First Edition: November 2023

Supporting veterinary communities to thrive

Media Pack 2024

- Vet Times
- VN Times
- VBJ
- Vet Times Equine
- Vet Times Livestock
- Vetfile
- vettimes.co.uk
- Social Media
MEDIA PACK 2024

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Welcome

Hello,

Thank you for your interest in working with us. We appreciate your support.

At Vet Times, our mission is to support veterinary communities to thrive, something we’ve been doing for more than four decades by providing trusted news and the latest clinical content to thousands of vets and RVNs every day.

But we did not become the UK’s leading veterinary title by resting on our laurels – as the veterinary professions have moved forward, we’ve moved forward too.

This process never stops, which is why 2024 will see us introduce some exciting changes to our flagship publication, Vet Times and its sister-title VN Times.

The biggest change will be to move these market-leading publications to a more environmentally friendly and sustainable A4 format. And in this case at least, smaller really is better. After months of intense work behind the scenes, we have redesigned both to deliver a product with less wasted paper and more content – it really is a win-win.

And we haven’t forgotten the next generation either, with the introduction of a digital edition of Vet Times that enables us to reach more students than ever before while minimising our carbon footprint.

There have also been significant investments made in our data-led advertising solutions to enable you to target the right people in the most effective way.

We’re committed to partnering with you to support your business. Please don’t hesitate to reach out to me or one of the team if you have any questions or would like to discuss how we can help.

Best wishes,

Will Ricketts, CEO

At Vet Times, our mission is to support veterinary communities to thrive
As the UK’s leading veterinary publication and its only weekly title, Vet Times has the power to put your business at the heart of the profession.

With an ABC-certified weekly circulation of more than 16,000 and with all copies only sent on request, Vet Times has long been the number one, trusted choice for vets and vet nurses.

As well as setting the agenda with unparalleled news coverage across all areas of the sector, Vet Times is also home to the latest small and large animal clinical content and cutting-edge scientific research.

Our award-winning flagship title also contains careers advice, management tips and news on the latest products and innovations, while hundreds of readers directly engage every year through Vet Times’ thriving letters page.

A weekly crossword, regular competitions and thought-provoking expert editorials complete the package and are another reason why Vet Times is the first choice for our readers and the only choice for your business.
Delivered to:

- veterinary surgeons (6,398)
- partners (1,442)
- locums (1,717: 1,261 vets, 456 nurses)
- practice managers (462)
- buyers (839)
- head nurses (683)
- registered veterinary nurses (2,727)
- clinical staff (11,691)
- final-year students (525)
- industry (1,335)

*Figures correct as of 1 November 2023
# Print advertising rates

## DISPLAY ADVERTISEMENTS

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Size (mm)</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double page bleed</td>
<td>303d x 426w, trimming to 297d x 420w</td>
<td>£5166</td>
</tr>
<tr>
<td>Double half page</td>
<td>134d x 396w</td>
<td>£3789</td>
</tr>
<tr>
<td>Double ‘mini’ page</td>
<td>204d x 299.5w</td>
<td>£3358</td>
</tr>
<tr>
<td>Full page bleed</td>
<td>303d x 216w, trimming to 297d x 210w</td>
<td>£3444</td>
</tr>
<tr>
<td>Centred full page</td>
<td>303d x 203w, trimming to 297d x 203w (bleed on two edges)</td>
<td>£4305</td>
</tr>
<tr>
<td>Third page</td>
<td>86d x 189w</td>
<td>£1435</td>
</tr>
<tr>
<td>Double third page</td>
<td>86d x 396w</td>
<td>£1435</td>
</tr>
<tr>
<td>Centred half page</td>
<td>134d x 203w</td>
<td>£3014</td>
</tr>
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</table>

## Cover positions

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Size (mm)</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front cover solus, portrait or landscape</td>
<td>113d x 95.5w or 50d x 195w</td>
<td>£1455</td>
</tr>
<tr>
<td>Front cover solus ear piece</td>
<td>47d x 45w</td>
<td>£400</td>
</tr>
</tbody>
</table>

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**Vet Times**

[Price details for specific advertising options are provided in the table.]

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VBD MEDIA PACK 2024
**Print advertising rates**

**DISPLAY ADVERTISEMENTS**

### Special positions

*Page 4 (news) quarter page, portrait or landscape*
- Size (mm): portrait 138d x 86w, landscape 65d x 189w
- Vet Times: ................................................................. £1399

*Page 4 (news) single column strip*
- Size (mm): 266d x 44w
- Vet Times: ................................................................. £1399

*Page 5 floating quarter page*
- Size (mm): 134d x 92.5w
- Vet Times: ................................................................. £1399

*Chequer*
- Size (mm): two pieces of artwork 134d x 189w each
- Vet Times: ................................................................. £4168

### Guaranteed positions

Cost of advertisement, plus ................................................................. 10%

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**FEATURE ADVERTISEMENTS**

### Product feature advertisements

Relevant products or services can be advertised against the major features within Vet Times and which are listed on our feature lists. We require 100 words of copy, plus one image and a logo (jpg, tif, png or pdf). Design and layout to Vet Times style is included.
- Size (mm): 87d x 92.5w
- Vet Times: ................................................................. £431*

### Advertorial

Cost of the advertisement space, plus ................................................................. 10%
Design fees available on request.

