

MEDIA PACK 2022/23



• sustainability • practice profiles • industry insight • management matters • mental health • finance • cpd • tech • and much more

www.theveterinaryedge.com

What is *The Veterinary Edge*?

Brought to you by a team of veterans in vet media, *The Veterinary Edge* enters its third year in 2023. We aim to propose, predict and promote the veterinary practice of the future – features have included AI, VR, cloning, DNA as data storage and much more – while spotlighting the outstanding work in both the profession and industry, covering:

- ✓ Sustainability
- ✓ The very latest equipment
- ✓ Cutting-edge procedures
- ✓ Outstanding practice design
- ✓ Mental health
- ✓ Front-of-house evolution
- ✓ Movers and shakers
- ✓ Technology
- ✓ Lifestyle
- ✓ And much more...

TIME SCALES

Issues are published around the 20th of each month prior to the cover date.

Copy (advertising and editorial) close on the 5th of the month for the following month's issue.

All editorial enquiries should be directed to:
editor@theveterinaryedge.com.

The Veterinary Edge is features-led, but not tied to a monthly features list. Every issue of this magazine is intended as a chapter in the developing world of veterinary practice. Whether print or digital, it is designed to be 'a keeper'. With a respectful nod to the past, our focus is firmly on the very best veterinary practice that exists today, and what is coming in the near and distant future.

Talking to the manufacturers, suppliers, people and practices driving developments in the veterinary world – with in-depth practice and company profiles – our mission is to publish exclusive, compelling and comprehensive features that go far beyond superficial press release rehashes.

The magazine is also fully recyclable and only uses paper from sustainable sources.



Technology

In-depth features on the cutting edge of veterinary diagnostics and treatment, artificial intelligence, virtual reality, telemedicine and more.



Equipment

The latest and most innovative developments going into practices. We talk to the people who design them, install them and use them.

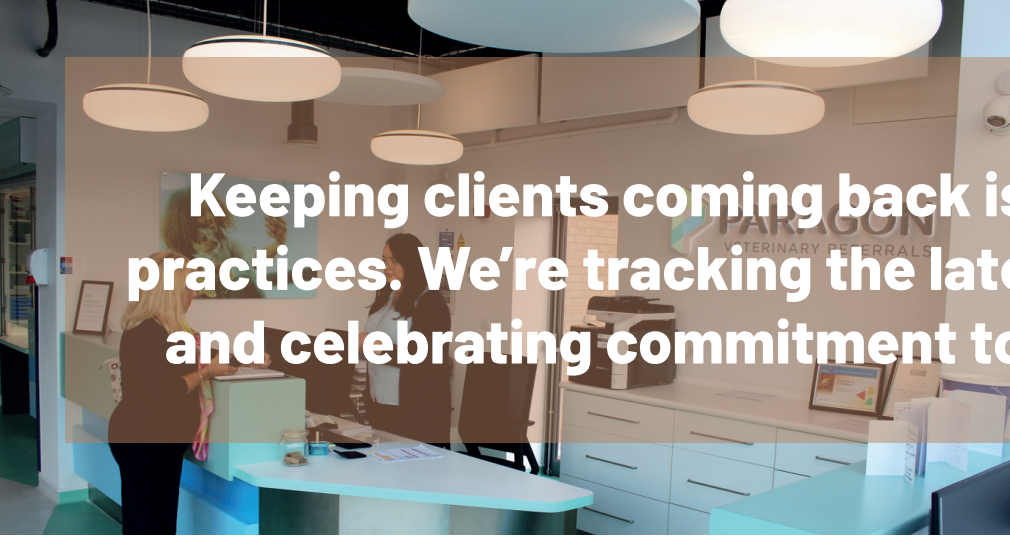
Sustainability

Climate change demands urgent action. The practice of the future will be environmentally-friendly and sustainable.



Practice design

We're looking at practices which push the envelope, where vision and ambitions are realised to create truly remarkable facilities.

