

THE VETERINARY EDGE
shaping the future of practice

ISSUE 33
NOVEMBER 2023

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ISSUE 32
OCTOBER 2023

Kintsugi: why we should wear our battle scars with pride

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ISSUE 31
SEPTEMBER 2023

Artificial intelligence: hero or villain?

VETcpd CONGRESS
SANDY PARK, EXETER
28th and 29th September
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MEDIA PACK

2024

THE VETERINARY EDGE
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ISSUE 30
AUGUST 2023

Do you need to improve your communication skills?

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ISSUE 29
JULY 2023

Time to get serious in reducing single-use plastics

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ISSUE 28
JUNE 2023

The virtual future of veterinary education

vmo
VETERINARY MEDICAL OCEANOGRAPHY
SANDY PARK, EXETER
28th and 29th September
BOOK NOW!

Not long to go - Join leaders of the veterinary sector for two days of thought-provoking workshops and seminars, inspirational lectures, an exhibition and exciting social activities.

Contact us for your FREE trial pack
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What is *The Veterinary Edge*?

Brought to you by a team of veterans in vet media, *The Veterinary Edge* enters its fourth year in 2024. 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 mailed around the 22nd 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.

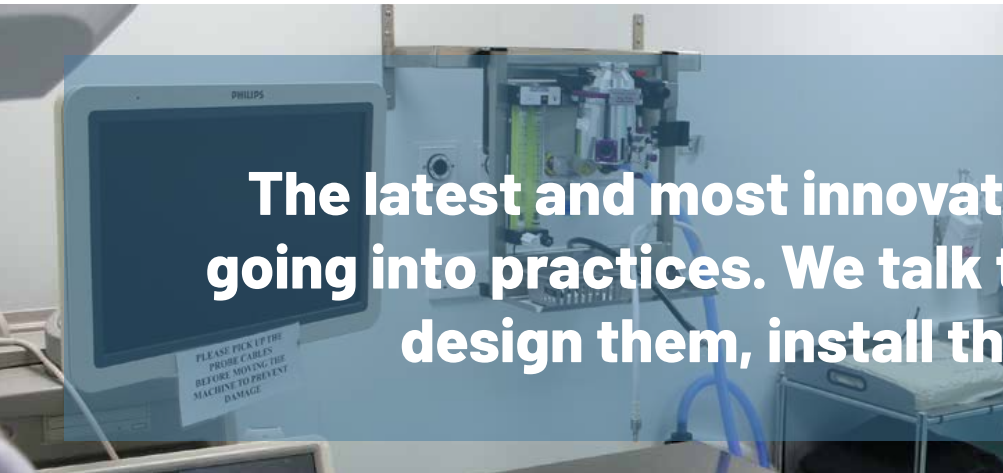
Talking to the manufacturers, suppliers, people and practices driving developments in the veterinary world – with in-depth practice and company profiles – our mission is to publish exclusive, compelling and comprehensive features that go far beyond superficial press release rehashes.

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.

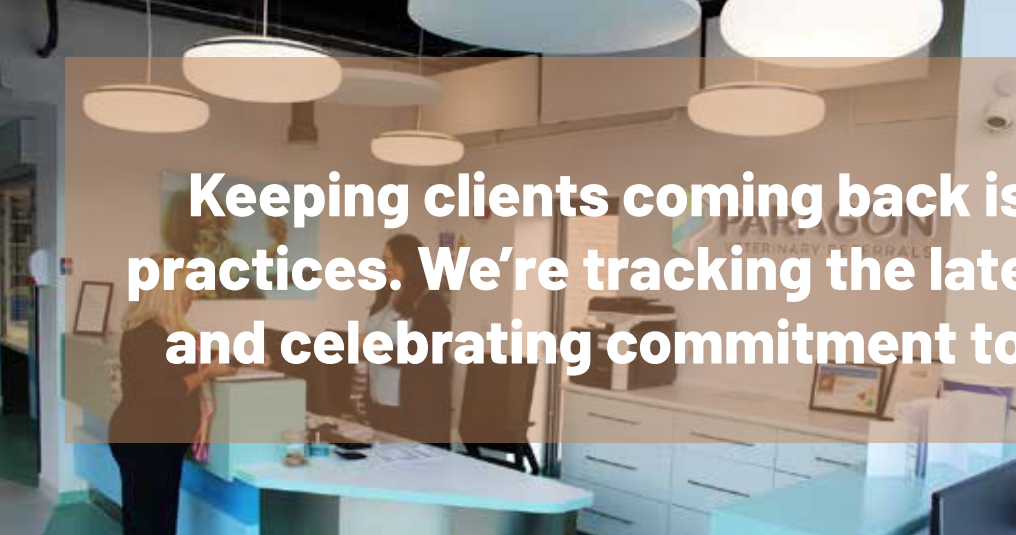
Sustainability

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.