### Big Six

These are sponsored double page articles on first opinion subjects. Includes a mini page advertisement within the feature along with readers tips, stories and case studies alongside editorial from a specialist on the topic. Published in Vet Times, this includes ‘Kindly supported by …’ and your logo on the feature and on all promotional material. Design to publication house style included.
- Vet Times: Per topic ................................................................. £6420*

### SPONSORSHIP

#### Sponsored supplement

Four pages which includes a title page and up to 3,000 words of copy, plus charts, diagrams or images. Design and artwork to the publication’s style is included in the price. Full specifications on request.
- Vet Times: ................................................................. £6199*

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*Rate not subject to series discount
†Rate excludes cost of printing*
### Custom Print

#### Special Printed Options

<table>
<thead>
<tr>
<th>Option</th>
<th>Description</th>
<th>Size (mm)</th>
<th>Trimmed Size (mm)</th>
<th>Vet Times</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fold-out Poster</strong></td>
<td>Bound into the centre of the publication with two pages to view, opening out to reveal four pages.</td>
<td>Open: 592d x 426w, trimming to 586d x 420w; closed 299d x 426w, trimming to 293d x 420w</td>
<td>296d x 293d</td>
<td>£6820*</td>
</tr>
<tr>
<td><strong>Bound on Outsert</strong></td>
<td>Size (mm): 186d x 256w, trimming to 180d x 250w; (95mm of which is the guard on reverse)</td>
<td>Vet Times: <strong>£2311</strong>†</td>
<td>180d x 250w</td>
<td></td>
</tr>
<tr>
<td><strong>False 4-page Cover</strong></td>
<td>Size (mm): 309d x 432w, trimming to 297d x 420w (297d x 210w folded) to include the publication's masthead (supplied)</td>
<td>Vet Times: <strong>£6820</strong>†</td>
<td>297d x 210w</td>
<td></td>
</tr>
<tr>
<td><strong>Gatefold</strong></td>
<td>Opening out left or right. Positioning is dependent on extent of the issue. Size (mm): 303d x 412w, trimming to 297d x 406w (the folded-in page trimmed width is 200mm)</td>
<td>Vet Times: <strong>£5683</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Spread Marker</strong></td>
<td>Landscape format only, opening to corresponding advertisement.</td>
<td>Size (mm): 96d x 526w, trimming to 90d x 510w</td>
<td></td>
<td>£4488†</td>
</tr>
<tr>
<td><strong>Belly Band</strong></td>
<td>Landscape format only, binding entire issue.</td>
<td>Size (mm): 96d x 516w, trimming to 90d x 510w</td>
<td></td>
<td>£2244†</td>
</tr>
<tr>
<td><strong>Inserts (up to 30g)</strong></td>
<td></td>
<td>Vet Times: From £2078†</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Inserts (more than 30g)</strong></td>
<td></td>
<td>Vet Times: From £2197†</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Carrier Sheet</strong></td>
<td>The printed carrier sheet which individual copies are mailed with has a defined advertising space available. Minimum number of issues required.</td>
<td>Vet Times: <strong>£3744</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Rate not subject to series discount
†Rate excludes cost of printing
VN Times

Another market-leading publication from the VBD stable, VN Times is a monthly printed title packed with vet nurse news, clinical content, careers advice and much more.

VN Times has an ABC-certified circulation of more than 14,000 and is edited by RVN and former BVNA council member, Lacey Pitcher.

Under Lacey’s leadership, VN Times continues to go from strength to strength with a host of new initiatives and exciting content plans ready to roll for 2024.

VN Times enjoys unrivalled levels of reader engagement in this readership segment and provides a unique platform for anyone looking to communicate directly with the VN profession.
13,193
Average 2023 print run

Delivered to:
- locum nurses (710)
- head nurses (1,243)
- student nurses (793)
- registered veterinary nurses (6,503)
- industry (662)

*Figures correct as of 1 November 2023

“We had a great experience working with the team at VBD. It was our first time working together and we would highly recommend. The flexibility and responsiveness from the team was outstanding and it immediately felt like a collaborative partnership, even at idea generation stage – they were there for every request we had. The results from our activity were precisely what was required and led to a key business success for us and we’re looking forward to bringing some of the new proposed ideas to life with VBD.”

Jessica Kirby, senior account director, Cirkle

“We had a great experience working with the team at VBD. It was our first time working together and we would highly recommend. The flexibility and responsiveness from the team was outstanding and it immediately felt like a collaborative partnership, even at idea generation stage – they were there for every request we had. The results from our activity were precisely what was required and led to a key business success for us and we’re looking forward to bringing some of the new proposed ideas to life with VBD.”

Jessica Kirby, senior account director, Cirkle
# Print advertising rates

## DISPLAY ADVERTISEMENTS

<table>
<thead>
<tr>
<th>Advertisement Type</th>
<th>Size (mm)</th>
<th>VN Times</th>
<th>Price (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double page bleed</td>
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<td>VN Times</td>
<td>3395</td>
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<tr>
<td>Double half page</td>
<td>134d x 396w</td>
<td>VN Times</td>
<td>2489</td>
</tr>
<tr>
<td>Double 'mini' page</td>
<td>204d x 299.5w</td>
<td>VN Times</td>
<td>2206</td>
</tr>
<tr>
<td>Full page bleed</td>
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<td>VN Times</td>
<td>2263</td>
</tr>
<tr>
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<td>303d x 203w, trimming to 297d x 203w (bleed on two edges)</td>
<td>VN Times</td>
<td>2716</td>
</tr>
<tr>
<td>Third page</td>
<td>86d x 189w</td>
<td>VN Times</td>
<td>943</td>
</tr>
<tr>
<td>Double third page</td>
<td>86d x 396w</td>
<td>VN Times</td>
<td>2074</td>
</tr>
<tr>
<td>Centred half page</td>
<td>134d x 203w</td>
<td>VN Times</td>
<td>1901</td>
</tr>
<tr>
<td>Half page</td>
<td>Portrait 266d x 92.5w, landscape 134d x 189w</td>
<td>VN Times</td>
<td>1358</td>
</tr>
<tr>
<td>Mini page</td>
<td>204d x 140w</td>
<td>VN Times</td>
<td>1471</td>
</tr>
<tr>
<td>Quarter page</td>
<td>134d x 92.5w, landscape 65d x 189w</td>
<td>VN Times</td>
<td>735</td>
</tr>
<tr>
<td>Front cover solus, portrait or landscape</td>
<td>113d x 95.5w or 50d x 195w</td>
<td>VN Times</td>
<td>956</td>
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<tr>
<td>Front cover solus ear piece</td>
<td>47d x 45w</td>
<td>VN Times</td>
<td>263</td>
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## Cover positions

