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BMJ Group Press Release: Vets and doctors to join forces

BMJ Group will start publishing two leading veterinary medicine titles from May this year, it was announced today.

The weekly *Veterinary Record* and *In Practice*, which issues 10 times a year, are currently published by the British Veterinary Association (BVA) for its 11,000 plus members and subscribers.

From May, the two titles will be published under BMJ Group's Affinity Brand, which now has several journals in its portfolio. Affinity provides publishing services from business development, through editorial support, to sales and marketing, to a wide range of professional societies.

The move marks the first time that doctors and vets have joined forces in this kind of venture.

As part of the arrangement, which runs for an initial period of five years, the BVA's entire complement of 11 editorial staff will become BMJ Group employees.

Commenting on the move, publishing director of BMJ Journals Peter Ashman said: "We are delighted that the BVA has chosen BMJ Group as their partner to develop their publishing programme. The BVA has two excellent publications, and the weekly *Veterinary Record* is one of the most influential titles in the world of veterinary medicine."

BVA Secretary General Henrietta Alderman added: "The BVA believes that outsourcing the production of BVA publications to the BMJ Group, with its infrastructure, expertise and technology, will guarantee the viability of our journals. This is an exciting investment in our journals and will ensure their ongoing growth and reputation within the profession and the wider world."

Mr Ashman continued: "There are many synergies between our two organisations: doctors and veterinary surgeons face many of the same clinical and practice management challenges and opportunities. Both the BMA and BVA provide a high quality weekly journal to Association members.

Consequently, as the publishing arm of the BMA, BMJ Group is extremely well placed to handle the BVA journals. We look forward to working with the BVA and to continuing to improve the quality and profitability of their publications."

The Editor of *The Veterinary Record* and *In Practice*, Martin Alder, commented: "This move should allow the two titles to continue to develop in print and online to the benefit of readers and contributors."