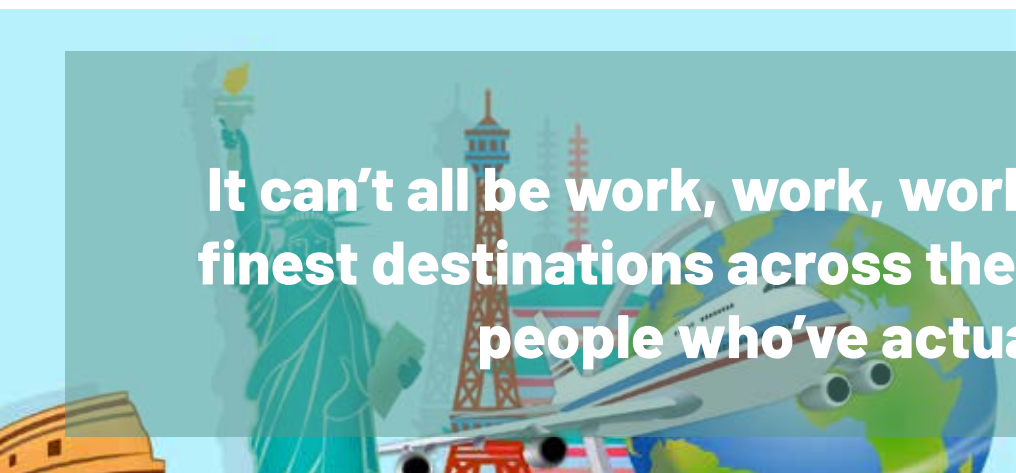


Front of house

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.

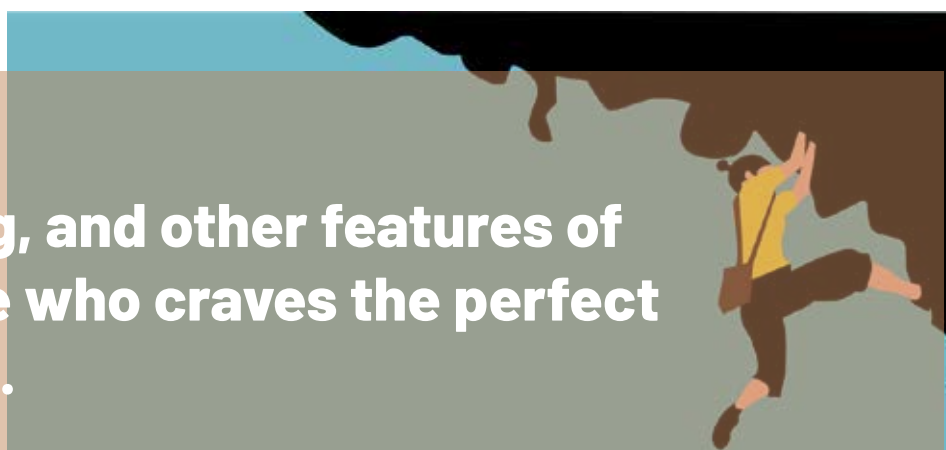


Travel

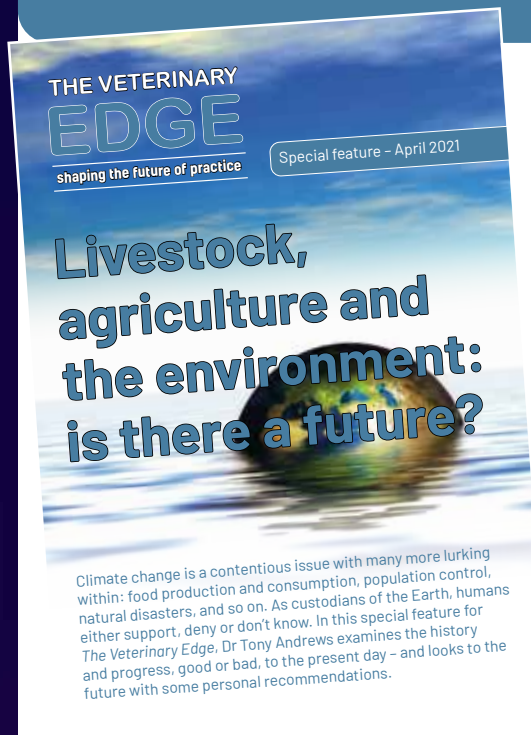
It can't all be work, work, work. Features on the finest destinations across the globe, written by people who've actually been to them.

