity'



veterinaryrecord.bvapublications.com

inpractice.bvapublications.com

**Veterinary
Record**

BVA
British Veterinary Association

In Practice

Veterinary Record

CIRCULATION
10,659



Frequency: weekly

Impact factor: 1.50

First issue published: 1888

Audience: Veterinary practitioners, veterinary professionals

Veterinary Record is the flagship journal of the British Veterinary Association (BVA). Veterinary Record is published weekly and is dedicated to delivering news, opinion, peer-reviewed clinical papers, features, product reviews, letters, recruitment, classified and careers. **Veterinary Record**, the official journal of the BVA, available to members and subscribers, its reputation is unrivalled in the UK and internationally. The journal has gained recognition within the veterinary profession as a highly respected prime source of clinical science, news and opinion.

veterinaryrecord.bvapublications.com

In Practice

CIRCULATION
13,276



Frequency: monthly

Impact factor: 1.50

First issue published: 1979

Audience: Practising veterinary professionals, practice managers and students

In Practice publishes authoritative clinical and practice management information of direct relevance to busy veterinary practitioners. Reviews by experts in their field covering all species, but principally farm, companion animals and equine via editorial sections, providing a regular update on clinical developments in these specific fields.

In Practice is specifically geared to meeting the practical and continuing educational needs of practising veterinary surgeons. **In Practice** remains a constant source of reference and education complimenting Veterinary Record perfectly.

inpractice.bvapublications.com

Contact: Kevan Bowen, Sales Manager

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Veterinary Record

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MARKET LEADERSHIP

A recent independent survey* found that



Veterinary Record
best read for
original research

Veterinary Record
best read for jobs
(far above any online
medium)

In Practice
best read for clinical
& practical advice

In Practice
best read for CPD/
education, training
and development

Within equine
practices
Veterinary Record
and **In Practice** are
the best read titles

Within mixed farm
and large animal
Veterinary Record
and **In Practice** are
the best read titles



Source: *The Veterinary Readership Survey, Think Consultancy October 2011



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PRINT OPPORTUNITIES

DISPLAY COLOUR RATES

Full page	£1,936	Third page vertical	£1,112
Mini page	£1,535	Quarter page standard	£798
Half page horizontal	£1,360	Quarter page strip solus	£916
Half page vertical	£1,360	Cover positions	+20%
Third page horizontal	£1,112	Special positions available	

OTHER 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.

VETERINARY RECORD “PRODUCTS & SERVICES”

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

WHAT THE VETS SAY ABOUT VETERINARY RECORD & IN PRACTICE

“Trusted, believed and useful”

“High editorial standard”

“Veterinary Record is the vet industry’s bible”

“Issues retained for reference”

REPRINTS OF PEER-REVIEWED ARTICLES

Offer a cost-effective way of providing technical information to your target audience. For further information please contact:

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Email: ngurneyrandall@bmjgroup.com

Contact: Kevan Bowen, Sales Manager

Email: kbowen@bmjgroup.com

Tel: +44 (0)776 8880 410

ONLINE OPPORTUNITIES

NEW LOOK WEBSITES

veterinaryrecord.bvapublications.com and inpractice.bvapublications.com 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.

Benefits include:

- Extensive page design and navigational searches
- Immediate access to current issues of Veterinary Record and In Practice
- Back issue archive
- Access to full version of Veterinary Record
- Extensive number of unique online visitors each month
- Skyscraper and leaderboard banner advert positions available

Home page £750 per month

Other areas £650 per month

VETERINARY RECORD

142,015

Monthly page impressions*

41,044

Monthly unique visitors*

IN PRACTICE

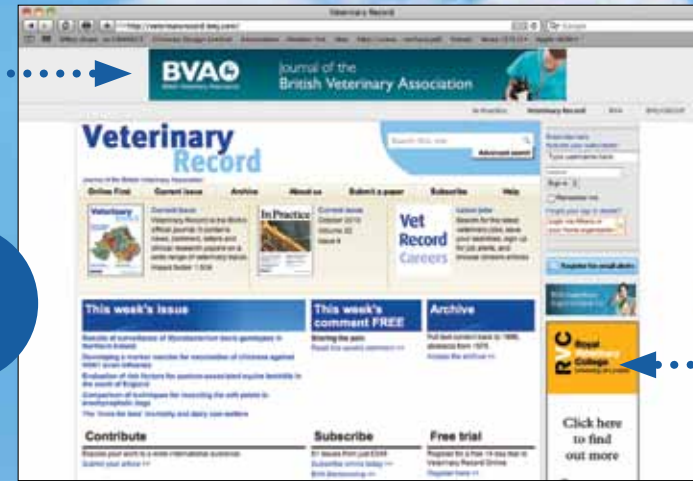
69,968

Monthly page impressions*

17,316

Monthly unique visitors*

Source: *Google Analytics Average figs from July – Oct 2011



banner
advert
position

skyscraper
advert
position

inpractice.bvapublications.com



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PRINT AND ONLINE SPECIFICATIONS

PRINT SPECIFICATIONS

Full page	£1,936
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	£1,535
Type:	158 mm deep x 119 mm wide
Half page horizontal	£1,360
Type:	129 mm deep x 186 mm wide
Half page vertical	£1,360
Type:	264 mm deep x 90 mm wide
Third page horizontal	£1,112
Type:	90 mm deep x 186 mm wide
Third page vertical	£1,112
Type:	264 mm deep x 57 mm wide
Quarter page standard	£798
Type:	130 mm deep x 90 mm wide
Quarter page strip solus including contents and comment	£916
Size:	50 mm deep x 180 mm wide

PRINT PRODUCTION

Please supply advertisement material as follows:

A high-resolution PDF file (making sure that all pictures and fonts are embedded); an EPS, TIFF or JPEG file (Mac format, 300dpi); or a Word document with pictures/logo(s) embedded. If you are unable to supply in any of these formats please call our production team

Production contact:
Tel: +44 (0) 20 7383 6902

ONLINE SPECIFICATIONS

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

Banner advert

Size: 468 wide x 60 high

Skyscraper advert

Size: 120 wide x 600 high

Leaderboard advert

Size: 728 wide x 90 high

File size – up to 50kb.

Deadline for receipt of material

5 working days prior to upload

Production contact
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