

Pet & Vet

FOR ALL PETKIND

MEDIAPACK | 2024

MISSION



FOR ALL PETKIND

Pet&Vet aims to bring pet owners closer to their vets and encourage them to take an even greater interest in veterinary care and the teams that deliver it.

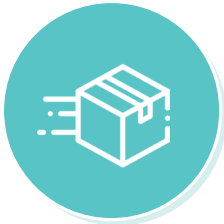
Becoming a familiar sight and regular read for pet owners, this quarterly magazine will provide high-quality information, inspiring curiosity, educating about veterinary care and providing insights into how practices operate and care for their animals.

Available in practice waiting rooms – and also with the goal of hitting newsagents – Pet&Vet offers an extra opportunity to engage with pet owners and comes from the publishers of The Veterinary Edge, the UK's boldest magazine for the veterinary profession.

WHY ADVERTISE IN PET&VET?

The waiting room is the ideal place to **engage with pet owners**, whether your products are pet-related or not. With each issue in the waiting room for **three months**, it's effectively **triple value over monthly titles**.

With **two copies going to every UK veterinary practice** – and more available on request – with an initial print run of **15,000**, we believe **Pet&Vet** will be read by **several hundred thousand pet owners** during each three-month cycle. **Individuals can also subscribe** for their own copies via the website.



15,000
CIRCULATION

2 issues delivered to every UK veterinary practice waiting room



INDIVIDUAL
SUBSCRIPTIONS

Available for pet owners



QUARTERLY
PRINT ISSUES



ONLINE
OPPORTUNITIES
AVAILABLE



OVER 16 MILLION

pet-owning households in the UK, with dogs and cats the most popular, especially in families with children¹



£9.9 BILLION

was spent in the UK on pets and related products in 2022²

For companies that make and distribute OTC products, this is a great opportunity to put your products and services in front of a **captive audience**. Engage with and educate pet owners about what you do, how and why, and **build your brand awareness**.

For non-pet-related firms, this opportunity can be just as valuable – from telecoms to transport, yoga retreats to yoghurt, and everything in between.

1 UK Pet Foods, 2 Office of National Statistics

CONTENT FOR PET OWNERS

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



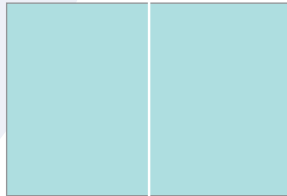
TREATMENT



PRODUCTS

ADVERTISING RATES

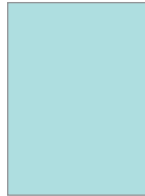
Print is as impactful as ever, with impressive performance levels especially when integrated into a cross-channel campaign with P&V. All rates listed are excluding VAT.



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



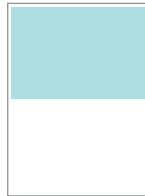
VERTICAL QUARTER
W 90mm x H 135mm



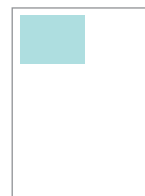
FULL PAGE BLEED
W 210mm x H 297mm
3mm bleed



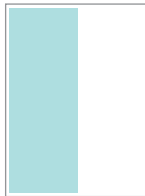
HORIZONTAL QUARTER
W 185mm x H 67mm



HALF PAGE LANDSCAPE
W 185mm x H 135mm



EIGHTH
W 90mm x H 67mm



HALF PAGE VERTICAL
W 90mm x H 271.5mm

RATES

OBC.....	£2,450
IFC.....	£2,250
IBC.....	£2,000
DPS.....	£3,500
Full page A4.....	£1,850
Half page.....	£1,000
Quarter page.....	£600
Eighth.....	£320
'Focus' - product/services section.....	£400

Section sponsorships available too – single issue or annual.

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
at davidk@petandvetmag.com to book now

ISSUES AND FEATURES

SPRING 2024

Mailing 28th February

- **Jump to it:** avoiding parasite problems
- **Spring into action:** keeping your pets active and healthy (including preparing for outdoor activities and feeding active animals)
- **Beware:** the spring dangers that can affect your pet

Editorial deadline: Thursday 8th February

Advertising copy deadline: Thursday 15th February

SUMMER 2024

Mailing 28th May

- **Hot stuff:** help your pets keep their cool this summer (including travelling)
- **New pets:** welcoming your new pet into a happy, healthy family life
- **BBQ season!** What you can and cannot feed your pets this summer

Editorial deadline: Thursday 9th May

Advertising copy deadline: Thursday 16th May

AUTUMN 2024

Mailing 1st September

- **Autumn days:** keeping your pets happy in chilly weather
- **Food, glorious food:** how do you choose the right pet food?
- **Fireworks:** protecting your pets from noisy surprises

Editorial deadline: Thursday 8th August

Advertising copy deadline: Thursday 15th August

WINTER 2024

Mailing 30th November

- **Christmas crackers:** get ready for Christmas with your pets
- **Golden oldies:** caring for your elderly pets
- **New year's resolutions:** becoming the best pet owner you can be

Editorial deadline: Thursday 7th November

Advertising copy deadline: Thursday 14th November

PLUS: regular ad hoc features on dental health, behaviour, puppies and kittens, product reviews, book reviews, interviews with prominent vets and vet nurses, and much more.

OUR FIRST ISSUE SPRING 2024

Join us for the **first edition** and receive **VIP treatment forever** – 10% off all future ads!





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CONNECT WITH US

www.petandvetmag.com

A companion website will offer added value to readers with video features, exclusive offers, and more opportunities to engage with pet owners, along with our vibrant social media – always aimed at reader engagement. For banner advertising opportunities, contact David Kimberley.

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