

About Veterinary Practice News

Veterinary Practice News (VPN) is one of the most widely read and respected magazines in the industry. For over 30 years, VPN has been read by veterinary professionals across the United States who need the information we provide to run their practices more efficiently and profitably, provide better care for their animal patients and stay up-to-date on the latest treatments and technologies.

VPN publishes monthly print issues (also available digitally), a continuously updated informative website, and weekly E-newsletters to keep our audience up to date on what's happening in the industry.

Our editorial content consists of behind-the-scenes stories on successful veterinary practices and practitioners, industry best practices, new profit centers, breaking industry news, industry trends, new treatments and procedures, new medical technologies, coverage of industry events and some light-hearted Brain Teaser quizzes to test your knowledge. **VPN** also provides a forum for veterinary professionals to discuss peer-related issues.





Audience

Veterinary Practice News publishes 12 issues a year dedicated to informing veterinarians and veterinary support staff about industry trends, best practices, and new products. Producing in-depth coverage of practice management, small animals and equine care, **Veterinary Practice News** is an AAM audited publication, reaching nearly 58,000 ^[1] practicing veterinarians, technicians, managers, and other professionals allied to the animal health care field.

^[2] Which of the following best describes your primary job title or function?

Area of Work	Per cent of audience
Veterinarian	70%
Practice Manager	12%
Veterinary Tech	12%
Other	6%

Business/Occupation Breakout of our readers ^[1]

Type of business	Per cent of readers
Small Animal	79.2%
Large Animal	8.2%
Manufacturers/Others Allied to the Field	10.2%
Students and Education	2.4%

Print Audience - Key Figures

41 min.

191,000

94%

Average time readers spend
with each issue ^[3]

Average readers per issue
(3.3 readers per copy) ^[3]

Percent of readers involved in
purchasing decisions ^[3]

Digital Audience - Key Figures

114,000+

73,000+

40,000+

Average monthly website
pageviews

Average monthly website
users

Newsletter subscribers

Footnotes

- 1. AAM Statement June 2024
- 2. Publisher's own data
- 3. Data Source: Signet Ad Study, April 2024. Conducted by the independent firm, Signet Research Inc.



Editorial Calendar (2025)

January

Surgical Issue **Bonus Distribution at VMX**

Surgical Equipment & Supplies
Post surgery care
Diagnostics & Laboratory Equipment & Supplies
Practice Management: Software & AI
Pharmaceutical - Pain Management

Space Closing: November 26, 2024
Material Deadline: December 4, 2024
Publishing Date: December 24, 2024

February

Dental Health Issue

Dental Equipment & Supplies - Pet
Dental Health Month
Pharmaceuticals - Otitis Externa
Physical Rehabilitation Equipment & Supplies
Exotics
Ophthalmology

Space Closing: December 20, 2024
Material Deadline: December 30, 2024
Publishing Date: January 24, 2025

March

Parasitology Issue - Flea & Tick **Bonus Distribution at WVC**

Pharmaceuticals - Flea & Tick
Practice Management: Cleaning & Sanitization Protocols
Inventory Management Software
Diagnostic Equipment & Monitors
Evidence-based Approach to Supplements

Space Closing: January 24, 2025
Material Deadline: January 30, 2025
Publishing Date: February 24, 2025

April

Laser Equipment Issue **Signet Ad Study**

Pharmaceuticals - Heartworm & Parasitology
Laser Therapy
Surgical Equipment & Supplies Cleaning Protocols
Diagnostic Equipment & Supplies
Nutrition - Specialty Diets

Space Closing: February 21, 2025
Material Deadline: February 27, 2025
Publishing Date: March 26, 2025

May

Dermatology Issue

Dermatology Treatments
Pharmaceuticals- Allergy
Nutrition - Allergy Awareness & Prevention
Diagnostic Equipment & Supplies / Ultrasound
Practice Management & Best Practices in Managing Front End