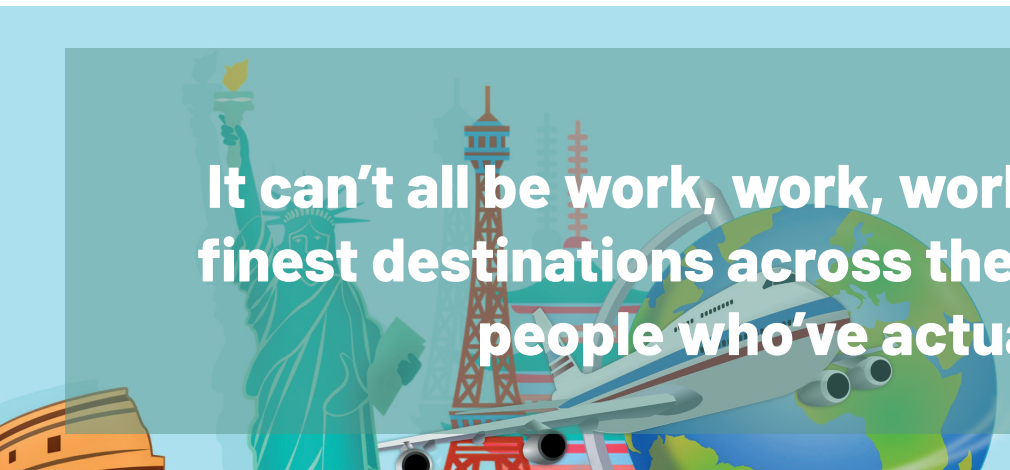


Front of house

Keeping clients coming back is paramount to all practices. We're tracking the latest developments and celebrating commitment to client centricity.

Mental health

From dealing with stress and anxiety to ensuring colleagues and clients are happy and healthy, we talk to the experts.

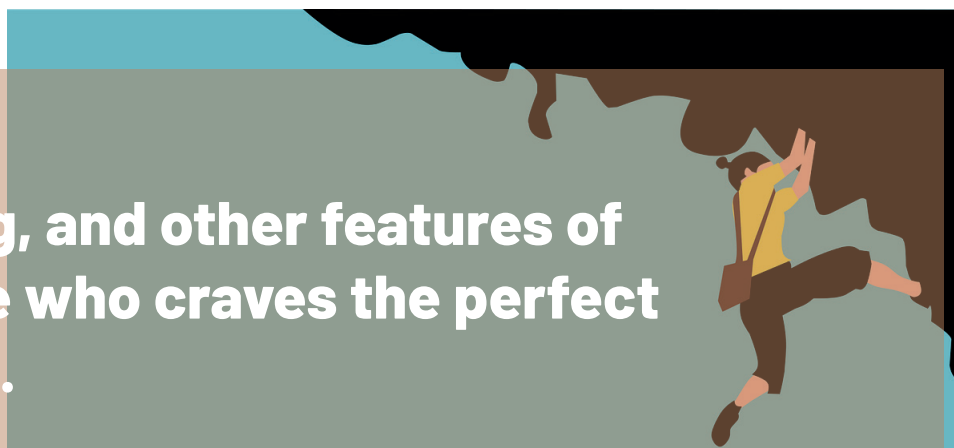


Travel

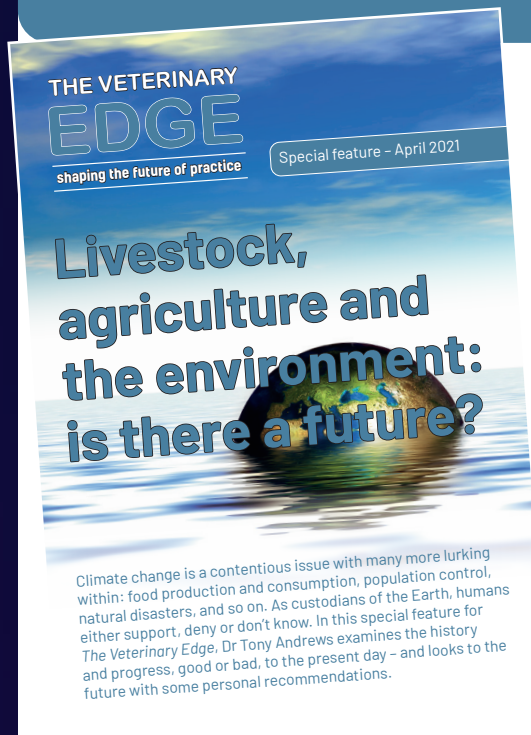
It can't all be work, work, work. Features on the finest destinations across the globe, written by people who've actually been to them.

