



Supporting veterinary communities to thrive

Media Pack 2024



- Vet Times
- VN Times
- VBJ
- Vet Times Equine
- Vet Times Livestock
- Vefile
- [vettimes.co.uk](https://www.vettimes.co.uk)
- Social Media

MEDIA PACK 2024

CONTENTS

- 3 Welcome
- 4 Vet Times
- 10 VN Times
- 16 VBJ
- 20 Vet Times Equine
Vet Times Livestock
Congress Times
- 24 Vetfile
- 26 vettimes.co.uk
- 29 Social media
- 30 Bespoke solutions
- 31 Terms and conditions
- 32 Contacts



Welcome

Hello,

Thank you for your interest in working with us. We appreciate your support.

At Vet Times, our mission is to support veterinary communities to thrive, something we've been doing for more than four decades by providing trusted news and the latest clinical content to thousands of vets and RVNs every day.

But we did not become the UK's leading veterinary title by resting on our laurels – as the veterinary professions have moved forward, we've moved forward too.

This process never stops, which is why 2024 will see us introduce some exciting changes to our flagship publication, Vet Times and its sister-title VN Times.

The biggest change will be to move these market-leading publications to a more environmentally friendly and sustainable A4 format. And in this case at least, smaller really is better. After months of intense work behind the scenes, we have redesigned both to deliver a product with less wasted paper and more content – it really is a win-win.

And we haven't forgotten the next generation either, with the introduction of a digital edition of Vet Times that enables us to reach more students than ever before while minimising our carbon footprint.

There have also been significant investments made in our data-led advertising solutions to enable you to target the right people in the most effective way.

We're committed to partnering with you to support your business. Please don't hesitate to reach out to me or one of the team if you have any questions or would like to discuss how we can help.

Best wishes,

Will Ricketts, CEO



At Vet Times, our mission is to support veterinary communities to thrive

Vet Times

As the UK's leading veterinary publication and its only weekly title, Vet Times has the power to put your business at the heart of the profession.

With an ABC-certified weekly circulation of more than 16,000 and with all copies only sent on request, Vet Times has long been the number one, trusted choice for vets and vet nurses.

As well as setting the agenda with unparalleled news coverage across all areas of the sector, Vet Times is also home to the latest small and large animal clinical content and cutting-edge scientific research.

Our award-winning flagship title also contains careers advice, management tips and news on the latest products and innovations, while hundreds of readers directly engage every year through Vet Times' thriving letters page.

A weekly crossword, regular competitions and thought-provoking expert editorials complete the package and are another reason why Vet Times is the first choice for our readers and the only choice for your business.

vettimes

16,660

Average 2023 print run

A vettimes.co.uk publication

Delivered to:

- veterinary surgeons (6,398)
- partners (1,442)
- locums (1,717: 1,261 vets, 456 nurses)
- practice managers (462)
- buyers (839)
- head nurses (683)
- registered veterinary nurses (2,727)
- clinical staff (11,691)
- final-year students (525)
- industry (1,335)

*Figures correct as of 1 November 2023

NEWS

- 2 Petplan award winners grace stage
- 3 Magic Carpet: UK 'doesn't deserve' Afghan refugees

POINT OF VIEW

- 14 Foaling mares in the sticks

CLINICAL

- 18 Dry eye in dogs

FOCUS

- 6 Pain relief in companion animals

April 5

vet times jobs
shaping your future
To advertise your role, telephone 01753 383566 or email jobs@vettimes.co.uk
We are open 24/7 - scan the QR code to get online today
www.vettimesjobs.co.uk

Mastering the art of compromise

Group warns of inconsistency risks over XL bully definition

Anxiety and stress in cats - advice on management to offer caregivers

A breakthrough IN PARASITE PROTECTION FOR CATS

Five values of a healthy feline environment

Got a story?

Print advertising rates

vettimes

DISPLAY ADVERTISEMENTS



Double page bleed

Size (mm): 303d x 426w, trimming to 297d x 420w

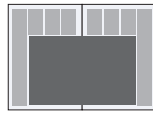
Vet Times: £ **5166**



Double half page

Size (mm): 134d x 396w

Vet Times: £ **3789**



Double 'mini' page

Size (mm): 204d x 299.5w

Vet Times: £ **3358**



Full page bleed

Size (mm): 303d x 216w, trimming to 297d x 210w

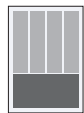
Vet Times: £ **3444**



Centred full page

Size (mm): 303d x 203w, trimming to 297d x 203w (bleed on two edges)

Vet Times: £ **4305**



Third page

Size (mm): 86d x 189w

Vet Times: £ **1435**



Double third page

Size (mm): 86d x 396w

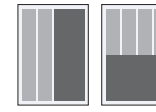
Vet Times: £ **3157**



Centred half page

Size (mm): 134d x 203w

Vet Times: £ **3014**



Half page

Size (mm): portrait 266d x 92.5w, landscape 134d x 189w

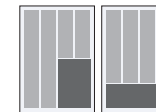
Vet Times: £ **2067**



Mini page

Size (mm): 204d x 140w

Vet Times: £ **2239**

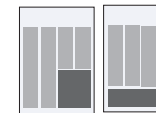


Quarter page

Size (mm): portrait 134d x 92.5w, landscape 65d x 189w

Vet Times: £ **1119**

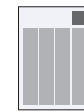
Cover positions



Front cover solus, portrait or landscape

Size (mm): 113d x 95.5w or 50d x 195w

Vet Times: £ **1455**



Front cover solus ear piece

Size (mm): 47d x 45w

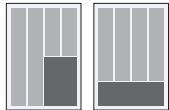
Vet Times: £ **400**

Print advertising rates



DISPLAY ADVERTISEMENTS

Special positions



Page 4 (news) quarter page, portrait or landscape

Size (mm): portrait 138d x 86w, landscape 65d x 189w

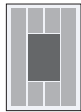
Vet Times: £1399



Page 4 (news) single column strip

Size (mm): 266d x 44w

Vet Times: £1399



Page 5 floating quarter page

Size (mm): 134d x 92.5w

Vet Times: £1399



Chequer

Size (mm): two pieces of artwork 134d x 189w each

Vet Times: £4168

Guaranteed positions

Cost of advertisement, plus 10%

FEATURE ADVERTISEMENTS



Product feature advertisements

Relevant products or services can be advertised against the major features within Vet Times and which are listed on our feature lists. We require 100 words of copy, plus one image and a logo (jpg, tif, png or pdf). Design and layout to Vet Times style is included.