Space Closing: March 27, 2025
Material Deadline: April 2, 2025
Publishing Date: April 23, 2025

June

Vaccines/Immunizations Issue

Pharmaceuticals - Vaccines
Call for entries "They Ate What?!" X-ray Contest
Diagnostics & Laboratory Equipment
Physical Rehabilitation Equipment & Supplies
Practice Management - Recruitment & Retention

Space Closing: April 25, 2025
Material Deadline: May 1, 2025
Publishing Date: May 21, 2025

July

Practice Design Bonus Distribution at AVMA

Operating Room Design & Set-up
Innovative Practice Design / Future of
Veterinary Facilities
Practice Management: Web Design,
SEO & Marketing
Oncology - Diagnostics & Early
Detection
Osteoarthritis Pain Management
Space Closing: May 22, 2025
Material Deadline: May 29, 2025
Publishing Date: June 20, 2025

August

Nutrition Issue

Nutrition & Combo Diets
Pharmaceuticals - Dermatology &
Allergies
Monitoring Equipment
Supplements Role in Nutrition
Management
Diagnostic & Imaging Equipment
Space Closing: June 20, 2025
Material Deadline: June 26, 2025
Publishing Date: July 23, 2025

September

Pain Management Issue

Pet Insurance & Payment Options
Pharmaceuticals - Analgesia & NSAIDs
Physical Rehabilitation Equipment &
Supplies
Dentistry Equipment & Supplies
Practice Management: Financing your
Clinic
Space Closing: July 25, 2025
Material Deadline: July 31, 2025
Publishing Date: August 20, 2025

October

“They Ate What?!” Results Signet Ad Study

Nutrition & Appetite Management
Diagnostic & Imaging Equipment
Emergency & Critical Care
Anesthesia Equipment
Pharmaceuticals - Gastroenterology
Space Closing: August 28, 2025
Material Deadline: September 4, 2025
Publishing Date: September 24, 2025

November

Senior Pet Care

Pharmaceuticals - Pet Diabetes
Senior Pet Care
New Equipment Acquisition
Kennels & Containment
Physical Rehabilitation Equipment &
Supplies
Space Closing: September 26, 2025
Material Deadline: October 2, 2025
Publishing Date: October 22, 2025

December

Buying, Selling, Succession Planning

Ownership & Succession Options
Innovations in Pharmaceuticals
Practice Management: Preparing for
2026
Diagnostics & Laboratory Equipment &
Supplies
Pharmaceuticals - Dermatology & Otitis
Space Closing: October 24, 2025
Material Deadline: October 30, 2025
Publishing Date: November 19, 2025

Cover Tip-ons

Make headlines with **Veterinary Practice News's** Cover Tip-ons. Get noticed and help your brand stand out with this custom-printed opportunity. This high-impact option is integrated into the front cover and is designed to look like the real cover. It can produced as a 2-page tip-on, or a 3-page gate-fold where it opens at the center to reveal your company's message. It's the ideal solution when you want your brands' message beyond the standard print ad and get maximum attention for product launches, innovations and so much more.

Speak to your advertising representative for more on this and other high-impact print tools and Direct Mail Alternatives such as such as inserts, polybags, etc.

Barndoor Cover Tip Sample

(Click images to view interactive sample)

Front

Reverse



Trusted for Your Practice

- Designed with compliance in mind, NexGard[®] (afoxolaner) is a leader in average number of months of oral flea and tick control product purchased per patient per year.*
- More NexGard users purchased a full 12 months of flea and tick protection than users of any other flea and tick chew.

In Clinic. At Home.

NexGard[®] (afoxolaner) has you covered.

Trusted for Your Dog

- #1 dog-preferred taste with a delicious beef flavor.*
- FDA-approved to prevent Lyme infections by killing black-legged ticks.
- Safe for puppies as young as 8 weeks, weighing as little as 4 pounds.

