

# THE VETERINARY EDGE

shaping the future of practice



Creating  
a culture  
of support



Does your practice need a new microchip scanner?  
Call us on 01273 837676 or scan the QR code.



# THE VETERINARY EDGE

shaping the future of practice

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ISSUE 57  
NOVEMBER 2025

# THE VETERINARY EDGE

shaping the future of practice



Nights at the  
rectangular table:  
the ups and downs  
of out-of-hours



Does your practice need a new microchip scanner?  
Call us on 01273 837676 or scan the QR code.



# MEDIA PACK 2026

print • digital • events

AUTUMN 2025 • ISSUE 7  
ISSN 2055-4853

## Pet & Vet

FOR ALL PETKIND

MAMMA MIA! MOVIE STAR AMANDA SEYFRIED ON HER PET PASSION – AT HOME AND AT WORK

INSIDE THE DOG HOUSE – WOODGREEN PETS CHARITY IN ITS CENTENARY YEAR

POPCORN – THE HAMSTER WHO BROUGHT A FAMILY TOGETHER

TAKING CARE OF YOUR PET IN THE COLD, DARK AND WET

STEM CELL THERAPY – THE BEGINNING OF THE END OF CANINE ARTHRITIS?

THE LIFE OF A VETERINARY PHYSIOTHERAPIST  
POST-OPERATIVE CARE  
THE CINNAMON TRUST

WHY YOUR PET MIGHT NEED A SPECIALIST  
SAILOR CATS

TIME SAFETY – WANT TO WATCH OUT FOR SMART HOME SECURITY AND MUCH MORE!

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[www.petandvetmag.com](http://www.petandvetmag.com)

E3

SUMMER 2025 • ISSUE 6  
ISSN 2055-4853

## Pet & Vet

FOR ALL PETKIND

COLD-BLOODED PASSION – A GUIDE FOR THE BUDDING HERPETOLOGIST

SIR DAVID ATTENBOROUGH'S CREATURES, ALL GREAT AND SMALL OUR EXCLUSIVE INTERVIEW

TILLY THE ADVENTURE CAT

FELINE OBESITY – PREVENTION AND MANAGEMENT

THE BUSINESS OF BUZZINESS

A SMALL BOOK WITH A BIG PURPOSE

THE IMPORTANCE OF HYDRATION

YOUR UNUSUAL PETS

RELOCATING WITH PETS

FOODS TO KEEP AWAY FROM YOUR PET

OUR PETS' CARBON PAWPRINTS

RESOLVING PROBLEMS BETWEEN YOU AND YOUR VET

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SPRING 2025 • ISSUE 5  
ISSN 2055-4853

## Pet & Vet

FOR ALL PETKIND

SLEEP SCIENCE – HOW MUCH DOES YOUR DOG NEED?

ANTHONY RUBIO – THE CANINE COUTURIER

TIPS AND TRICKS FOR KEEPING RABBITS HAPPY AND HEALTHY

INTERVIEW WITH PETE WICKS

KEEPING PETS FLYING Inside the Blue Cross Falcon Hospital

HOME FIRST AID Dealing with wounds, bleeding and burns

ALLERGIES How to spot symptoms and what to do about them

LYME DISEASE Protect your pet from ticks and ticks

SUPPORT DOGS Champions of the second chance

PLUS AND MUCH MORE!

E3



VetIndex

The UK's leading veterinary business directory

VETEDGE  
2026  
CONGRESS

A TVE  
PRODUCTION

# What is *The Veterinary Edge*?

Brought to you by a team of veterans in vet media, *The Veterinary Edge* enters its sixth year in 2025. 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
- ✓ Innovations in 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 25th of each month prior to the cover date.

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

All editorial enquiries should be directed to:  
[editor@theveterinaryedge.com](mailto:editor@theveterinaryedge.com).

*The Veterinary Edge* is features-led, but not tied to a monthly features list. Every issue 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 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.



**[www.theveterinaryedge.com](http://www.theveterinaryedge.com)**

# WHAT WE COVER

## –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.

## –Management–

Practices don't manage themselves – get great insights from those who know how to make the most of their resources, staff and skills.

## –Medicine–

Veterinary practices rely on drugs, laboratories, and expertise. We keep our finger on the pulse.