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 leading respected titles for all members of practice teams**
- **Over 5,000 print copies mailed to UK veterinary practices**
- **750+ Facebook likes and 850+ followers - growing month on month**
- **445+ TVE followers on LinkedIn plus 1,250+ personnel profile followers**
- **Global reach - we have online readers from Australia to the USA, Egypt to New Zealand**
- **9,000 online readers of our 2022 and 2023 digital issues**
- **Flagship CPD brand - the VETcpd Congress (incorporating the Veterinary Wound Management Conference) - plus VOACON, with numerous commercial opportunities**
- **Average 52% desktop, 48% mobile visitors to website - peaking around events and digital editions pages**
- **180+ subscribers to our monthly email bulletin - growing every month**

Our audience is **YOUR AUDIENCE.**

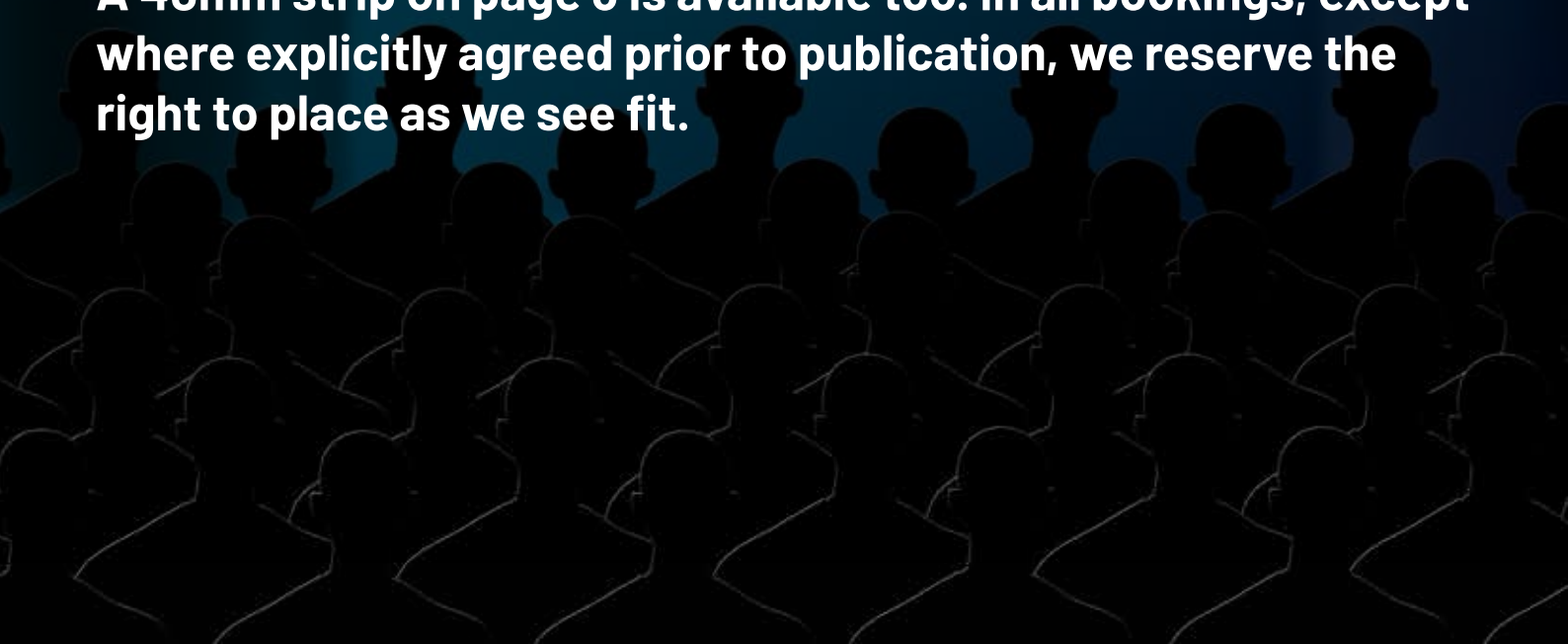
We post one hard copy of each issue to **every UK veterinary practice** (unless requested not to do so), while accepting extra subscriptions from individual veterinary professionals.