Size (mm): 87d x 92.5w

Vet Times: £431*

Advertorial

Cost of the advertisement space, plus 10%

Design fees available on request.

Big Six

These are sponsored double page articles on first opinion subjects. Includes a mini page advertisement within the feature along with readers tips, stories and case studies alongside editorial from a specialist on the topic. Published in Vet Times, this includes 'Kindly supported by ...' and your logo on the feature and on all promotional material. Design to publication house style included.

Vet Times: Per topic..... £6420*

SPONSORSHIP

Sponsored supplement

Four pages which includes a title page and up to 3,000 words of copy, plus charts, diagrams or images. Design and artwork to the publication's style is included in the price. Full specifications on request.

Vet Times: £6199*

*Rate not subject to series discount

†Rate excludes cost of printing

Print advertising rates

vettimes

CUSTOM PRINT

Special printed options



Closed ↑

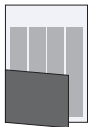
⇨ Open

Fold-out poster

Bound into the centre of the publication with two pages to view, opening out to reveal four pages.

Size (mm): open 592d x 426w, trimming to 586d x 420w; closed 299d x 426w, trimming to 293d x 420w

Vet Times: £6820*



Bound on outsert

Size (mm): 186d x 256w, trimming to 180d x 250w (95mm of which is the guard on reverse)

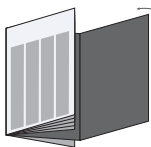
Vet Times: £2311**



False 4-page cover

Size (mm): 309d x 432w, trimming to 297d x 420w (297d x 210w folded) to include the publication's masthead (supplied)

Vet Times: £6820**



Gatefold

Opening out left or right. Positioning is dependent on extent of the issue. Size (mm): 303d x 412w, trimming to 297d x 406w (the folded-in page trimmed width is 200mm)

Vet Times: £5683*

CUSTOM PRINT

Special printed options (continued)

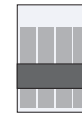


Spread marker

Landscape format only, opening to corresponding advertisement.

Size (mm): 96d x 526w, trimming to 90d x 520w

Vet Times: £4488**



Belly band

Landscape format only, binding entire issue.

Size (mm): 96d x 516w, trimming to 90d x 510w

Vet Times: £2244**

Inserts (up to 30g)

Vet Times from £2078**

Inserts (more than 30g)

Vet Times from £2197**

Carrier sheet

The printed carrier sheet which individual copies are mailed with has a defined advertising space available. Minimum number of issues required.

Vet Times £3744

*Rate not subject to series discount

†Rate excludes cost of printing

RCVS launches 2023 award nominations

The Royal College of Veterinary Surgeons (RCVS) has announced the 2023 award nominations for its prestigious awards. The awards recognize excellence in various areas of the veterinary profession, including clinical practice, research, education, and public service. Nominations are open until the end of the year, and winners will be announced at a special ceremony.

The link between coat colour, disease and behaviour in cats

A new study has revealed a significant link between a cat's coat color and its susceptibility to certain diseases and behavioral traits. Researchers found that cats with white fur are more prone to deafness and aggression, while black cats are more likely to be adopted and kept indoors. The study also identified genetic factors that influence both coat color and behavior.

- 1. Promote advice
- 2. Great product
- 3. High quality
- 4. Excellent service
- 5. Treatment of
- 6. Learning about
- 7. 12 Year Plan of
- 8. 10 Year Plan
- 9. 15 Year Plan
- 10. 20 Year Plan
- 11. 25 Year Plan
- 12. 30 Year Plan
- 13. 35 Year Plan
- 14. 40 Year Plan
- 15. 45 Year Plan
- 16. 50 Year Plan

OCTOBER 25
2022
Volume 52
No 42



Threesy does

FETCH REWARDING CPD

CLAIM YOUR CALLIDIA

vettimes

Find your perfect role at vettimes.co.uk/peoplematch

'BE PREPARED FOR WORSE TO COME' - LEADERS WARNED

Report by [Name]

Leaders in the veterinary industry are being urged to 'be prepared for worse to come' as they face a 'grim future' due to the impact of economic challenges and rising costs. The warning comes from a report by the British Veterinary Association (BVA) and the Royal College of Veterinary Surgeons (RCVS), which highlights the need for industry leaders to take proactive measures to ensure the long-term sustainability of the profession.

SUBS GROUP SHAK

CPD, hot to

WIN! £25 in our

BVA PROFESSIONAL BREAK

THE UK veterinary industry is facing "stretched to breaking point" by the current economic crisis and its impact on animal welfare.



Vets prescribe Galliprant for daily use 68% more than traditional NSAIDs



13,193

Average 2023 print run

Delivered to:

- locum nurses (710)
- head nurses (1,243)
- student nurses (793)
- registered veterinary nurses (6,503)
- industry (662)

*Figures correct as of 1 November 2023

“We had a great experience working with the team at VBD. It was our first time working together and we would highly recommend. The flexibility and responsiveness from the team was outstanding and it immediately felt like a collaborative partnership, even at idea generation stage – they were there for every request we had. The results from our activity were precisely what was required and led to a key business success for us and we’re looking forward to bringing some of the new proposed ideas to life with VBD.”

Jessica Kirby, senior account director, Cirkle



Equine VN role 'must be allowed to grow', says outgoing BEVA boss
Patron princess pays tribute
UK's first cat blood bank launches
VN Times announces first student for its panel
Vetpol sets date for SQP congress in 2024

Use of veterinary anaesthesia – comparing inhalation agent options

Sevohale®
 Sevohale 100% v/v inhalation vapour.
 For dogs and cats. Volatile anaesthetic.