Thank you for trusting us over 270 million times.*

NexGard[®]

(afoxolaner) Chewables

IMPORTANT SAFETY INFORMATION: NexGard is for use in dogs only. The most frequently reported adverse reactions include vomiting, diarrhea, lethargy, and loss of appetite. The safe use of NexGard in pregnant, breeding, or lactating dogs has not been evaluated. Use with caution in dogs with a history of seizures or neurological disorders. For more information, see the full prescribing information or visit NexGard.com.

©2017 Boehringer Ingelheim. All rights reserved. NexGard is a registered trademark of Boehringer Ingelheim. All other trademarks are the property of their respective owners. *Data from a survey of 1,000 veterinarians and 1,000 dog owners conducted in 2016. Data for the number of months of NexGard purchased per patient per year is based on a survey of 1,000 veterinarians conducted in 2016. Data for the number of months of NexGard purchased per patient per year is based on a survey of 1,000 dog owners conducted in 2016. Data for the number of months of NexGard purchased per patient per year is based on a survey of 1,000 dog owners conducted in 2016.

Boehringer Ingelheim

Two-page Cover Tip Sample

(Click images to view interactive sample)

Veterinary Practice News

Prescribe peace of mind and proven protection.

Flip to see more

USING A HOLISTIC APPROACH TO VETERINARY CHECK-UPS

By Dr. Peter Pines, DVM, CDEP

Incorporating a holistic approach to veterinary check-ups can help you and your patients achieve better health and prevent a variety of potential health issues. Read the full story on page 10.

HOW MOLECULAR TESTING IS RESHAPING THE WAY PARASITES CAN BE DETECTED

By Dr. Charles M. Lamm, DVM, MS, PhD

Parasites can be the most challenging to detect and treat, but molecular testing is changing the way we detect and treat them. Read the full story on page 12.

UPDATES Wild birds return diagnosed Page 11 | New Breed: Late clients Page 11 | Keeping in Touch: Single consultations Page 11 | Clinical: Bloodwork first and/or Page 12 | Therapeutic Angiography: New indications Page 11 | Evidence-Based Medicine: Update new diets Page 10 | Off Leads: Bad client behavior Page 12

your trusted pair for protection

HEARTGARD[®] Plus (ivermectin/praziquantel) and NexGard[®] (afoxolaner) are designed with compliance in mind to keep your patients protected every month, year-round.

- HEARTGARD[®] Plus and NexGard[®] are both formulated with the #1 best-tasting dog product.
- One month's supply of HEARTGARD[®] Plus with NexGard[®] costs less than \$10 per month for a 12-month supply of NexGard[®] alone.
- HEARTGARD[®] Plus and NexGard[®] are both formulated with the #1 best-tasting dog product.
- Over 2 billion doses of HEARTGARD[®] Plus and over 270 million doses of NexGard[®] have been purchased.*

Contact your Boehringer Ingelheim Representative to learn more.

IMPORTANT SAFETY INFORMATION: HEARTGARD[®] Plus is safe for all dogs. All dogs should be treated for heartworm infection before starting a preventive program. Following the use of HEARTGARD[®] Plus, adverse and neurological side effects have rarely been reported. For more information, please see the full prescribing information or visit NexGard.com.

IMPORTANT SAFETY INFORMATION: NexGard[®] is for use in dogs only. The most frequently reported adverse reactions include vomiting, diarrhea, loss of appetite, and loss of weight. The safe use of NexGard[®] in pregnant, breeding, or lactating dogs has not been evaluated. Use with caution in dogs with a history of seizures or neurological disorders. For more information, please see the full prescribing information or visit NexGard.com.

©2017 Boehringer Ingelheim. All rights reserved. HEARTGARD[®] Plus and NexGard[®] are registered trademarks of Boehringer Ingelheim. All other trademarks are the property of their respective owners. *Data from a survey of 1,000 veterinarians and 1,000 dog owners conducted in 2016. Data for the number of months of NexGard purchased per patient per year is based on a survey of 1,000 veterinarians conducted in 2016. Data for the number of months of NexGard purchased per patient per year is based on a survey of 1,000 dog owners conducted in 2016.