## –Front of house–

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

## –Well-being –

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

## –Practice design–

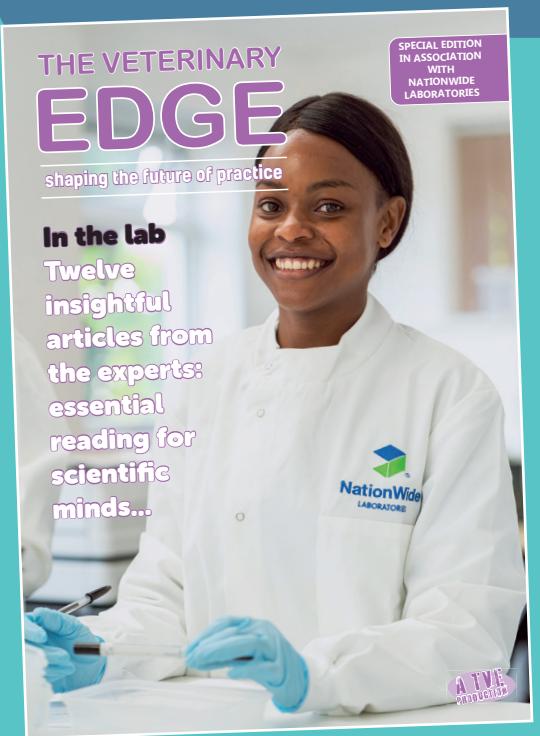
We're looking at practices – in the UK and beyond – which push the envelope, where vision and ambitions are realised to create truly remarkable facilities.

# THE PRACTICE DESIGN AWARDS

Held every two years, we (together with the British Veterinary Hospitals Association) recognise and reward the very best in practice design, both new and refurbished.



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



At ***The Veterinary Edge*** we believe people still enjoy reading print publications. 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, Instagram, 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. If you'd like to work with us on creating your own special edition, email [chris@teamworkprofessionals.co.uk](mailto:chris@teamworkprofessionals.co.uk).

## FACTS AND FIGURES\*

- *The Veterinary Edge* is produced by a 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 and others every month
- 1,000+ Facebook likes and 1,100+ followers – growing month on month
- 615+ TVE followers on LinkedIn plus 1,750+ personnel profile followers
- Global reach – we have online readers from Australia to the USA, Egypt to New Zealand
- c2,250 average readers of our 2024 and 2025 digital issues (12-month period)
- 750+ unique visitors to the website in the last 12 months
- c4,000 page views on [theveterinaryedge.com](http://theveterinaryedge.com) (12-month period)
- Flagship CPD brand – VetEdge Congress (Sandy Park, Exeter) – formerly known as VETcpd Congress – with numerous commercial opportunities
- Average 64% desktop, 36% mobile visitors to website – peaking around events and digital editions pages
- 200+ subscribers to our monthly email bulletin – growing every year

\*Figures correct at 24/11/2025

# Our audience is YOUR AUDIENCE

We post one hard copy of each of our publications to every UK veterinary practice (unless requested not to do so), while accepting extra subscriptions from individual veterinary professionals and, for **Pet&Vet**, pet owners. Our digital presence is growing all the time too (see previous page).

Our mission is to bring the veterinary profession, industry, and pet owners closer together, with entertaining and informative – and therefore engaging – content. We want to help all enterprises, large and small, to reach our readers, to establish themselves, and to grow the network of animal care.

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.

## **The Veterinary Edge**

Market your products and services to vets, nurses and practice managers – the decision-makers.

## **Pet&Vet**

The pet owner market is worth c£11 billion in the UK. Maximise your potential with our captive audience.

## **VetIndex**

Our essential business directory, brand-refreshed.

Advertisement rates:

Front cover strip (40mm deep)	£525.00
Page 3 quarter-page	£490.00
OBC	£1,760.00
IFC and IBC	£1,400.00
Full-page ROP	£1,290.00
Double-page spread	£2,250.00
Half-page ROP	£725.00
Quarter-page ROP	£410.00
Eighth-page (classified*)	£240.00
Loose inserts – single sheet up to A4 / larger inserts	£960 / 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.

