

MEDIA PACK 2025

print • digital • events



What is **The Veterinary Edge**?

Brought to you by a team of veterans in vet media, The Veterinary Edge enters its fifth 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 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 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.



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.

–Mental health–

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

–Practice design–

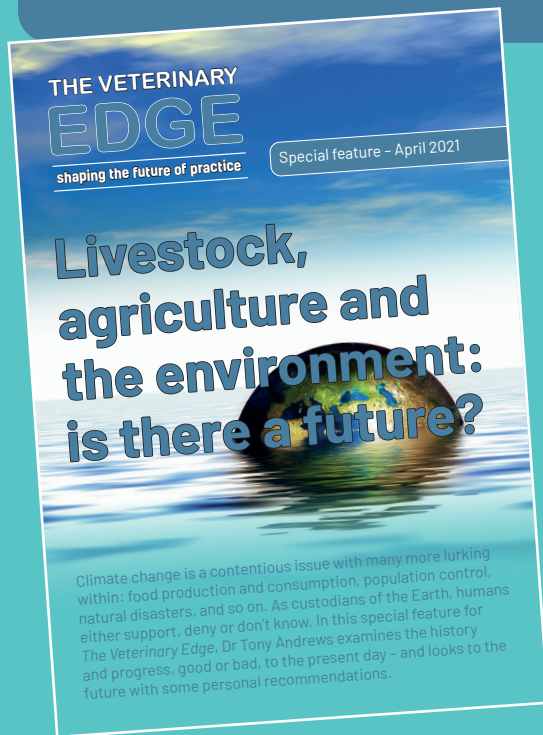
We're looking at practices which push the envelope, where vision and ambitions are realised to create truly remarkable facilities.

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, 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 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
- 950+ 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
- c1,250 unique readers of our 2023 and 2024 digital issues (12-month period)
- c4,000 page views on theveterinaryedge.com (12-month period)
- Flagship CPD brand – VETcpd Congress (Sandy Park, Exeter) – plus third annual VOACON – Veterinary Osteoarthritis Congress – with numerous 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 month

*Figures correct at 30/10/2024

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)	£490.00
Page 3 strip (40mm deep)	£440.00
OBC	£1,560.00
IFC and IBC	£1,310.00
Full-page ROP	£1,190.00
Double-page spread	£2,150.00
Half-page ROP	£660.00
Quarter-page ROP	£390.00
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

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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VETcpd

2025

CONGRESS

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

23rd and 24th 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

21st and 22nd May 2025

Holywell Park Conference Centre, Loughborough

The UK's premier osteoarthritis-focused event, bringing the world's foremost OA experts together to deliver the most cutting-edge thinking across the veterinary and human disciplines.



**Contact David Kimberley for more information:
advertising@theveterinaryedge.com | 07508 503328**

Entering its second year in 2025, **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 | 07508 503328



VetIndex

The UK's leading veterinary business directory

CLASSIFIED ADVERTISING – BOOK NOW FOR 2025

The “bible” for decision makers

- Mailed out annually to ALL UK veterinary practices
 - Online listings at vetindex.co.uk – full page profiles including company logo, photos, URLs, etc.
 - Clinical articles from well-known veterinary writers
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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
 - Comprehensive list of referral practices – it's also a great way to market referral services to all UK practices!
 - Downloadable, searchable digital version
 - Ongoing year-round marketing
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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 2025 edition.

For more information contact Harriet Wilson:
07941 234669 | harriet@vetindex.co.uk

THE VETERINARY EDGE

shaping the future of practice

Pet &
Vet



VetIndex

The UK's leading veterinary business directory

VOACON
PROGRESS IN MOTION

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