Lifestyle

Hobbies, motoring, and other features of interest to anyone who craves the perfect work/life balance.



A website to complement, not undermine, our magazine...



Despite what the naysayers may say, print is not dead and won't be any time soon. However, we also appreciate the convenience and appeal of digital communications.

We believe print and digital media can and should co-exist, complementing each other rather than pulling in different directions.

The monthly magazine cycle is bolstered by our archive of digital issues – which is why we actively encourage readers to download each issue and to consider them worthy of keeping. We also like to remind them of past issues and features via our social media platforms: Facebook, Twitter, and LinkedIn.

Our digital issues are interactive – we hyperlink ads to their URL destinations and all web addresses and email links are live too.

We also like to create the occasional digital-only special edition – with commercial opportunities.



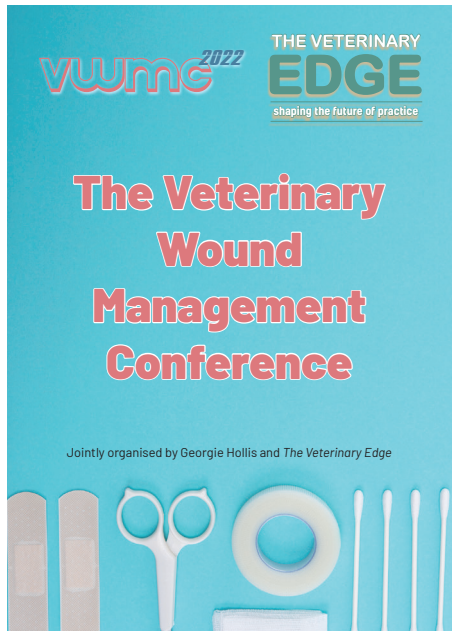
FACTS AND FIGURES*

- **The Veterinary Edge is produced by a small team of passionate publishers, editors and designers with huge combined experience in veterinary media – having previously edited and marketed titles including *Veterinary Practice*, *Veterinary Times*, the *Veterinary Business Journal* and *Animal Health News***
- **Over 5,200 print copies mailed to UK veterinary practices**
- **500+ Facebook likes and 550+ followers – growing month on month**
- **300+ followers on LinkedIn**
- **Global reach – we have online readers from Australia to the USA, Egypt to New Zealand**
- **3,795 views of our digital issues, from over 2,900 readers – 86% on mobile devices**
- **Two CPD brands – the Veterinary Wound Management Conference and the VETcpd Congress – with numerous commercial opportunities for exhibitors and sponsors**
- **Average 52% desktop, 48% mobile visitors to website – peaking around events and digital editions pages**
- **Over 100 subscribers to our monthly email bulletin – growing every month**

*Figures correct at 20/06/2022

OUR EVENTS MARKET YOUR PRODUCTS AND SERVICES TO RECEPTIVE AUDIENCES

VWMC 2022



Teaming up with the doyenne of wound management, Georgie Hollis, our inaugural Veterinary Wound Management Conference took place at Pride Park Stadium, Derby, on 18th and 19th May.

With two days of top-class CPD delivered by renowned experts along with the Bandaging Angels – and a trade exhibition showcasing the latest developments in wound management, VWMC offers numerous opportunities to engage with the veterinary teams of the future.

To discuss your participation in the 2023 event, contact David Kimberley: email advertising@theveterinaryedge.com or call **07508 503328**.



www.theveterinaryedge.com/wmc

VETcpd²⁰²² CONGRESS

Two days of top-class CPD at a new venue for this long-running, extremely popular event!

Organised by *The Veterinary Edge* in association with Simon Guiton of VETcpd

Having been postponed from 2020 due to the COVID pandemic, *The Veterinary Edge* teamed up with VETcpd to bring back one of the UK's premier veterinary CPD congresses for 2022.