<table>
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<th>Cover Position</th>
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<th>Price (£)</th>
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<tbody>
<tr>
<td>Front cover solus, portrait or landscape</td>
<td>113d x 95.5w or 50d x 195w</td>
<td>VN Times</td>
<td>956</td>
</tr>
<tr>
<td>Front cover solus ear piece</td>
<td>47d x 45w</td>
<td>VN Times</td>
<td>263</td>
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</table>
### DISPLAY ADVERTISEMENTS

#### Special positions

<table>
<thead>
<tr>
<th>Description</th>
<th>Size (mm)</th>
<th>VN Times</th>
<th>Price (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page 4 (news) quarter page, portrait or landscape</td>
<td>Portrait: 138d x 86w, landscape: 65d x 189w</td>
<td>...</td>
<td>919</td>
</tr>
<tr>
<td>Page 4 (news) single column strip</td>
<td>266d x 44w</td>
<td>...</td>
<td>919</td>
</tr>
<tr>
<td>Page 5 floating quarter page</td>
<td>134d x 92.5w</td>
<td>...</td>
<td>919</td>
</tr>
<tr>
<td>Chequer</td>
<td>Two pieces of artwork 134d x 189w each</td>
<td>...</td>
<td>2738</td>
</tr>
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</table>

#### Guaranteed positions

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost of advertisement, plus 10%</th>
</tr>
</thead>
<tbody>
<tr>
<td>...</td>
<td>£ 10</td>
</tr>
</tbody>
</table>

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### FEATURE ADVERTISEMENTS

#### Product feature advertisements

Relevant products or services can be advertised against the major features within VN Times and which are listed on our feature lists. We require 100 words of copy, plus one image and a logo (jpg, tif, png or pdf). Design and layout to Vet Times style is included.

Size (mm): 87d x 92.5w

<table>
<thead>
<tr>
<th>VN Times</th>
<th>Price (£)</th>
</tr>
</thead>
<tbody>
<tr>
<td>...</td>
<td>283*</td>
</tr>
</tbody>
</table>

#### Advertorial

Cost of the advertisement space, plus 10% Design fees available on request.

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### SPONSORSHIP

#### Sponsored supplement

Four pages which includes a title page and up to 3000 words of copy, plus charts, diagrams or images. Design and artwork to the publication's style is included in the price. Full specifications on request.

<table>
<thead>
<tr>
<th>VN Times</th>
<th>Price (£)</th>
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</thead>
<tbody>
<tr>
<td>...</td>
<td>4074*</td>
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</tbody>
</table>

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*Rate not subject to series discount
†Rate excludes cost of printing
### Custom Print

#### Special Printed Options

<table>
<thead>
<tr>
<th>Option</th>
<th>Description</th>
<th>Size (mm)</th>
<th>VN Times</th>
<th>Price</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fold-out Poster</strong></td>
<td>Bound into the centre of the publication with two pages to view, opening out to reveal four pages.</td>
<td>Open 592d x 426w, trimming to 586d x 420w; closed 299d x 426w, trimming to 293d x 420w</td>
<td></td>
<td>£4481*</td>
<td>Rate subject to series discount</td>
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<tr>
<td><strong>Bound on Outsert</strong></td>
<td></td>
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<td></td>
<td>£2200</td>
<td>Rate excludes cost of printing</td>
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<tr>
<td><strong>False 4-page Cover</strong></td>
<td></td>
<td>309d x 432w, trimming to 297d x 420w (297d x 210w folded) to include the publication's masthead (supplied)</td>
<td></td>
<td>£4481*</td>
<td>Rate subject to series discount</td>
</tr>
<tr>
<td><strong>Gatefold</strong></td>
<td></td>
<td>303d x 412w, trimming to 297d x 406w (the folded-in page trimmed width is 200mm)</td>
<td></td>
<td>£3734*</td>
<td></td>
</tr>
<tr>
<td><strong>Spread Marker</strong></td>
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<td></td>
<td>£3553*</td>
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</tr>
<tr>
<td><strong>Belly Band</strong></td>
<td>Landscape format only, binding entire issue</td>
<td>96d x 516w, trimming to 90d x 510w</td>
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<td>£1782*</td>
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<td></td>
<td></td>
<td>from £1659*</td>
<td></td>
</tr>
<tr>
<td><strong>Inserts (more than 30g)</strong></td>
<td></td>
<td></td>
<td></td>
<td>from £1883*</td>
<td></td>
</tr>
<tr>
<td><strong>Carrier Sheet</strong></td>
<td>The printed carrier sheet which individual copies are mailed with has a defined advertising space available. Minimum number of issues required.</td>
<td></td>
<td></td>
<td>£POA</td>
<td></td>
</tr>
</tbody>
</table>

*Rate not subject to series discount
†Rate excludes cost of printing
VBJ is the world’s only publication dedicated to the fascinating world of veterinary business.

Read by business and industry leaders, as well as decision-makers and leaders at all levels of veterinary practice, VBJ has been in continuous print for almost 30 years.

A hugely trusted repository of the latest news and expert-led business features, VBJ also features our much-loved Practice Profile section.