Boehringer Ingelheim



Print Rates (2025)

Display Ad Rates

Ad Size	Rate
King Page	\$13,630
King Page Spread	26,260
Junior Page Spread	19,825
Junior Page	10,395
1/2 Page Island	10,130
2/5 Page Square	7,500
1/3 Page Square/Vertical	6,815
1/4 Page Horizontal /Square /Vertical	6,135
1/5 Page Square	4,500
1/8 Page Horizontal	3,545
1/9 Page Square	3,135

Cover Ad Rates

Ad Size	Rate
IFC, IBC	\$15,130
OBC	15,675

Marketplace Rates

Ad Size	Rate
1/3 Page Horizontal	\$3,520
1/6 Page Horizontal	2,050
1/8 Page Square	1,525
1/16 Page Vertical	895
1/32 Page Square	520

Classified

Ad Type	Rate
Per column inch	\$210
With additional image	150

[Download the Mechanical Spec Sheet](#)

Terms and Conditions

Volume advertising discounts available. Charges are for advertising space only. If applicable, taxes, bank fees (for wire transfers), production charges, or any other sundry cost incurred will be added to the advertising rate.

All advertisements are non-cancellable after the space closing date.

Contract Guarantees

An ad contract in any 12-month period starts from and includes the issue in which an advertiser’s first ad appears. When ad frequencies as set forth in a contract schedule are not completed, the advertiser/agency will be re-billed at the actual frequency rate earned.

The publisher reserves the right to place the word “advertisement” with copy which, in our opinion, resembles editorial content. All advertising control position clauses are treated as requests. The publisher cannot guarantee fixed positioning.

Advertisers and/or agencies are responsible for all collection fees and/or legal fees should advertiser and/or agency default in payment of advertising bills.

Advertiser will be held responsible for total due amount should agency default on a payment.

Inserts/Outserts

Provided by advertiser and subject to prior approval by the publisher.

Protective Clause

Kenilworth Media Inc. reserves the right to alter or reject any copy which it feels is not in keeping with publication standards. Advertisers and/or their agencies assume responsibility for any and all claims arising therefrom made against the publisher, and agree to hold the company harmless.

Payment Terms

Net 30 days from date of invoice. 2% per month finance charges on past due balances. Advertisements originating outside of the U.S. or Canada must be prepaid. Extension of credit is subject to the approval of the credit department. First-time advertisers will be required to provide credit information or prepayment due no later than the closing date of the issue.

Kenilworth Media Inc. is a member of EQUIFAX Credit Services. All information about receivables is recorded in the international credit files.

E-Newsletter Sponsorship

Featuring breaking news, **Veterinary Practice News'** e-newsletters, are delivered weekly and e-mailed to over 44,000 industry professionals.

- . Leaderboard (728 x 90 pixels): \$2,540
 - . Big Box (300 x 250 pixels): \$2,540
 - . Both (728 x 90 pixels and 300 x 250 pixels): \$3,810
- Reach:** 44,000 recipients

Frequency: Every Tuesday
Specifications

- Maximum file size: 150 kB, 72 dpi, RGB
- Accepted formats: GIF, JPEG, and third-party tags
- Advertiser to provide URL

1. Leaderboard

The latest news, tips, and advice from VeterinaryPracticeNews.com

Veterinary Practice News



Can dogs understand us? A new study investigates the canine comprehension

The viral trend of pet owners using soundboards to 'talk' to their dogs has sparked curiosity about whether dogs truly understand us. To explore this, University of California (UC) San Diego scientists and others have conducted research to determine if dogs can actually comprehend and respond to words communicated through these devices.