Taking place for years at the Bath Assembly Rooms, we've moved the event to the larger, more modern facilities at Sandy Park Conference Centre just outside Exeter. The superb, easily-accessible venue has its own on-site hotel, The Courtyard by Marriott, and excellent road and rail links.

For 2023, we plan to run more VETcpd congresses around the regions. To find out how you can get involved, contact David Kimberley: email advertising@theveterinaryedge.com or call **07508 503328.**

www.theveterinaryedge.com/vetcpd

Introducing...

The Veterinary Edge

Sustainability Innovation Awards 2023



Sponsor the inaugural awards and show the world you care.

We want to highlight the great work being done by veterinary teams and individuals, as well as the companies leading the way in sustainability. To discuss how you can get involved in this new award scheme, contact David Kimberley: advertising@theveterinaryedge.com / 07508 503328.

Dress to impress with exclusive merch!

We've teamed up with TornPlanet.com, which makes clothes and accessories with original art, to host our exclusive Steve Long collection. Steve's cartoons have adorned the pages of veterinary magazines for years – now we've put some of his funniest works for *The Veterinary Edge* on TornPlanet's ethical T-shirts, hoodies and more.



TornPlanet

All products are created using 100% organic cotton, produced in renewable energy-powered factories and delivered to you free of plastic packaging.

Our audience is **YOUR AUDIENCE.**

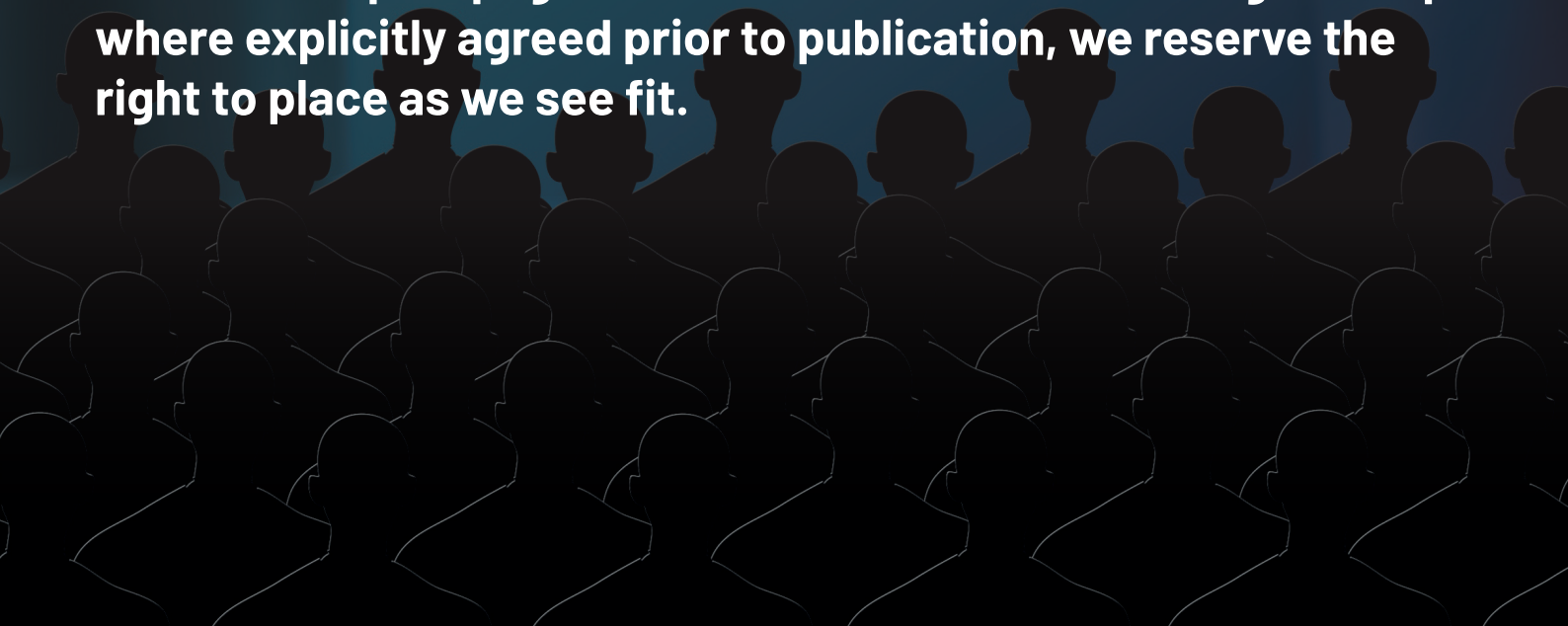
We post one hard copy of each issue to **every UK veterinary practice** (unless requested not to do so), while accepting extra subscriptions from individual veterinary professionals.