With a circulation of more than 9,000 readers every month, if your business has something to say to the people calling the shots in our sector, then VBJ is the place to do it.
9,430
Average 2023 print run

Delivered to:
- veterinary surgeons (2,597)
- partners (1,133)
- practice managers (513)
- buyers (677)
- practice owners (651)
- industry (1,092)

*Figures correct as of 1 November 2023

"VBJ is great for communicating effectively with the profession in the UK, and highlighting the benefits of our products and services. We recognise the value of advertising in VBJ and often see an immediate increase in enquiries for our products and services."

Simon Clark, sales manager, Avid Microchips
<table>
<thead>
<tr>
<th>Type</th>
<th>Size (mm)</th>
<th>VBJ:</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double page bleed</td>
<td>246d x 346w, trimming to 240d x 340w</td>
<td></td>
<td>£3375</td>
</tr>
<tr>
<td>Double half page</td>
<td>1100d x 314w</td>
<td></td>
<td>£2615</td>
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<td>Full page bleed</td>
<td>246d x 176w, trimming to 240d x 170w</td>
<td></td>
<td>£2377</td>
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<tr>
<td>Half page</td>
<td>portrait 206d x 72w, landscape 100d x 148w</td>
<td></td>
<td>£1429</td>
</tr>
<tr>
<td>Quarter page</td>
<td>portrait 102d x 72w, landscape 48d x 148w</td>
<td></td>
<td>£834</td>
</tr>
</tbody>
</table>

**Special positions**

<table>
<thead>
<tr>
<th>Type</th>
<th>Size (mm): two pieces of artwork 100d x 148w each</th>
<th>VBJ:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chequer</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Guaranteed positions**

Cost of advertisement, plus ................................................................. 10%

**Product Feature**

Relevant products or services can be advertised against the major features within VBJ and which are listed on our feature lists. We require 100 words of copy, plus one image and a logo (jpg, tif, png or pdf). Design and layout to VBJ style is included. Size (mm): 68d x 72w

VBJ: .......................................................................................................................... £496*

**Advertorial**

Cost of the advertisement space, plus ................................................................. 10%

Design fees available on request.

**Insight feature**

Double-page advertisement feature specifically tailored for companies to directly engage with readers about new products or services. Insight includes a 900-word editorial and a separate advertisement feature or half page advertisement space. Design and artwork is included.

VBJ: ........................................................................................................................................................................  £3278*

**Face-to-face interview-style feature**

Full page advertisement feature in an interview format allowing a key figure in your business to be interviewed by the editor of VBJ, putting your business in the spotlight. Design and artwork is included.

VBJ: ........................................................................................................................................................................  £2616*

**Timeline feature**

Double-page advertisement feature which is ideal for celebrating company milestones, anniversaries, acquisitions or product developments; reinforcing brand heritage; building trust; and educating the reader about past, present and future developments within the business. Design and artwork to the publication's style is included in the price.

VBJ: ......................................................................................................................................................................................................................  £3278*
## CUSTOM PRINT

### Special printed options

<table>
<thead>
<tr>
<th>Option</th>
<th>Size (mm) Details</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Bound on outsert</strong></td>
<td>154d x 216w, trimming to 148d x 210w (120mm of which is the guard on reverse)</td>
<td>£1584*†</td>
</tr>
<tr>
<td><strong>False 4-page cover</strong></td>
<td>252d x 352w, trimming to 240d x 340w (240d x 170w folded) to include the publication’s masthead (supplied)</td>
<td>£2686*†</td>
</tr>
<tr>
<td><strong>Spread marker</strong></td>
<td>Landscape format only, opening to corresponding advertisement. Size: 56d x 446w, trimming to 50d x 440w</td>
<td>£3029*†</td>
</tr>
<tr>
<td><strong>Belly band</strong></td>
<td>Landscape format only, binding entire issue. Size: 82d x 446w, trimming to 76d x 440w</td>
<td>£1520*†</td>
</tr>
</tbody>
</table>

*Rate not subject to series discount
†Rate excludes cost of printing
Supplements/
Congress Times

Featuring clinical and topical feature content and product news and information, our Equine and Livestock supplements are specialist titles, each targeted twice a year specifically at these vital sections of the profession.

They provide the perfect vehicle for you to target your campaigns at key times at those out on the farm or stable yard.

Additionally, we plan to run Equine and Livestock branded titles in the lead-up to BEVA and BCVA congresses, while other major events, for example, London Vet Show, will also be covered through our Congress Times publication.
4,381
Average 2023 print run
(Vet Times Equine)

4,317
Average 2023 print run
(Vet Times Livestock)

Delivered to:
- veterinary professionals working in equine/livestock practices and those expressing an interest in those subject matters

“It has been a pleasure working with the Vet Times media team. It has helped us develop and execute exciting new digital marketing campaigns, which have enabled us to successfully promote our brands and measure the engagement of our target audience. I look forward to working with them again this year.”

Lorron Bright, product manager, Norbrook Laboratories
## DISPLAY ADVERTISEMENTS

### Double page bleed
- Size (mm): 303d x 426w, trimming to 297d x 420w
  - Vet Times Equine/Livestock: £3099
  - Congress Times LVS: £5166

### Double half page
- Size (mm): 134d x 396w
  - Vet Times Equine/Livestock: £2273
  - Congress Times LVS: £3789

### Double 'mini' page
- Size (mm): 204d x 299.5w
  - Vet Times Equine/Livestock: £2015
  - Congress Times LVS: £3358

### Full page bleed
- Size (mm): 303d x 216w, trimming to 297d x 210w
  - Vet Times Equine/Livestock: £2066
  - Congress Times LVS: £3444

### Centred full page
- Size (mm): 303d x 203w, trimming to 297d x 203w (bleed on two edges)
  - Vet Times Equine/Livestock: £2583
  - Congress Times LVS: £4305