Not as rare as male tortoises, but not common enough: male RVNs
 Andrew Christie RCV, advises the lack of men in veterinary nursing and shares his hopes that the profession's future heads towards a shift in thinking

It is probably about time that this becomes a thing of the past rather than a daily occurrence

Print advertising rates

vntimes

DISPLAY ADVERTISEMENTS



Double page bleed

Size (mm): 303d x 426w, trimming to 297d x 420w

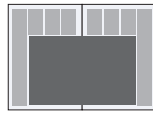
VN Times: £3395



Double half page

Size (mm): 134d x 396w

VN Times: £2489



Double 'mini' page

Size (mm): 204d x 299.5w

VN Times: £2206



Full page bleed

Size (mm): 303d x 216w, trimming to 297d x 210w

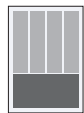
VN Times: £2263



Centred full page

Size (mm): 303d x 203w, trimming to 297d x 203w (bleed on two edges)

VN Times: £2716



Third page

Size (mm): 86d x 189w

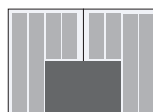
VN Times: £943



Double third page

Size (mm): 86d x 396w

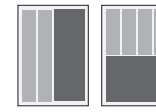
VN Times: £2074



Centred half page

Size (mm): 134d x 203w

Vet Times: £1901



Half page

Size (mm): portrait 266d x 92.5w, landscape 134d x 189w

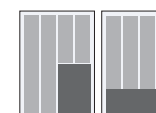
VN Times: £1358



Mini page

Size (mm): 204d x 140w

VN Times: £1471



Quarter page

Size (mm): portrait 134d x 92.5w, landscape 65d x 189w

VN Times: £735

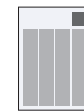
Cover positions



Front cover solus, portrait or landscape

Size (mm): 113d x 95.5w or 50d x 195w

VN Times: £956



Front cover solus ear piece

Size (mm): 47d x 45w

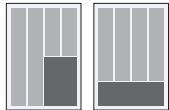
VN Times: £263

Print advertising rates



DISPLAY ADVERTISEMENTS

Special positions



Page 4 (news) quarter page, portrait or landscape

Size (mm): portrait 138d x 86w, landscape 65d x 189w

VN Times: £ 919



Page 4 (news) single column strip

Size (mm): 266d x 44w

VN Times: £ 919



Page 5 floating quarter page

Size (mm): 134d x 92.5w

VN Times: £ 919



Chequer

Size (mm): two pieces of artwork 134d x 189w each

VN Times: £ 2738

Guaranteed positions

Cost of advertisement, plus 10%

FEATURE ADVERTISEMENTS



Product feature advertisements

Relevant products or services can be advertised against the major features within VN Times and which are listed on our feature lists. We require 100 words of copy, plus one image and a logo (jpg, tif, png or pdf). Design and layout to Vet Times style is included.

Size (mm): 87d x 92.5w

VN Times: £ 283*

Advertorial

Cost of the advertisement space, plus 10%

Design fees available on request.

SPONSORSHIP

Sponsored supplement

Four pages which includes a title page and up to 3,000 words of copy, plus charts, diagrams or images. Design and artwork to the publication's style is included in the price. Full specifications on request.

VN Times: £ 4074*

*Rate not subject to series discount

†Rate excludes cost of printing

Print advertising rates



CUSTOM PRINT

Special printed options



Closed ↑

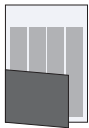
⇨ Opened

Fold-out poster

Bound into the centre of the publication with two pages to view, opening out to reveal four pages.

Size (mm): open 592d x 426w, trimming to 586d x 420w; closed 299d x 426w, trimming to 293d x 420w

VN Times: £4481*



Bound on outsert

Size (mm): 186d x 256w, trimming to 180d x 250w (95mm of which is the guard on reverse)

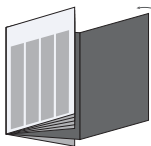
VN Times: £1570**



False 4-page cover

Size (mm): 309d x 432w, trimming to 297d x 420w (297d x 210w folded) to include the publication's masthead (supplied)

VN Times: £4481**



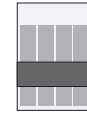
Gatefold

Opening out left or right. Positioning is dependent on extent of the issue. Size (mm): 303d x 412w, trimming to 297d x 406w (the folded-in page trimmed width is 200mm)

VN Times: £3734*

CUSTOM PRINT

Special printed options (continued)

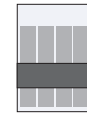


Spread marker

Landscape format only, opening to corresponding advertisement.

Size (mm): 96d x 526w, trimming to 90d x 520w

VN Times: £3553**



Belly band

Landscape format only, binding entire issue.

Size (mm): 96d x 516w, trimming to 90d x 510w

VN Times: £1782**

Inserts (up to 30g)

VN Times from £1659**

Inserts (more than 30g)

VN Times from £1883**

Carrier sheet

The printed carrier sheet which individual copies are mailed with has a defined advertising space available. Minimum number of issues required.

VN Times £ POA

*Rate not subject to series discount

**Rate excludes cost of printing

VBJ is the world's only publication dedicated to the fascinating world of veterinary business.

Read by business and industry leaders, as well as decision-makers and leaders at all levels of veterinary practice, VBJ has been in continuous print for almost 30 years.

A hugely trusted repository of the latest news and expert-led business features, VBJ also features our much-loved Practice Profile section.

With a circulation of more than 9,000 readers every month, if your business has something to say to the people calling the shots in our sector, then VBJ is the place to do it.



Planning for profit: tax-efficient practices

FINANCE

The efficiency can be critical to business success, irrespective of market sector or profession. But tax can be a constant ready to pounce on all who become complacent with it. So, if in any doubt, seek good advice.

What if you're a partnership and a limited company, based locally as a partnership. Each structure has pros and cons when it comes to tax, administration, liability and other business considerations. But there are also tax implications. In this article we summarise the pros and cons of each structure, along with the most common tax-efficient practices for the owner-manager.