Our mission is to **bring the veterinary profession and industry closer** together. With a strong focus on what's newly available to practices along with the developments they can expect, we want to **help companies get their messages across.**

We will help new enterprises with innovative products and services to establish themselves in the veterinary market.

From traditional ROP advertisements to web banners and sponsorships, we'll build as much **value** in as we can, so you can be sure your **cost-effective exposure** is our priority.

We offer four cover options – a 40mm strip with bleed on the front; full-page back cover; plus inside front and back covers. A 40mm strip on page 3 is available too. In all bookings, except where explicitly agreed prior to publication, we reserve the right to place as we see fit.



Advertisement rates:

Front cover strip (40mm deep)	£440.00
Page 3 strip (40mm deep)	£375.00
OBC	£1,400.00
IFC and IBC	£1,200.00
Full-page ROP	£1,060.00
Double-page spread	£1,995.00
Half-page ROP	£595.00
Quarter-page ROP	£335.00
Eighth-page (classified*)	£190.00
Loose inserts – single sheet up to A4 / larger inserts	£850 / POA
Web banners (various shapes and sizes available)	£175 PCM

Quantity discount

(for advance bookings):
5% for three issues; 10% for 6 issues; 15% for 12 issues.

Payment made at the time of booking will qualify for a 5% discount.

* *directories of architects, solicitors, etc.*

NB. Rates will increase from 1st December 2022. All prices quoted exclude VAT.

Please supply all artwork as high-res PDF or JPG.

Send to: advertising@theveterinaryedge.com

All enquiries regarding advertising and sponsorship should be directed to David Kimberley: advertising@theveterinaryedge.com; telephone 07508 503328.

<p>FULL PAGE</p> <p>210mm x 297mm + 3mm bleed all round</p>	<p>1/2 PAGE LANDSCAPE</p> <p>185mm x 135mm no bleed required</p>	<p>1/2 PAGE PORTRAIT</p> <p>90mm x 271.5mm no bleed required</p>	<p>1/4 PAGE</p> <p>90mm x 135mm no bleed required</p>
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VetIndex Business Directory

The UK's only classified veterinary directory



The “bible” for decision makers

- Mailed out annually to ALL UK veterinary practices
- Emailed to over 10,000 individuals and practices
- Online at vetindex.co.uk
- Great value advertising

Whatever you are looking for, check out VetIndex Business Directory first!

- Comprehensive list of sections, covering everything from Accountancy Services to X-ray Equipment
- An indispensable source of information and the only classified directory of its kind in the UK
- Broad selection of referral sections – it's also a great way to market referral services to all UK practices!
- Online guide available at www.vetindex.co.uk
- Ongoing year-round marketing

FREE LISTINGS IN THE ONLINE DIRECTORY

All advertisers get a FREE listing(s) in the appropriate sections of our website vetindex.co.uk by placing an order to advertise in the 2023 edition.

DON'T MISS YOUR CHANCE TO BE INCLUDED

Published in February, bookings for the 2023 edition close on 30th November. Email vetindex@theveterinaryedge.com.

**Bringing the profession and industry
closer to promote the very best in
veterinary practice in the UK and beyond**

**In print and
online – **get your
message seen****



THE VETERINARY EDGE
Focus on sustainability
The cutting-edge of
veterinary practice
Compelling columnists
Company and practice
profiles

VETINDEX
The "bible" for
decision-makers
in UK practices