2. Big Box



Your Native Advertising title goes here

SPONSORED
 Body of your Native Advertising. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam nec lectus erat. Nullam viverra augue eget mi imperdiet, hendrerit sollicitudin diam mollis. Fusce vulputate ligula non dolor pretium, a luctus ex tempus.



Colorado state initiative aims to establish new mid-level role

Proposed Initiative #145, "Establish Qualifications and Registration for Veterinary Professional Associate," will be included on the Nov. 5, 2024 General

E-Broadcasts

E-broadcasts allow for instant access to a targeted audience and are effective in lead generation and driving traffic directly to your website. Your customized e-broadcast allows you to reach the professionals responsible for sourcing/recommending your products or services.

Reach: 43,000 recipients

Rate: \$5,710/broadcast

Non-qualified lead generation programs are now available for all email broadcasts. Ask us how we can help you get more out of your broadcasts!

Specifications

- HTML, including embedded hyperlink(s) and image(s)
- Subject line
- List seeds
- Maximum width 750 pixels, no height restriction.

Veterinary Practice News

Veterinary Practice News is pleased to present the following opportunity for our readers. Veterinary Practice News does not endorse the following products, services, or events and your contact information remains strictly confidential.



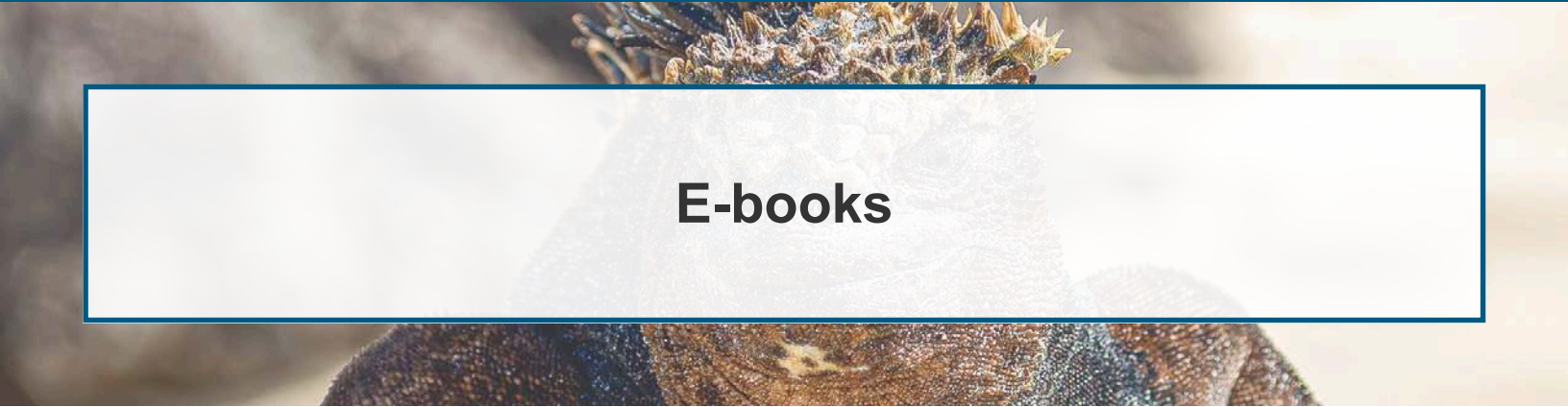
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam nec lectus erat. Nullam viverra augue eget mi imperdiet, hendrerit sollicitudin diam mollis. Fusce vulputate ligula non dolor pretium, a luctus ex tempus. Aliquam consectetur vulputate vehicula. Pellentesque non semper justo.

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Donec laoreet, metus vitae mollis condimentum, risus magna posuere neque, ac auctor sapien purus eu mi. Nullam sed sodales neque. Aenean nec tincidunt mi. Nunc vitae feugiat mi. Integer vitae tellus interdum, malesuada massa sit amet, mollis augue. Sed condimentum felis felis, non luctus lectus finibus eget. Aliquam cursus, nunc et placerat fermentum, dolor nunc lacinia tellus, a scelerisque enim quam a urna.