Business structure
A partner in a limited company might have a different tax liability to someone who is a sole trader. It's important to consider the tax implications of each structure, along with the pros and cons of each. It's also important to consider the tax implications of each structure, along with the pros and cons of each.

Professional advice
It's always a good idea to seek professional advice when it comes to tax. This is especially true when it comes to complex tax issues. A professional can help you understand the implications of each structure and help you choose the one that's best for you.

Practical advice
If you're a partner in a limited company, it's important to understand the implications of each structure. This is especially true when it comes to complex tax issues. A professional can help you understand the implications of each structure and help you choose the one that's best for you.

balancing their personal tax position with the cost to the company. Unlike dividends, salaries are an allowable expense when calculating a company's trading profits, so it may appear sensible to remunerate the owner-manager with a salary. However, National Insurance contributions (NIC) apply to salaries. In both the company and the personal accounts, salaries are not subject to NIC and the owner-manager can benefit from a lower rate of corporation tax compared with income tax. The drawback is that the owner-manager will have to pay a second layer of tax on a corporation tax liability. The company and the owner-manager are also liable for National Insurance contributions on the owner-manager's salary.

Reorganisation planning
As a business grows, incorporation may be the most sensible option. It offers a second layer of tax on a corporation tax liability. The company and the owner-manager are also liable for National Insurance contributions on the owner-manager's salary.

Consideration of a tax-efficient structure
It's important to consider the implications of each structure. This is especially true when it comes to complex tax issues. A professional can help you understand the implications of each structure and help you choose the one that's best for you.

Free up your finance with a Tax Loan

- From 100% deposits
- Repayment term up to 36 months
- Quick and simple to arrange

braemarfinaance.co.uk/vbj-tax

Products and services may be subject to availability, status, terms and conditions and licensing. All services are subject to status and our lending criteria. Thoughtful use of any application is required.

9,430

Average 2023 print run

Delivered to:

- veterinary surgeons (2,597)
- partners (1,133)
- practice managers (513)
- buyers (677)
- practice owners (651)
- industry (1,092)

*Figures correct as of 1 November 2023

“VBJ is great for communicating effectively with the profession in the UK, and highlighting the benefits of our products and services. We recognise the value of advertising in VBJ and often see an immediate increase in enquiries for our products and services.”

Simon Clark, sales manager, Avid Microchips

VBD MEDIA PACK 2024



Print advertising rates



DISPLAY ADVERTISEMENTS



Double page bleed

Size (mm): 246d x 346w, trimming to 240d x 340w

VBJ: £3375



Double half page

Size (mm): 1100d x 314w

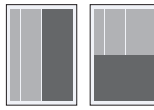
VBJ: £2615



Full page bleed

Size (mm): 246d x 176w, trimming to 240d x 170w

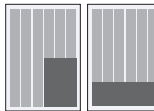
VBJ: £2377



Half page

Size (mm): portrait 206d x 72w, landscape 100d x 148w

VBJ: £1429



Quarter page

Size (mm): portrait 102d x 72w, landscape 48d x 148w

VBJ: £834

Special positions



Chequer

Size (mm): two pieces of artwork 100d x 148w each

VBJ: £3277

Guaranteed positions

Cost of advertisement, plus 10%

FEATURE ADVERTISEMENTS



Product Feature

Relevant products or services can be advertised against the major features within VBJ and which are listed on our feature lists. We require 100 words of copy, plus one image and a logo (jpg, tif, png or pdf). Design and layout to VBJ style is included. Size (mm): 68d x 72w

VBJ: £496*

Advertorial

Cost of the advertisement space, plus 10%
Design fees available on request.

Insight feature

Double-page advertisement feature specifically tailored for companies to directly engage with readers about new products or services. Insight includes a 900-word editorial and a separate advertisement feature or half page advertisement space. Design and artwork is included.

VBJ: £3278*

Face-to-face interview-style feature

Full-page advertisement feature in an interview format allowing a key figure in your business to be interviewed by the editor of VBJ, putting your business in the spotlight. Design and artwork is included.

VBJ: £2616*

Timeline feature

Double-page advertisement feature which is ideal for celebrating company milestones, anniversaries, acquisitions or product developments; reinforcing brand heritage; building trust; and educating the reader about past, present and future developments within the business. Design and artwork to the publication's style is included in the price.

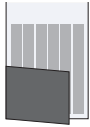
VBJ: £3278*

Print advertising rates



CUSTOM PRINT

Special printed options



Bound on outsert

Size (mm): 154d x 216w, trimming to 148d x 210w
(120mm of which is the guard on reverse)

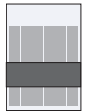
VBJ: £1584*†



False 4-page cover

Size (mm): 252d x 352w, trimming to 240d x 340w (240d x 170w folded)
to include the publication's masthead (supplied)

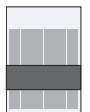
VBJ: £2686*†



Spread marker

Landscape format only, opening to corresponding advertisement.
Size (mm): 56d x 446w, trimming to 50d x 440w

VBJ: £3029*†



Belly band

Landscape format only, binding entire issue.
Size (mm): 82d x 446w, trimming to 76d x 440w

VBJ: £1520*†

*Rate not subject to series discount

†Rate excludes cost of printing

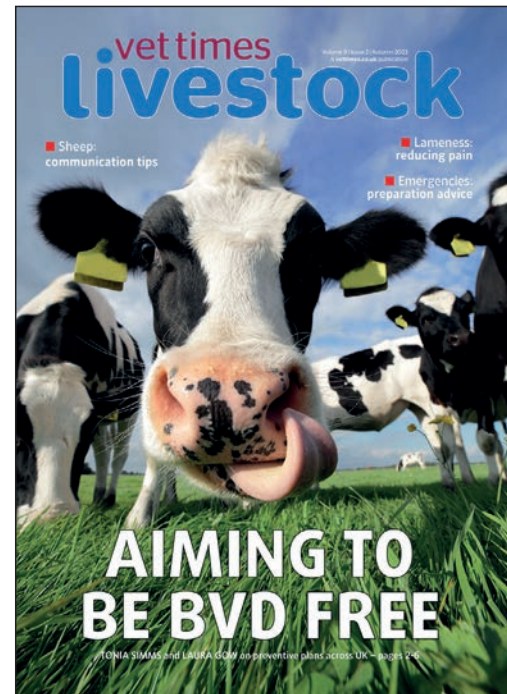


Supplements/ Congress Times

Featuring clinical and topical feature content and product news and information, our Equine and Livestock supplements are specialist titles, each targeted twice a year specifically at these vital sections of the profession.