### Third page
- Size (mm): 86d x 189w
  - Vet Times Equine/Livestock: £861
  - Congress Times LVS: £1435

### Double third page
- Size (mm): 86d x 396w
  - Vet Times Equine/Livestock: £1894
  - Congress Times LVS: £3157

### Centred half page
- Size (mm): 134d x 203w
  - Vet Times Equine/Livestock: £1736
  - Congress Times LVS: £3014

### Half page
- Size (mm): portrait 266d x 92.5w, landscape 134d x 189w
  - Vet Times Equine/Livestock: £1240
  - Congress Times LVS: £2067

### Mini page
- Size (mm): 204d x 140w
  - Vet Times Equine/Livestock: £1343
  - Congress Times LVS: £2239

### Quarter page
- Size (mm): portrait 134d x 92.5w, landscape 65d x 189w
  - Vet Times Equine/Livestock: £672
  - Congress Times LVS: £1119

### Front cover solus, portrait or landscape
- Size (mm): 113d x 95.5w or 50d x 195w
  - Vet Times Equine/Livestock: £873
  - Congress Times LVS: £1455

### Chequer
- Size (mm): two pieces of artwork 134d x 189w each
  - Vet Times Equine/Livestock: £2500
  - Congress Times LVS: £4168

### Cover positions
- VBD MEDIA PACK 2024

### Display Advertisements
- Cost of advertisement, plus 10%
Print advertising rates

FEATURE ADVERTISEMENTS

Product feature/Showcase advertisements
Relevant products or services can be advertised against the major features within Vet Times Equine/Livestock and which are listed on our feature lists or as a showcase advert within Congress Times. We require 100 words of copy, plus one image and a logo (jpg, tif, png or pdf). Design and artwork is included.

Size (mm): 87d x 92.5w
Vet Times Equine/Livestock: £258*
Congress Times LVS: £431*

Advertorial
Cost of the advertisement space, plus ................................................................. 10%
Design fees available on request.

SPONSORSHIP

Sponsorship package
- Double page spread advertisement feature incorporating a 'mini' page advertisement (204d x 140w), supported by 1,500 words of generic editorial content and up to three images, graphics or diagrams. Design and artwork is included. Full specifications on request.
- Front page strip advertisement (50d x 195w).
- Strapline message/design appearing in up to half the header bars on editorial pages.

Size (mm): 87d x 92.5w
Vet Times Equine/Livestock: £3324*
Congress Times LVS: £5541*

CUSTOM PRINT

Special printed options

Fold-out poster
Bound into the centre of the publication with two pages to view, opening out to reveal four pages.
Size (mm): open 592d x 426w, trimming to 586d x 420w; closed 299d x 426w, trimming to 293d x 420w
Vet Times Equine/Livestock: £4091*

Bound on outsert
Size (mm): 186d x 256w, trimming to 180d x 250w (95mm of which is the guard on reverse)
Vet Times Equine/Livestock: £1456†
Congress Times LVS: £2311†

False 4-page cover
Size (mm): 309d x 432w, trimming to 297d x 420w (297d x 210w folded) to include the publication’s masthead (supplied)
Vet Times Equine/Livestock: £4091†

Spread marker
Landscape format only, opening to corresponding advertisement.
Size (mm): 96d x 526w, trimming to 90d x 520w
Vet Times Equine/Livestock: £2827†
Congress Times LVS: £4488†

Belly band
Landscape format only, binding entire issue.
Size (mm): 96d x 516w, trimming to 90d x 510w
Vet Times Equine/Livestock: £1414†
Congress Times LVS: £2244†
Data-led advertising solutions you can trust.

Reach the right veterinary professionals with the right message at the right time with our data-led advertising solutions.

Target veterinary professionals with laser precision by job title, species, qualifications, location, practice type, and more

Reach vets at the right time via our print, digital, and social channels.

Maximise your campaign’s impact with insight-driven messaging that resonates with your target audience.

Track your results and see exactly what’s working and what’s not.
**WHO CAN WE MAIL TO?**

Rather than mailing to all 28,300 veterinary professionals, we can segment the database by:

<table>
<thead>
<tr>
<th>SPECIES</th>
<th>COUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small animal</td>
<td>11,947</td>
</tr>
<tr>
<td>Equine</td>
<td>2,306</td>
</tr>
<tr>
<td>Beef</td>
<td>1,858</td>
</tr>
<tr>
<td>Dairy</td>
<td>1,802</td>
</tr>
<tr>
<td>Sheep</td>
<td>1,626</td>
</tr>
<tr>
<td>Pig</td>
<td>1,185</td>
</tr>
<tr>
<td>Rabbits</td>
<td>6,056</td>
</tr>
<tr>
<td>Reptiles</td>
<td>2,837</td>
</tr>
<tr>
<td>Avian</td>
<td>2,874</td>
</tr>
<tr>
<td>Poultry</td>
<td>924</td>
</tr>
<tr>
<td>Rodents</td>
<td>4,929</td>
</tr>
<tr>
<td>Zoo/Wildlife/Fish</td>
<td>630</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>JOB TYPE</th>
<th>COUNT</th>
</tr>
</thead>
<tbody>
<tr>
<td>All vet surgeons</td>
<td>13,709</td>
</tr>
<tr>
<td>Senior partners</td>
<td>1,695</td>
</tr>
<tr>
<td>Partners</td>
<td>1,013</td>
</tr>
<tr>
<td>Buyers</td>
<td>1,704</td>
</tr>
<tr>
<td>Locum vet surgeons</td>
<td>1,489</td>
</tr>
<tr>
<td>Practice managers</td>
<td>1,446</td>
</tr>
<tr>
<td>Recruiters</td>
<td>289</td>
</tr>
<tr>
<td>Qualified VNs</td>
<td>13,319</td>
</tr>
<tr>
<td>Head nurses</td>
<td>1,832</td>
</tr>
<tr>
<td>Locum VNs</td>
<td>853</td>
</tr>
<tr>
<td>Trainee VNs</td>
<td>1,384</td>
</tr>
<tr>
<td>VNAs</td>
<td>930</td>
</tr>
</tbody>
</table>