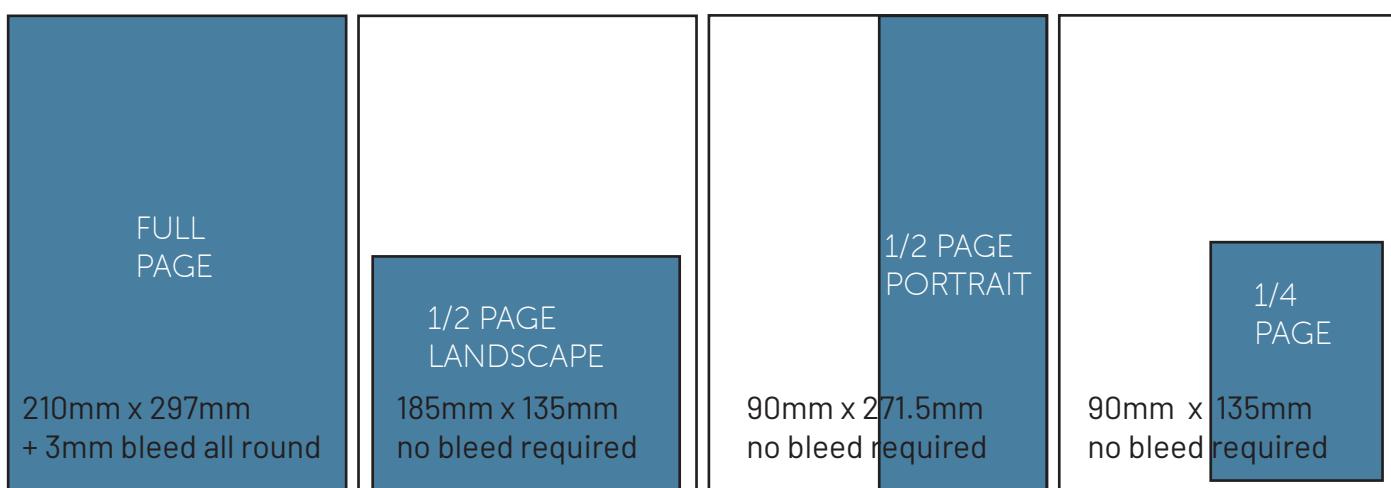
\* directories of architects, solicitors, etc.

**NB. All prices quoted exclude VAT.**

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

Send to: [advertising@theveterinaryedge.com](mailto:advertising@theveterinaryedge.com)

**All enquiries regarding advertising and sponsorship should be directed to David Kimberley: [advertising@theveterinaryedge.com](mailto:advertising@theveterinaryedge.com); telephone 07508 503328.**



# VETEDGE

## 2026

# CONGRESS

**SANDY PARK CONFERENCE CENTRE, EXETER**  
**29th and 30th September**

- 14 hours of CPD
- Top-notch catering
- Superb facilities
- Three streams



*The Veterinary Edge proudly presents the new name for what was the VETcpd Congress, held annually in Exeter since 2022.*

Bringing the same top-notch 'CPD you won't find anywhere else' back for a fifth year at the superb Sandy Park, the 2026 event will again have a host of some of the most authoritative speakers on the CPD circuit delivering veterinary, nursing and the SPVS Leadership & Management streams, plus a spacious trade exhibition – and regular breaks and hot lunches to keep delegates refreshed and ready to learn and network.



*in association with* **SPVS**  
supporting vets developing practice



[www.vetedgecongress.co.uk](http://www.vetedgecongress.co.uk)

# VETEDGE 2026 CONGRESS

**SANDY PARK CONFERENCE CENTRE, EXETER**  
**29th and 30th September**



## EXHIBITING AT THE CONGRESS

Join us in our spacious exhibition hub to promote your products and services:

- 2x2 stand @ £1,480 (or book before 31st January – @ £1,400)
- 3x2 stand @ £2,220 (or book before 31st January – @ £2,100)
- 4x2 stand @ £2,960 (or book before 31st January – @ £2,800)

## SPONSORSHIP OPPORTUNITIES

### Tier 1 Cost: £4,000

What you get:

- 4x2 stand
- Monthly top-line promotion on all channels – print in *The Veterinary Edge* magazine (inc. company profile), plus social media, emails to database, mailshots, etc., and banner on congress website
- Free press release insertions on [www.theveterinaryedge.com](http://www.theveterinaryedge.com) – for duration of sponsorship
- 1.5 pages advertisements in event handbook
- Pop-ups inside/outside veterinary and nursing stream rooms
- Sponsorship of up to three sessions
- Bring five delegates (vets and/or nurses)
- Item in all delegate bags