They provide the perfect vehicle for you to target your campaigns at key times at those out on the farm or stable yard.

Additionally, we plan to run Equine and Livestock branded titles in the lead-up to BEVA and BCVA congresses, while other major events, for example, London Vet Show, will also be covered through our Congress Times publication.



4,381

Average 2023 print run
(Vet Times Equine)

4,317

Average 2023 print run
(Vet Times Livestock)

Delivered to:

- veterinary professionals working in equine/livestock practices and those expressing an interest in those subject matters

“It has been a pleasure working with the Vet Times media team. It has helped us develop and execute exciting new digital marketing campaigns, which have enabled us to successfully promote our brands and measure the engagement of our target audience. I look forward to working with them again this year.”









Lorron Bright, product manager,
Norbrook Laboratories



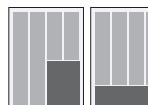
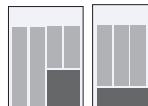


Print advertising rates



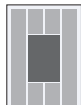

DISPLAY ADVERTISEMENTS

	<p>Double page bleed Size (mm): 303d x 426w, trimming to 297d x 420w</p> <p>Vet Times Equine/Livestock: £3099 Congress Times LVS: £5166</p>
	<p>Double half page Size (mm): 134d x 396w</p> <p>Vet Times Equine/Livestock: £2273 Congress Times LVS: £3789</p>
	<p>Double 'mini' page Size (mm): 204d x 299.5w</p> <p>Vet Times Equine/Livestock: £2015 Congress Times LVS: £3358</p>
	<p>Full page bleed Size (mm): 303d x 216w, trimming to 297d x 210w</p> <p>Vet Times Equine/Livestock: £2066 Congress Times LVS: £3444</p>
	<p>Centred full page Size (mm): 303d x 203w, trimming to 297d x 203w (bleed on two edges)</p> <p>Vet Times Equine/Livestock: £2583 Congress Times LVS: £4305</p>
	<p>Third page Size (mm): 86d x 189w</p> <p>Vet Times Equine/Livestock: £861 Congress Times LVS: £1435</p>
	<p>Double third page Size (mm): 86d x 396w</p> <p>Vet Times Equine/Livestock: £1894 Congress Times LVS: £3157</p>
	<p>Centred half page Size (mm): 134d x 203w</p> <p>Vet Times Equine/Livestock: £1736 Congress Times LVS: £3014</p>

	<p>Half page Size (mm): portrait 266d x 92.5w, landscape 134d x 189w</p> <p>Vet Times Equine/Livestock: £1240 Congress Times LVS: £2067</p>
	<p>Mini page Size (mm): 204d x 140w</p> <p>Vet Times Equine/Livestock: £1343 Congress Times LVS: £2239</p>
	<p>Quarter page Size (mm): portrait 134d x 92.5w, landscape 65d x 189w</p> <p>Vet Times Equine/Livestock: £672 Congress Times LVS: £1119</p>
	<p>Front cover solus, portrait or landscape Size (mm): 113d x 95.5w or 50d x 195w</p> <p>Vet Times Equine/Livestock: £873 Congress Times LVS: £1455</p>

DISPLAY ADVERTISEMENTS

Special positions

	<p>Page 5 floating quarter page Size (mm): 134d x 92.5w</p> <p>Vet Times Equine/Livestock: £839 Congress Times LVS: £1399</p>
	<p>Chequer Size (mm): two pieces of artwork 134d x 189w each</p> <p>Vet Times Equine/Livestock: £2500 Congress Times LVS: £4168</p>

Guaranteed positions

Cost of advertisement, plus	10%
-----------------------------------	------------

Print advertising rates



FEATURE ADVERTISEMENTS



Product feature/Showcase advertisements

Relevant products or services can be advertised against the major features within Vet Times Equine/Livestock and which are listed on our feature lists or as a showcase advert within Congress Times. We require 100 words of copy, plus one image and a logo (jpg, tif, png or pdf). Design and layout to Vet Times Equine/Livestock/Congress Times style is included.

Size (mm): 87d x 92.5w

Vet Times Equine/Livestock: £258*

Congress Times LVS: £431*

Advertorial

Cost of the advertisement space, plus 10%

Design fees available on request.

SPONSORSHIP

Sponsorship package

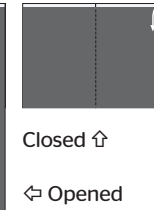
- Double-page spread advertisement feature incorporating a 'mini' page advertisement (204d x 140w), supported by 1,500 words of generic editorial content and up to three images, graphics or diagrams. Design and artwork is included. Full specifications on request.
- Front page strip advertisement (50d x 195w).
- Strapline message/design appearing in up to half the header bars on editorial pages.

Vet Times Equine/Livestock £3324*

Congress Times LVS: £5541*

CUSTOM PRINT

Special printed options



Fold-out poster

Bound into the centre of the publication with two pages to view, opening out to reveal four pages.

Size (mm): open 592d x 426w, trimming to 586d x 420w; closed 299d x 426w, trimming to 293d x 420w

Vet Times Equine/Livestock: £4091*



Bound on outsert

Size (mm): 186d x 256w, trimming to 180d x 250w (95mm of which is the guard on reverse)

Vet Times Equine/Livestock: £1456**

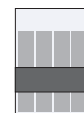
Congress Times LVS: £2311**



False 4-page cover

Size (mm): 309d x 432w, trimming to 297d x 420w (297d x 210w folded) to include the publication's masthead (supplied)

Vet Times Equine/Livestock: £4091**



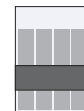
Spread marker

Landscape format only, opening to corresponding advertisement.