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)	£480.00
Page 3 strip (40mm deep)	£420.00
OBC	£1,510.00
IFC and IBC	£1,290.00
Full-page ROP	£1,150.00
Double-page spread	£2,065.00
Half-page ROP	£635.00
Quarter-page ROP	£360.00
Eighth-page (classified*)	£215.00
Loose inserts – single sheet up to A4 / larger inserts	£910 / 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.*

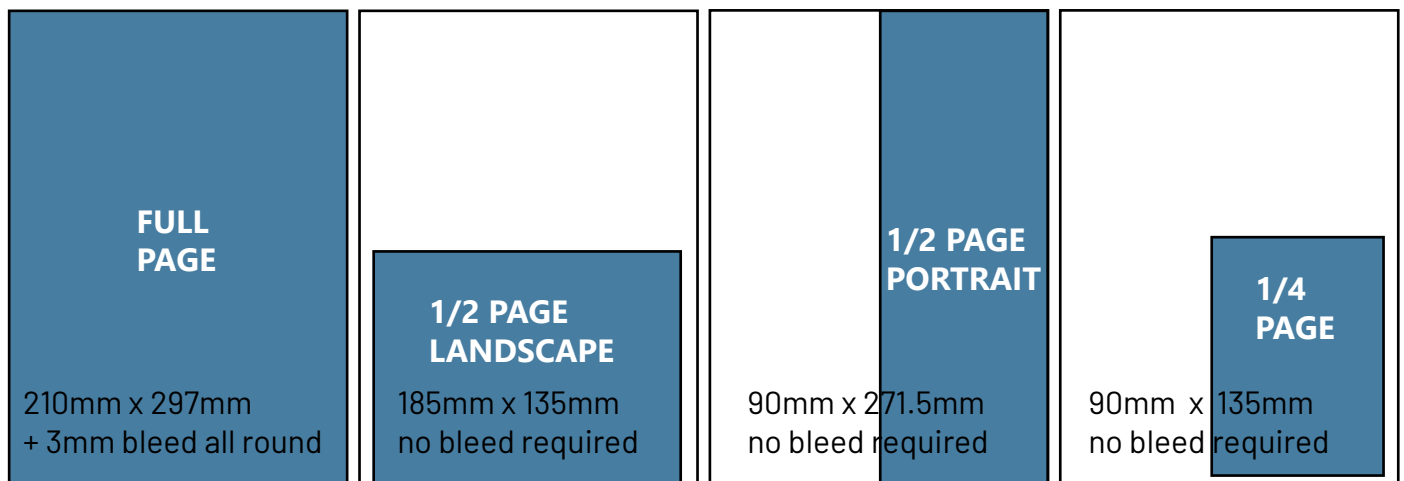
NB. All prices quoted exclude VAT.

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.



VETcpd

2024

CONGRESS

**Two days of top-class CPD at
Sandy Park Conference Centre, Exeter**

25th and 26th September

Want to be part of our trade exhibition?
Up to 24 stands available, first come, first
served, along with sponsorship opportunities.



**Get involved: contact David Kimberley on email
advertising@theveterinaryedge.com or call 07508 503328.**

VOACON

PROGRESS IN MOTION

22nd and 23rd May 2024 at the Grand Hotel, Leicester



Up to 14 hours of CPD from some of the leading speakers on OA at the Veterinary Osteoarthritis Alliance's second annual congress.

Covering the latest developments in treatment and management of OA, our large trade exhibition in the grand Kings Hall offers a unique opportunity to engage with veterinary teams, physios and therapists.

For further information, contact David Kimberley on email advertising@theveterinaryedge.com or call 07508 503328.



From the team behind The Veterinary Edge,
a new magazine for pet owners

Pet & Vet

FOR ALL PETKIND

Our **four seasonal issues** a year will cover what clients need to know about everything from fireworks to flea treatments, pet care advice and product reviews. Each issue will feature interviews with prominent vets, vet nurses and celebrities as well as articles on veterinary care and therapies, technology, zoology and conservation – anything animal-related.

Educational quizzes, competitions with prizes and writing challenges will encourage reader participation and keep adults and children alike engaged and feeling confident about their relationships with their vet team and pets.

Individual subscriptions are available for readers who enjoy reading it in the waiting room.



CATS



DOGS



SMALL FURRIES



HORSES, PONIES
& DONKEYS



BIRDS



FISH



EXOTICS



VET PRACTICE



CONSERVATION



TREATMENT



PRODUCTS

Launching in **March 2024**, market your products and services to pet owners in waiting rooms and beyond.

Contact **David Kimberley**: davidk@petandvetmag.com

The UK's best classified veterinary directory

The "bible" for decision makers

- Mailed out annually to ALL UK veterinary practices
- Online listings
- Great value advertising – with section showcases in *The Veterinary Edge* and on social media



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

- Comprehensive list of sections
- An indispensable source of information and the only classified directory of its kind in the UK
- Broad selection of referral sections
- Digital version 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](http://www.vetindex.co.uk) by placing an order to advertise in the 2024 edition. Or: for the first time, go online only!

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ISSUE 33
NOVEMBER 2023

**Peek
inside the
Museum
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Future**




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30th Edition

Vet Index
BUSINESS DIRECTORY

2024

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**Pet &
vet**

2024
VETcpd
CONGRESS
SANDY PARK,
EXETER
25th and 26th September

VOA CON
PROGRESS IN MOTION