### Tier 2 Cost: £3,000

What you get:

- 3x2 stand
- Monthly promotion on all channels – print in *The Veterinary Edge*, plus social media, emails to database, banner on congress website
- Half-page ad in event handbook
- Sponsorship of one session
- Bring three delegates (vets and/or nurses)
- Item in all delegate bags

All enquiries regarding exhibiting and sponsorship should be directed to David Kimberley:

- [advertising@theveterinaryedge.com](mailto:advertising@theveterinaryedge.com)
- 07508 503328

- 14 hours of CPD
- Top-notch catering
- Superb facilities
- Three streams

Entering its third year in 2026, Pet&Vet is seen by thousands of pet owners in waiting and reception areas across the whole UK.



CATS



DOGS



SMALL FURRIES



HORSES, PONIES & DONKEYS



BIRDS



FISH



EXOTICS



VET PRACTICE



CONSERVATION



TREATMENT



PRODUCTS

Market your products and services to pet owners in waiting rooms and beyond.

For advertising options, contact David Kimberley:  
**[davidk@petandvetmag.com](mailto:davidk@petandvetmag.com) | 07508 503328**

# ADVERTISING RATES

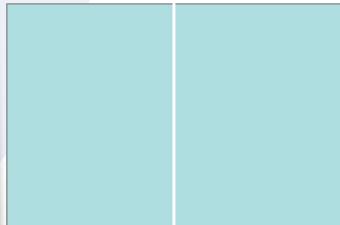


Print is as impactful as ever, with impressive performance levels especially when integrated into a cross-channel campaign with P&V. All rates listed are excluding VAT.

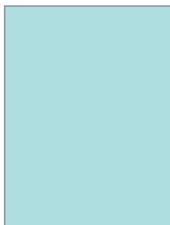


RATES	
OBC.....	<b>£1,560</b>
IFC.....	<b>£1,310</b>
IBC.....	<b>£1,310</b>
DPS.....	<b>£2,150</b>
Full page A4.....	<b>£1,190</b>
Half page.....	<b>£660</b>
Quarter page.....	<b>£390</b>
Eighth.....	<b>£240</b>
'Focus' - product/services section .....	<b>£240</b>

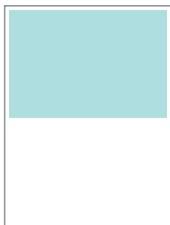
Section sponsorships available too – single issue or annual.



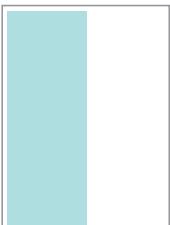
**DPS WITH BLEED**  
W 420mm x H 297mm  
3mm bleed



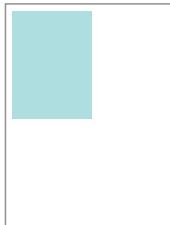
**FULL PAGE BLEED**  
W 210mm x H 297mm  
3mm bleed



**HALF PAGE LANDSCAPE**  
W 185mm x H 135mm



**HALF PAGE VERTICAL**  
W 90mm x H 271.5mm



**VERTICAL QUARTER**  
W 90mm x H 135mm



**HORIZONTAL QUARTER**  
W 185mm x H 67mm



**WEB BANNERS**  
Maximise your exposure at  
[www.petandvetmag.com](http://www.petandvetmag.com)  
Custom sizes accommodated  
POA

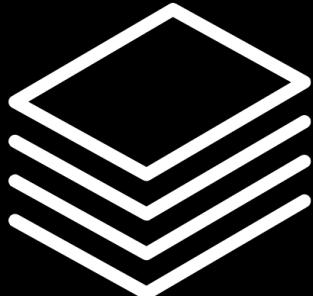
Files should be supplied as Hi-Resolution CMYK PDF. Bleed advertisements must be designed inclusive of 3mm bleed, don't include trim or crop marks. Fonts must be embedded or converted to outlines. All images incorporated within the advert should be high resolution: 300 dpi. The publisher reserves the right to reject materials supplied for advertising if the quality or content is not satisfactory.

Contact David Kimberley  
[davidk@petandvetmag.com](mailto:davidk@petandvetmag.com) to book now

Market your products and services to pet owners in waiting rooms and beyond.