Size (mm): 96d x 526w, trimming to 90d x 520w

Vet Times Equine/Livestock: £2827**

Congress Times LVS: £4488**



Belly band

Landscape format only, binding entire issue.

Size (mm): 96d x 516w, trimming to 90d x 510w

Vet Times Equine/Livestock: £1414**

Congress Times LVS: £2244**

*Rate not subject to series discount

**Rate excludes cost of printing

Data-led advertising solutions

Data-led advertising solutions you can trust.

Reach the right veterinary professionals with the right message at the right time with our data-led advertising solutions.

Target veterinary professionals with laser precision by job title, species, qualifications, location, practice type, and more

Reach vets at the right time via our print, digital, and social channels.

Maximise your campaign's impact with insight-driven messaging that resonates with your target audience.

Track your results and see exactly what's working and what's not.



Vetfile - data you can trust



Vetfile is the UK's biggest and most accurate database of veterinary professionals and veterinary practices.

It has been at the heart of VBD's business from the very beginning, and remains one of the best-value, most versatile tools available to switched-on marketers.

Vetfile can be used whether you are hyper-targeting a small pool of high-value individuals, or you want to find your message on the doorstep of veterinary professionals across the nation. Send what you want, to who you want! We can make it happen.

- the most accurate and up-to-date database in the veterinary sector
- more than 44,467 veterinary professionals listed
- target veterinary professionals based on job type, species, certificates and diplomas held, geographic location (including counties and postcode radius searches), year of qualification, and practice type and size to meet marketing objectives

WHO CAN WE MAIL TO?

Rather than mailing to all 28,300 veterinary professionals, we can segment the database by:

JOB TYPE:	
All vet surgeons	13,709
Senior partners	1,895
Partners	1,013
Buyers	1,704
Locum vet surgeons	1,489
Practice managers	1,446
Recruiters	289
Qualified VNs	13,319
Head nurses	1,832
Locum VNs	853
Trainee VNs	1,384
VNAs	930

SPECIES:	
Small animal	11,947
Equine	2,306
Beef	1,858
Dairy	1,802
Sheep	1,626
Pig	1,185
Rabbits	6,056
Reptiles	2,837
Avian	2,874
Poultry	924
Rodents	4,929
Zoo/Wildlife/Fish	630

*Figures correct as of 1 November 2023

CREATIVE OPPORTUNITIES

Vettxt instant messaging

Providing the industry with instant messaging and results. Vettxt is a new service from Vetfile. This unique service allows us, within seconds, to put your message directly into the palms of veterinary professionals, with instant results dependent on the communication you are sending. You can send an industry-related text to your chosen audience - this could be a survey, attendance to a CPD event or to simply make the profession aware your product is back in stock. Send a vettxt, with up to 160 characters (this must include links and personalisation if required), for an instant response at a time that suits you and your business needs. vettxt is a premium, targeted, bespoke messaging service and is to be used in conjunction with other media options.

Rate: £POA

Vet Times "e-focus" newsletter

A sponsored Vet Times email on a selected topic sent to a targeted database consisting 50 per cent of a previously published article of your choice from any of our titles, alongside 50 per cent advertisement feature copy in which you can use text, images and/or display ads to communicate your message to readers. An exclusive opportunity for increasing engagement and enhancing brand perceptions. Any unopened emails can be sent a second or third time at an additional cost.

Rate: £POA

Vettimes.co.uk


While the power of our print publications speaks for itself, we fully embrace the extensive benefits of the latest digital innovations to deliver news and content to our audiences – and speak for your brand.

vettimes.co.uk is the UK's biggest source of news and information, attracting 163,000 average monthly engaged users*.

Not only does it provide a platform allowing our team the opportunity to break the latest news within minutes of it happening, but it also allows us myriad ways to present clinical and technical content to our readers, including through video, podcast and in ever-evolving bite-size formats.

We've a range of advertising options across the site, too, and far beyond the standard leaderboards, MPUs and billboard advertising spots. Native advertising allows you to get over specific information to our professional and engaged audience, while the likes of bespoke sponsored podcasts via our three dedicated channels offer exciting opportunities to reach veterinary professionals.

*Jan-Oct 2023
**July-Aug 2023
***Jan-Oct 2023


163,000
average monthly engaged users*


9,200
listeners of our podcast per month**


23,000
average sends of our weekly email***



Digital advertising rates

BANNER ADVERTISEMENTS



Billboard

Size (pixels): 970w x 250d

Large format offers substantially more space than a standard leaderboard banner. Video or animated content can be used.

Per month £1208



Leaderboard

Size (pixels): 728w x 90d

Banner appearing at the top of the page, but can also appear within the main body of the site and can contain static or animated content.

Per month £839



Expandable banner

Size (pixels): 728w x 90d expanding to 728w x 540d

When closed looks like a leaderboard, but when hovered over the extended space drops down, revealing additional content. Desktop only.

Per month £1208



Film strip

Size (pixels): 300w x 3,000d viewed through a 300w x 600d window

A large canvas viewed initially through a smaller window. Fully controlled by the viewer and capable of carrying a substantial amount of video content, the space offers a high engagement opportunity. Desktop only. Does not appear on home page.

Per month £2099



Callout

A callout offers advertisers the opportunity to have a pop up banner appear when a user visits vettimes.co.uk with a vast range of options to offer all calls of action. They do not appear on every page but show on a user's landing page and can be tagged to key words too. Use to create urgency with a countdown to an event/webinar, show a video or create a mailing list.

Per month from £2854



MPU (multi-purpose unit)

Size (pixels): 300w x 250d

Rectangular space appearing on the right-hand side of the page. MPUs are so called as they provide a blank canvas in which flat or more interactive content can be served.

Per month £1005



Double MPU (multi-purpose unit)

Size (pixels): 300w x 600d

Larger version of the MPU advert. Does not appear on home page.