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[Learn More](#)



E-books

WHY E-BOOKS SHOULD BE PART OF YOUR MARKETING PLAN

Because they give you the best of both worlds...they benefit from being able to communicate a lot of in-depth engaging content like a print publication, but with the instant connection to a targeted audience, direct response capability and proof of results that only digital media can provide. E-books help you nurture and strengthen relationships with current and prospective clients, help extend their longevity with your company and position you as the professional experts.

All E-books are supported by email and social media marketing to Veterinary Practice News's audience for instant engagement, hosted on our website for 12 months of continuous engagement throughout the year and we provide you with a full analytics reporting.

Now they are even better than ever with a new, larger, interactive and easy to read format!

Sponsored E-books

We package existing curated content on a topic related to what your company does and use it to create an exclusive e-book of interest to readers within the area of your expertise.

Custom E-books

We produce an exclusive e-book based on new content you supply (or we work with you to develop) that will position you as an industry thought leader, enabling you to engage our targeted audience with the content you want them to associate you with.

All E-books are supported by an extensive marketing program that ensures our audience will engage with them:

- . E-broadcast notification
 - . Online home page promotion
 - . E-newsletter promotion
 - . E-book page monthly feature
 - . Social media channel promotion
 - . Hosted online for 12 months
 - . Includes lead generation capability
- Ask us for a quote to produce your exclusive E-book!

Deliverables

- Up to five ads
- Half page: 5.6" x 7" @ 300dpi
- Full page: 11.2" x 7" @ 300dpi
- No bleed required
- Company logo



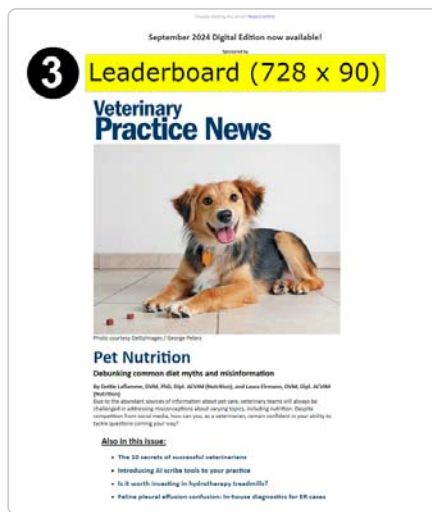
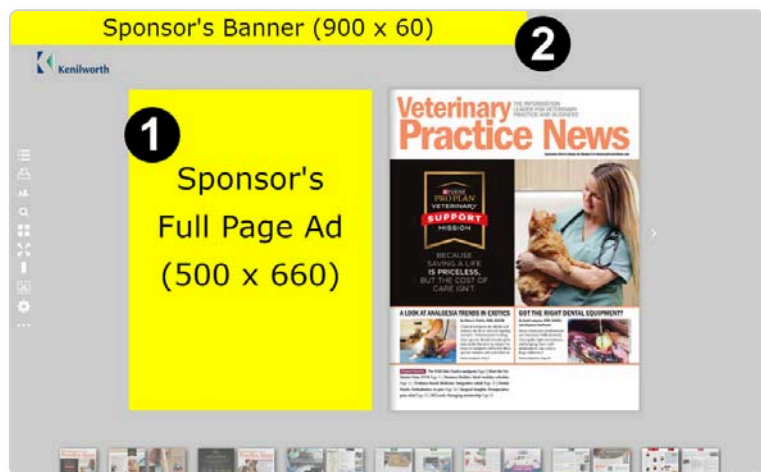
[Click image to view interactive sample](#)

Digital Edition Sponsorship

Veterinary Practice News' Digital Edition is a fully interactive, digital replica of the printed magazine. Digital Edition sponsorship is an exclusive opportunity to engage with today's increasing number of veterinarian professionals reading magazines on computers, tablets, and other mobile devices. Digital Edition sponsors receive:

- . E-broadcast notification.
- . Full-page ad placed adjacent to the front cover.
- . Exclusive top-of-page banner, visible on every page.