For advertising options, contact David Kimberley:  
**[davidk@petandvetmag.com](mailto:davidk@petandvetmag.com) | 07508 503328**

Make sure you're in the 32nd edition...



# VetIndex

The UK's leading veterinary business directory

# 2026

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WHATEVER BUSINESS YOU'RE IN,  
YOU SHOULD BE IN VETINDEX

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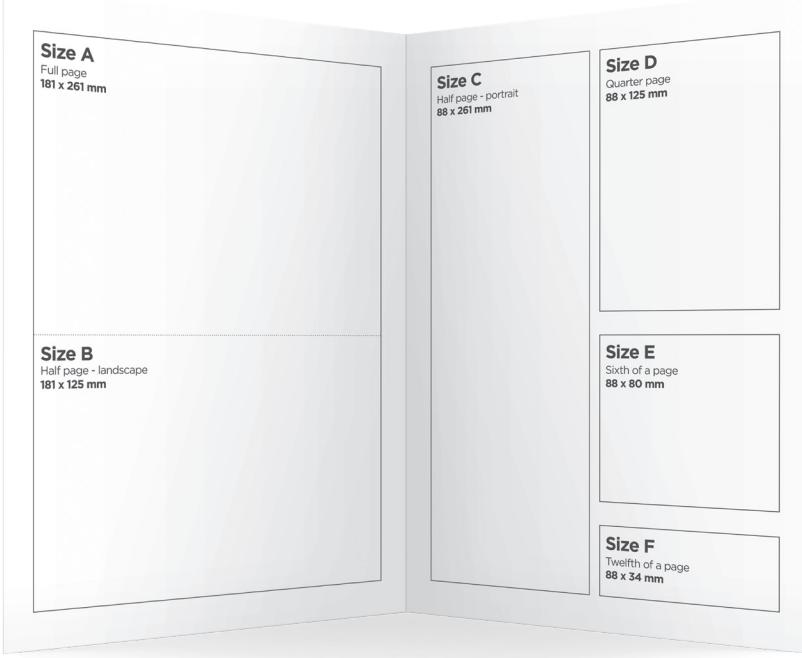
THE VETERINARY  
**EDGE**  
shaping the future of practice

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# VETINDEX BUSINESS DIRECTORY 2026 MEDIA PACK



Size A • Full page • 181 x 261mm

£1,075 + VAT

Size B • Half page landscape • 181 x 125mm

£750 + VAT

Size C • Half page portrait • 88 x 261mm

£750 + VAT

Size D • Quarter page • 88 x 125mm

£515 + VAT

Size E • Sixth of a page • 88 x 80mm

£400 + VAT

Size F • Twelfth of a page • 88 x 34mm

£225 + VAT

## Online only

- Basic listing first 12 months £399 (plus VAT), then to renew each year £199 (plus VAT)
- Full profile listing first 12 months £499 (plus VAT), then to renew each year £250 (plus VAT)

## Artwork:

Artwork can be supplied as (in order of preference):

**PDF file** – please supply hi-resolution “Press Optimised” files with fonts embedded and all images and colours in CMYK.

**Electronic artwork** – as InDesign, Photoshop, Word, or Publisher. Complete with links and outlined fonts.

**In rough outline** for layout by ourselves – please note we may make a small charge for layout of artwork received after copy date.

## Order and Copy Deadline:

Final Deadline: 9th February 2026

## Publication Date:

March 2026  
Posted free to ALL UK veterinary practices, plus online at [www.vetindex.co.uk](http://www.vetindex.co.uk)

## Published by:

Teamwork Professionals Ltd: 7 Milton Road, Walton-on-Thames, Surrey KT12 3HB  
Company registration number 2108882, VAT registration number 816 1812 43  
t: 07941 234669  
e: [harriet@vetindex.co.uk](mailto:harriet@vetindex.co.uk)

## Website listings:

New advertisers can get an immediate FREE listing in the appropriate sections of our website [vetindex.co.uk](http://vetindex.co.uk) by placing an order to advertise in the 2026 edition! Contact us to order today!

For more information about advertising online or in print, visit [vetindex.co.uk](http://vetindex.co.uk) or contact Harriet Wilson: call 07941 234669 or email [harriet@vetindex.co.uk](mailto:harriet@vetindex.co.uk)

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Pet & Vet



VetIndex

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