Per month £1507



Roadblock Advertising

All display placements (Billboard, leaderboard, and MPU) on the site are "roadblocked" with the same creative allowing advertisers to own 100% of voice for a given period.

Per month (for all positions) £3664



Catfish

Size (pixels): 728w x 90d

A full width banner advert that like its namesake, maintains visibility by keeping itself positioned at the bottom of the page. It is inherently optimized for viewable impressions and yields 2-3 times higher click-through rates as a result.

Per month (for all positions) £3075

DIGITAL FEATURE ADVERTISEMENTS



Native advertising

Content-based advertising using editorial, infographic, video and/or links. Tagged to the homepage for one month, meaning it is highly viewable, and thereafter is retained indefinitely within your advertiser 'hub page', accessible through a home page button, site or organic search. Opportunity to build a 'library' of your own content, which is always accessible.

Per month from £1374*

Digital advertising rates

vettimes.co.uk

NEWSLETTER ADVERTISING

Vet Times Weekly Newsletter sponsorship

The Vet Times weekly newsletter is perfect for high impact branding – especially suitable for a product launch. It features a round-up of the top headlines from vettimes.co.uk plus links to podcasts and blogs. A quick poll can be included, prompting feedback to questions your business needs answers to. Monthly statistics on numbers opening the newsletter and number of click-throughs will be provided. Minimum commitment is one month. Ad spaces include a leaderboard, an MPU, a skyscraper, a banner/footer and a mini banner.

Per month £1381

Vet Times Daily Newsletter sponsorship

The Vet Times daily newsletter includes the top news stories from vettimes.co.uk. You will receive two leaderboard spaces. Statistics on numbers opening the newsletter and number of click-throughs will be provided. Minimum commitment is one month.

Per week £317

VN Times Monthly Newsletter sponsorship

The monthly VN Times newsletter includes a round-up from the VN Times editor, news, links to podcasts and recent features in the printed publication. Monthly statistics on numbers opening the newsletter and number of click-throughs will be provided. Minimum commitment is one month. Ad spaces include a leaderboard and an MPU.

Per month £923

CREATIVE DIGITAL OPTIONS

Sponsored Podcast

When a full page advert is booked against the feature appearing in one of our publications you can sponsor a corresponding podcast. You will receive a 30-second intro, banners on the podcast page online, and editorial on the podcast page online.

Rate: £954

Bespoke Podcast

For a bespoke podcast on a specific subject of your choice you can choose the subject, the speaker and the time of year. We will record, edit and host your podcast on vettimes.co.uk

Rate: £2544

CREATIVE DIGITAL OPTIONS (continued)

Competitions

Online competitions can achieve a number of outcomes; data capture, brand enhancement, market research or just offer a giveaway. A month long competition slot is a great way of interacting with the site's registered users through offering a main prize with a minimum value of £150. Rate: from £1591

Video package

Your video will appear on the home page of vettimes.co.uk for one month. After this time, the video will sit indefinitely within your advertiser 'hub page' accessible through a home page button, site or organic search. A social media advertisement (including a one-minute teaser video) driving traffic back to your video is included (this can be done at the same time that the video goes live or at a later date). Rate: £1654

Surveys/Market research

Market research surveys help you better understand your audience. When you know what your audience wants, you can deliver a better experience for them, which leads to more conversions for your business. We can help build, host and drive traffic to the surveys using our various platforms. Rate: £POA

Quiz

Used on vettimes.co.uk, on social media or via e-shot, a quiz is a great way to collect data. Quizzes can be images or videos, simple question and answer, multiple choice or opinion. Perfect for sharing on social channels. Rate £POA

Article sponsorship

Articles previously published in our print titles can be sponsored online. Such articles will be flagged as "Sponsored by", along with the sponsor's logo and leaderboard advert, in the "Sponsored content" area of the home page for one month

Per article, per month £1213

Vet Times CPD+ sponsorship

Vet Times CPD+ is the home to hand-selected premium content. We offer sponsorship of the sections within our CPD+ hubs, giving you the opportunity to promote your brand against relevant content and in front of highly engaged veterinary professionals. Sponsorship includes a logo on all articles on the collection, one piece of content, a leaderboard banner, an MPU advert and emails on the CPD+ newsletter. Rate: £POA

*Rate not subject to series discount

Digital advertising rates

SOCIAL MEDIA

Social media advertising with Vet Times now allows a flexible pricing plan that is closely aligned to the size of the audience you choose, and the level of frequency you wish to employ.

Using our Vetfile database, you can reach your target audience through their own Facebook content. You choose the criteria you want including job type, year of qualification, location specialisms etc. From this potential universe, we will then price your campaign by the estimated reach.

This reach figure will correspond to one of our new price bands, and then you simply choose from the **Essentials** package (lower target frequency over approx. 1 week), the **Standard** package (medium frequency over approx. 2 weeks), or the **Premium** package (higher frequency over approx. 3 weeks). A **Custom** package is also available for bespoke marketing campaigns.

SOCIAL MEDIA PACKAGES

Audience	Essentials 1 week	Standard 2 weeks	Premium 3/4 weeks	Custom (weeks TBC)
up to 2,000	£482	£963	£1,445	£POA
2,000-4,000	£615	£1,231	£1,846	£POA
4,000-6,000	£749	£1,498	£2,247	£POA
6,000-8,000	£883	£1,766	£2,648	£POA
8,000-10,000	£1017	£2,033	£3,050	£POA
10,000+	£1150	£2,301	£3,451	£POA

vt Vet Times
Sponsored · 🌐

Being a partner with Vets4Pets means that you will be a shareholder and get paid a market salary from day 1, receive company benefits and be further rewarded by having full access to your profits in the form of dividends and enjoy capital growth.

As your business partner, Vets4Pets will support you to achieve your goals and business success.