*Figures correct as of 1 November 2023*

**CREATIVE OPPORTUNITIES**

**Vettxt instant messaging**

Providing the industry with instant messaging and results. Vettxt is a new service from Vetfile. This unique service allows us, within seconds, to put your message directly into the palms of veterinary professionals, with instant results dependent on the communication you are sending. You can send an industry-related text to your chosen audience - this could be a survey, attendance to a CPD event or simply make your product known. Send a vettxt, with up to 160 characters (this must include links and personalisation if required), for an instant response at a time that suits you and your business needs. Vettxt is a premium, targeted, bespoke messaging service and is to be used in conjunction with other media options.

Rate: £ POA

**Vet Times “e-focus” newsletter**

A sponsored Vet Times email on a selected topic sent to a targeted database consisting 50 per cent of a previously published article of your choice from any of our titles alongside 50 per cent advertisement feature copy in which you can use text, images and/or display ads to communicate your message to readers. An exclusive opportunity for increasing engagement and enhancing brand perceptions. Any unopened emails can be sent a second or third time at an additional cost.

Rate: £ POA
While the power of our print publications speaks for itself, we fully embrace the extensive benefits of the latest digital innovations to deliver news and content to our audiences – and speak for your brand.

vettimes.co.uk is the UK’s biggest source of news and information, attracting 163,000 average monthly engaged users*.

Not only does it provide a platform allowing our team the opportunity to break the latest news within minutes of it happening, but it also allows us myriad ways to present clinical and technical content to our readers, including through video, podcast and in ever-evolving bite-size formats.

We’ve a range of advertising options across the site, too, and far beyond the standard leaderboards, MPUs and billboard advertising spots. Native advertising allows you to get over specific information to our professional and engaged audience, while the likes of bespoke sponsored podcasts via our three dedicated channels offer exciting opportunities to reach veterinary professionals.
# Digital Advertising Rates

## Banner Advertisements

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Size (pixels)</th>
<th>Description</th>
<th>Per month</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard</td>
<td>970w x 250d</td>
<td>Large format offers substantially more space than a standard leaderboard banner. Video or animated content can be used.</td>
<td></td>
<td>£1208</td>
</tr>
<tr>
<td>Billboard</td>
<td>728w x 90d</td>
<td>Banner appearing at the top of the page, but can also appear within the main body of the site and can contain static or animated content.</td>
<td></td>
<td>£839</td>
</tr>
<tr>
<td>Expandable banner</td>
<td>728w x 90d expanding to 728w x 540d</td>
<td>When closed looks like a leaderboard, but when hovered over the extended space drops down, revealing additional content. Desktop only.</td>
<td></td>
<td>£1208</td>
</tr>
<tr>
<td>Filmstrip</td>
<td>300w x 3000d</td>
<td>A large canvas viewed initially through a smaller window. Fully controlled by the viewer and capable of carrying a substantial amount of video content.</td>
<td></td>
<td>£2099</td>
</tr>
<tr>
<td>Callout</td>
<td></td>
<td>A callout offers advertisers the opportunity to have a pop up banner appear when a user visits vettimes.co.uk with a vast range of options to offer all calls of action. They do not appear on every page but show on a user’s landing page and can be tagged to key words too. Use to create urgency with a countdown to an event/webinar, show a video or create a mailing list.</td>
<td></td>
<td>£2854</td>
</tr>
</tbody>
</table>

## MPU (multi-purpose unit)

<table>
<thead>
<tr>
<th>MPU (multi-purpose unit)</th>
<th>Size (pixels): 300w x 250d</th>
<th>Rectangular space appearing on the right-hand side of the page. MPUs are so-called as they provide a blank canvas in which flat or more interactive content can be served.</th>
<th>Per month</th>
<th>Price</th>
</tr>
</thead>
</table>

## Double MPU (multi-purpose unit)

<table>
<thead>
<tr>
<th>Double MPU (multi-purpose unit)</th>
<th>Size (pixels): 300w x 600d</th>
<th>Larger version of the MPU advert. Does not appear on home page.</th>
<th>Per month</th>
<th>Price</th>
</tr>
</thead>
</table>

## Roadblock Advertising

<table>
<thead>
<tr>
<th>Roadblock Advertising</th>
<th>All display placements (Billboard, leaderboard, and MPU) on the site are “roadblocked” with the same creative allowing advertisers to own 100% of voice for a given period.</th>
<th>Per month (for all positions)</th>
<th>Price</th>
</tr>
</thead>
</table>

## Catfish

<table>
<thead>
<tr>
<th>Catfish</th>
<th>Size (pixels): 728w x 90d</th>
<th>A full-width banner advert that is its namesake, maintains visibility by keeping itself positioned at the bottom of the page. It is inherently optimized for viewable impressions and yields 2-3 times higher click-through rates as a result.</th>
<th>Per month (for all positions)</th>
<th>Price</th>
</tr>
</thead>
</table>

## Digital Feature Advertisements

<table>
<thead>
<tr>
<th>Native Advertising</th>
<th>Content-based advertising using editorial, infographic, video and/or/links. Tagged to the homepage for one month, meaning it is highly viewable, and thereafter is retained indefinitely within your advertiser ‘hub page’, accessible through a home page button, site or organic search. Opportunity to build a ‘library’ of your own content, which is always accessible.</th>
<th>Per month</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Native Advertising</td>
<td>----------------------------------------------------------------------------------------------------------------------------------</td>
<td>-----------</td>
<td>-------</td>
</tr>
<tr>
<td>Native Advertising</td>
<td>----------------------------------------------------------------------------------------------------------------------------------</td>
<td>-----------</td>
<td>-------</td>
</tr>
</tbody>
</table>