Partnerships
Vets4Pets
Your Practice. Our Passion.

vets4petscareers.com
Being a Joint Venture Partner with Vets4Pets [Learn more](#)



Bespoke solutions

Our data-led advertising solutions enable us to maximise the impact of your marketing messaging:

- Build contacts and network with new and existing clients via the multiple channels to market
- Gain up to date insight and market intelligence with our surveys and polls services
- Showcase your brand to buyers and influential stakeholders via our print and digital marketing routes
- Launch and showcase your product to a highly engaged qualified audience via Vetfile
- Content opportunities to amplify your voice beyond your own website, data lists and PR functions

As well as the many opportunities detailed previously with our Media Kit, we also offer bespoke products including:

- Retargeting
- Tip On Front Cover or Tip In Inside Page
- Calendar Sponsorships
- Personality Tests
- Video Content
- Round Tables
- Microsites
- Animations
- Gamification

For more details contact the Brand Services Team on 01733 383546

Cancellation and payment terms

CHARGES AND PAYMENT

- 11.1 The Charges for the Services shall be as set out in the Supplier's written acceptance of the Order.
- 11.2 The Supplier shall be entitled to charge the Customer for any expenses reasonably incurred by the individuals whom the Supplier engages in connection with the Services including, but not limited to, travelling expenses, hotel costs, subsistence and any associated expenses, and for the cost of services provided by third parties and required by the Supplier for the performance of the Services, and for the cost of any materials.
- 11.3 The Supplier reserves the right to increase its rate cards at any time provided that such charges cannot be increased more than once in any 6-month period. Any changes to the rates will take effect immediately. However, any changes to the applicable rates will not apply to any orders made and accepted prior to the date of such change. If such increase is not acceptable to the Customer, it shall notify the Supplier in writing within two weeks of the date of the Supplier's notice and the Supplier shall have the right without limiting its other rights or remedies to terminate the Contract by giving two weeks' written notice to the Customer.
- 11.4 With the exception of the provision of Market Research Services, to which condition 9.11 applies, the Supplier shall invoice the Customer on completion of the Services. (visit <https://www.vbd.co.uk/terms-and-conditions/> for full t&c's)
- 11.5 The Customer shall pay each invoice submitted by the Supplier:
 - 11.5.1 within 30 days of the date of the invoice; and
 - 11.5.2 in full and in cleared funds to a bank account nominated in writing by the Supplier, and time for payment shall be of the essence of the Contract.
- 11.6 All amounts payable by the Customer under the Contract are exclusive of amounts in respect of value added tax chargeable for the time being (VAT). Where any taxable supply for VAT purposes is made under the Contract by the Supplier to the Customer, the Customer shall, on receipt of a valid VAT invoice from the Supplier, pay to the Supplier such additional amounts in respect of VAT as are chargeable on the supply of the Services at the same time as payment is due for the supply of the Services.
- 11.7 Without limiting any other right or remedy of the Supplier, if the Customer fails to make any payment due to the Supplier under the Contract by the due date for payment ("Due Date"), the Supplier shall have the right to charge interest on the overdue amount at the rate of 4% per cent per annum above the then current HSBC's base rate accruing on a daily basis from the Due Date until the date of actual payment of the overdue amount, whether before or after judgment, and compounding quarterly.
- 11.8 Without limiting any other right or remedy of the Supplier, if the Customer fails to make any payment due to the Supplier under the Contract by the Due Date,

the Supplier shall also have the right to cancel/withdraw/put on hold any other Contracts until such time as the Customer makes payment of the overdue amount together with interest.

- 11.9 The Customer shall pay all amounts due under the Contract in full without any deduction or withholding except as required by law and the Customer shall not be entitled to assert any credit, set-off or counterclaim against the Supplier in order to justify withholding payment of any such amount in whole or in part. The Supplier may, without limiting its other rights or remedies, set off any amount owing to it by the Customer against any amount payable by the Supplier to the Customer.
- 11.10 Moving or cancelling a confirmed booking within 10 days of the printed publication cover date or live start date for online advertising will incur a £600.00 admin fee

Artwork specifications

DISPLAY AND SEMI-DISPLAY ADVERTISING

File format required:

PDF/X-1a compliant PDF document. We would advise clients to use the ICC FOGRA39 profile space when distilling or exporting to PDF to ensure predictable colour reproduction. Files not configured using this colour space will be converted to it automatically during the pre-press process. The publisher will not be responsible for the content or quality of reproduction of any advertisement created using a colour space other than ICC FOGRA39. Please visit <https://www.ppa.co.uk/resource/pass4press-download> if you require information on creating PDF/X1-a compliant PDFs using industry standard best practice.

Sizing/Alterations

We will endeavour to adapt incorrectly sized advertisements or those requiring alteration, but reserve the right to refuse such advertisements.

Design and Artwork

We are able to offer clients a complete in-house creative design service.

Print Services

For any of the special items referred to in this Media Pack, such as belly bands, spread markers, false front covers, tip-ons, polywrap, inserts, article reprints etc, we are able to arrange for printing to your specification. Please contact Production for a quotation.

Copy Deadlines

If copy is not received by the deadline, we reserve the right to proceed with alternative copy and the advertisement will remain as charged.

Ready to get started?

Our team can advise you on the best solution to take your advertising campaigns to the next level and support veterinary communities thrive.



ANDREW MILLER

Head of Advertising
andrewmiller@vbd.co.uk
01733 383546



RACHEL WOODMAN

Account Manager
rachelwoodman@vbd.co.uk
01733 383532



ZAHER KHAN

Account Manager
zaherkhan@vbd.co.uk
01733 383557

SUBSCRIPTIONS

For subscription questions such as renewals or address changes, please contact vetfile@vbd.co.uk or 01733 383539

PRODUCTION

For questions regarding artwork specifications, please contact production@vbd.co.uk or 01733 383569

WEBSITES

vettimes.co.uk
vettimesjobs.co.uk

Designed and produced by Veterinary Business Development Ltd,
Olympus House, Werrington Centre, Peterborough PE4 6NA

VBD, Vet Times, VN Times, Congress Times, VBJ and vettimes.co.uk are all registered trademarks of
Veterinary Business Development Ltd.

All other trademarks acknowledged. All details correct at time of release. Prices and specifications shown
are subject to change. ©2023 Veterinary Business Development Ltd.