*Prices listed are for digital advertising rates as of the time of publication.
Digital advertising rates

**NEWSLETTER ADVERTISING**

**Vet Times Weekly Newsletter sponsorship**
The Vet Times weekly newsletter is perfect for high impact branding – especially suitable for a product launch. It features a round-up of the top headlines from vettimes.co.uk plus links to podcasts and blogs. A quick poll can be included, prompting feedback to questions your business needs answers to. Monthly statistics on numbers opening the newsletter and number of click-throughs will be provided. Minimum commitment is one month. Ad spaces include a leaderboard, an MPU, a skyscraper, a banner/footer and a mini banner.

Per month ........................................ £1381

**Vet Times Daily Newsletter sponsorship**
The Vet Times daily newsletter includes the top news stories from vettimes.co.uk. You will receive two leaderboard spaces. Statistics on numbers opening the newsletter and number of click-throughs will be provided. Minimum commitment is one month.

Per week ........................................ £317

**VN Times Monthly Newsletter sponsorship**
The monthly VN Times newsletter includes a round-up from the VN Times editor, news, links to podcasts and recent features in the printed publication. Monthly statistics on numbers opening the newsletter and number of click-throughs will be provided. Minimum commitment is one month. Ad spaces include a leaderboard and an MPU.

Per month ........................................ £923

**CREATIVE DIGITAL OPTIONS**

**Sponsored Podcast**
When a full page advert is booked against the feature appearing in one of our publications you can sponsor a corresponding podcast. You will receive a 30-second intro, banners on the podcast page online, and editorial on the podcast page online.

Rate: ................................................ £954

**Bespoke Podcast**
For a bespoke podcast on a specific subject of your choice you can choose the subject, the speaker and the time of year. We will record, edit and host your podcast on vettimes.co.uk.

Rate: ................................................ £2544

**Competitions**
Online competitions can achieve a number of outcomes: data capture, brand enhancement, market research or just offer a giveaway. A month long competition slot is a great way of interacting with the site’s registered users through offering a main prize with a minimum value of £150. Rate: ................................................ from £1591

**Video package**
Your video will appear on the home page of vettimes.co.uk for one month. After this time, the video will sit indefinitely within your advertiser ‘hub page’ accessible through a home page button, site or organic search. A social media advertisement (including a one-minute teaser video) driving traffic back to your video is included (this can be done at the same time that the video goes live or at a later date).

Rate: ................................................ £1654

**Surveys/Market research**
Market research surveys help you better understand your audience. When you know what your audience wants, you can deliver a better experience for them, which leads to more conversions for your business. We can help build, host and drive traffic to the surveys using our various platforms.

Rate: ................................................ £POA

**Quiz**
Quizzes can be images or videos, simple question and answer, multiple choice or opinion. Perfect for sharing on social channels.

Rate: ................................................ £POA

**Article sponsorship**
Articles previously published in our print titles can be sponsored online. Such articles will be flagged as “Sponsored by”, along with the sponsor’s logo and leaderboard advert, in the “Sponsored content” area of the home page for one month.

Per article, per month ........................................ £1213

**Vet Times CPD+ sponsorship**
Vet Times CPD+ is the home to hand-selected premium content. We offer sponsorship of the sections within our CPD+ hubs, giving you the opportunity to promote your brand against relevant content and in front of highly engaged veterinary professionals. Sponsorship includes a logo on all articles on the collection, one piece of content, a leaderboard banner, an MPU advert and emails on the CPD+ newsletter.

Rate: ................................................ £POA

*Rate not subject to series discount*
Social media advertising with Vet Times now allows a flexible pricing plan that is closely aligned to the size of the audience you choose, and the level of frequency you wish to employ.

Using our Vetfile database, you can reach your target audience through their own Facebook content. You choose the criteria you want including job type, year of qualification, location specialisms etc. From this potential universe, we will then price your campaign by the estimated reach.

This reach figure will correspond to one of our new price bands, and then you simply choose from the **Essentials** package (lower target frequency over approx. 1 week), the **Standard** package (medium frequency over approx. 2 weeks), or the **Premium** package (higher frequency over approx. 3 weeks). A **Custom** package is also available for bespoke marketing campaigns.

### SOCIAL MEDIA PACKAGES

<table>
<thead>
<tr>
<th>Audience</th>
<th>Essentials 1 week</th>
<th>Standard 2 weeks</th>
<th>Premium 3/4 weeks</th>
<th>Custom (weeks TBC)</th>
</tr>
</thead>
<tbody>
<tr>
<td>up to 2,000</td>
<td>£482</td>
<td>£963</td>
<td>£1,445</td>
<td>£POA</td>
</tr>
<tr>
<td>2,000-4,000</td>
<td>£615</td>
<td>£1,231</td>
<td>£1,846</td>
<td>£POA</td>
</tr>
<tr>
<td>4,000-8,000</td>
<td>£749</td>
<td>£1,498</td>
<td>£2,247</td>
<td>£POA</td>
</tr>
<tr>
<td>6,000-8,000</td>
<td>£883</td>
<td>£1,766</td>
<td>£2,648</td>
<td>£POA</td>
</tr>
<tr>
<td>8,000-10,000</td>
<td>£1017</td>
<td>£2,033</td>
<td>£3,050</td>
<td>£POA</td>
</tr>
<tr>
<td>10,000+</td>
<td>£1150</td>
<td>£2,301</td>
<td>£3,451</td>
<td>£POA</td>
</tr>
</tbody>
</table>
Our data-led advertising solutions enable us to maximise the impact of your marketing messaging:

- Build contacts and network with new and existing clients via the multiple channels to market
- Gain up to date insight and market intelligence with our surveys and polls services
- Showcase your brand to buyers and influential stakeholders via our print and digital marketing routes
- Launch and showcase your product to a highly engaged qualified audience via Vetfile
- Content opportunities to amplify your voice beyond your own website, data lists and PR functions

As well as the many opportunities detailed previously with our Media Kit, we also offer bespoke products including:

- Retargeting
- Tip On Front Cover or Tip In Inside Page
- Calendar Sponsorships
- Personality Tests
- Video Content
- Round Tables
- Microsites
- Animations
- Gamification

For more details contact the Brand Services Team on 01733 383546
**CANCELLATION AND PAYMENT**

11.1 The Charges for the Services shall be as set out in the Supplier’s written acceptance of the Order.

11.2 The Supplier shall be entitled to charge the Customer for any expenses reasonably incurred by the individuals whom the Supplier engages in connection with the Services including, but not limited to, travelling expenses, hotel costs, subsistence and any associated expenses, and for the cost of services provided by third parties and required by the Supplier for the performance of the Services, and for the cost of any materials.

11.3 The Supplier reserves the right to increase its rate cards at any time provided that such increases cannot be increased more than once in any 6-month period. Any changes to the rates will take effect immediately. However, any changes to the applicable rates will not apply to any orders made and accepted prior to the date of such change. If such increase is not acceptable to the Customer, it shall notify the Supplier in writing within two weeks of the date of the Supplier’s notice and the Supplier shall have the right without limiting its other rights or remedies to terminate the Contract by giving two weeks’ written notice to the Customer.

11.4 With the exception of the provision of Market Research Services, to which condition 9.11 applies, the Supplier shall invoice the Customer on completion of the Services. (visit https://www.vbd.co.uk/terms-and-conditions/ for full t&c’s) 

11.5 The Customer shall pay each invoice submitted by the Supplier: 
11.5.1 within 30 days of the date of the invoice; and
11.5.2 in full and in cleared funds to a bank account nominated in writing by the Supplier, and time for payment shall be of the essence of the Contract.

11.6 All amounts payable by the Customer under the Contract are exclusive of amounts in respect of value added tax chargeable for the time being (VAT). Where any taxable supply for VAT purposes is made under the Contract by the Supplier to the Customer, the Customer shall, on receipt of a valid VAT invoice from the Supplier, pay to the Supplier such additional amounts in respect of VAT as are chargeable on the supply of the Services at the same time as payment is due for the supply of the Services.

11.7 Without limiting any other right or remedy of the Supplier, if the Customer fails to make any payment due to the Supplier under the Contract by the due date for payment (“Due Date”), the Supplier shall have the right to charge interest on the overdue amount at the rate of 4% per cent per annum above the then current HSBC’s base rate accruing on a daily basis from the Due Date until the date of actual payment of the overdue amount, whether before or after judgment, and compounding quarterly.

11.8 Without limiting any other right or remedy of the Supplier, if the Customer fails to make any payment due to the Supplier under the Contract by the Due Date, the Supplier shall also have the right to cancel/withdraw/put on hold any other Contracts until such time as the Customer makes payment of the overdue amount together with interest.

11.9 The Customer shall pay all amounts due under the Contract in full without any deduction or withholding except as required by law and the Customer shall not be entitled to assert any credit, set-off or counterclaim against the Supplier in order to justify withholding payment of any such amount in whole or in part. The Supplier may, without limiting its other rights or remedies, set off any amount owing to it by the Customer against any amount payable by the Supplier to the Customer.

11.10 Moving or cancelling a confirmed booking within 10 days of the printed publication cover date or live start date for online advertising will incur a £600.00 admin fee.

**DISPLAY AND SEMI-DISPLAY ADVERTISING**

**File format required:**

PDF/X-1a compliant PDF document. We would advise clients to use the ICC FOGRA39 profile space when distilling or exporting to PDF to ensure predictable colour reproduction. Files not configured using this colour space will be converted to it automatically during the pre-press process. The publisher will not be responsible for the content or quality of reproduction of any advertisement created using a colour space other than ICC FOGRA39. Please visit https://www.ppa.co.uk/resource/pass4press-download if you require information on creating PDF/X-1-a compliant PDFs using industry standard best practice.

**Sizing/Alterations**

We will endeavour to adapt incorrectly sized advertisements or those requiring alteration, but reserve the right to refuse such advertisements.

**Design and Artwork**

We are able to offer clients a complete in-house creative design service.

**Print Services**

For any of the special items referred to in this Media Pack, such as belly bands, spread markers, false front covers, tip-ons, polywrap, inserts, article reprints etc, we are able to arrange for printing to your specification. Please contact Production for a quotation.

**Copy Deadlines**

If copy is not received by the deadline, we reserve the right to proceed with alternative copy and the advertisement will remain as charged.
Ready to get started?

Our team can advise you on the best solution to take your advertising campaigns to the next level and support veterinary communities thrive.

ANDREW MILLER
Head of Advertising
andrewmiller@vbd.co.uk
01733 383546

RACHEL WOODMAN
Account Manager
rachelwoodman@vbd.co.uk
01733 383532

ZAHER KHAN
Account Manager
zaherkhan@vbd.co.uk
01733 383557

SUBSCRIPTIONS
For subscription questions such as renewals or address changes, please contact vetfile@vbd.co.uk or 01733 383539

PRODUCTION
For questions regarding artwork specifications, please contact production@vbd.co.uk or 01733 383569