Rate: \$3,085/issue



Deliverables

- Logo (200 x 150 pixels)
- Full-page ad (500 x 660 pixels)
- Banner (900 x 60 pixels)
- Leaderboard (728 x 90 pixels)

Specifications

- Maximum file size: 72 dpi, RGB
- Accepted formats: GIF, JPEG, and third-party tags
- Advertiser to provide URL

Digital Rates (2025)

Ad Type	Rate	Per
E-Newsletter Sponsorship Leaderboard	\$ 2,540	Newsletter
E-Newsletter Sponsorship Medium Rectangle	2,540	Newsletter
E-Newsletter Sponsorship Both	3,810	Newsletter
E-Broadcast	5,710	Broadcast
Digital Edition Sponsorship	3,085	Issue

[Download the Mechanical Spec Sheet](#)

Charges are for advertising space only. If applicable, taxes, bank fees (for wire transfers), production charges, or any other sundry cost incurred will be added to the advertising rate.

Cancellation of display advertisements must be provided in writing at least 5 days prior to the posting date. After this time they are non-cancellable. Sponsored newsletters and e-broadcast dates are exclusive to one advertiser and thus are non-cancellable at any time.

Contract Guarantees

Ad rates are protected on the basis of the rate card in force on the date of first insertion and for a period of 12 months following.

The publisher reserves the right to place the word “advertisement”, “branded” or “sponsored” with copy which, in our opinion, resembles editorial content.

Advertisement size may not be changed after posting date. The publisher requests that electronic files be submitted in an approved format. All extra work/material required to make artwork suitable for posting is chargeable at current production rates.

All changes to the supplied advertising material must be provided in writing and 5 business days prior to the posting date.

Advertisers and/or agencies are responsible for all collection fees and/or legal fees should advertiser and/or agency default in payment of advertising bills. Advertiser will be held responsible for total due amount should agency default on a payment.

Protective Clause

Kenilworth Media Inc. reserves the right to alter or reject any copy which it feels is not in keeping with publication standards. Advertisers and/or their agencies assume responsibility for any and all claims arising therefrom made against the publisher, and agree to hold the company harmless.

Payment Terms

Net 30 days from date of invoice. 2% per month finance charges on past due balances. Advertisements originating outside of the U.S. or Canada must be prepaid. Extension of credit is subject to the approval of the credit department. First-time advertisers will be required to provide credit information or prepayment due no later than 5 business days prior to the posting date.

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Standard Ads

Veterinary Practice News' website provides veterinary professionals with breaking industry news, project spotlights and installations as well as industry appointments, and events. Advertising on our website can significantly increase your exposure to decision-makers who refer to our site when sourcing the latest technologies, best practices and news.

- Leaderboard (728 x 90 pixels): \$70/CPM
- Medium Rectangle (300 x 250 pixels): \$70/CPM
- Half Page (300 x 600 pixels): \$95/CPM

Specifications

- Maximum file size: 150 kB, 72 dpi, RGB
- Accepted formats: GIF, JPEG, and third-party tags
- Advertiser to provide URL

Click image to view interactive sample.

The image displays a screenshot of the Veterinary Practice News website with several ad formats overlaid. At the top, a blue banner features the 'Veterinary Practice News' logo and a '1 Leaderboard' ad. Below this, a large article about a 'Global nutritional group enriched with partnership' is shown, with a '2 Med. Rec.' ad on the right. Further down, a '3. Half Page' ad is visible on the right side. The bottom of the page shows a grid of smaller article thumbnails, each with a small ad overlay. The overall layout is clean and professional, with a focus on veterinary news and products.



High Impact Ad Units

We pride ourselves on being able to deliver better digital options for your marketing programs.

These online High Impact ad units produce superior results than standard ad sizes, providing you with:

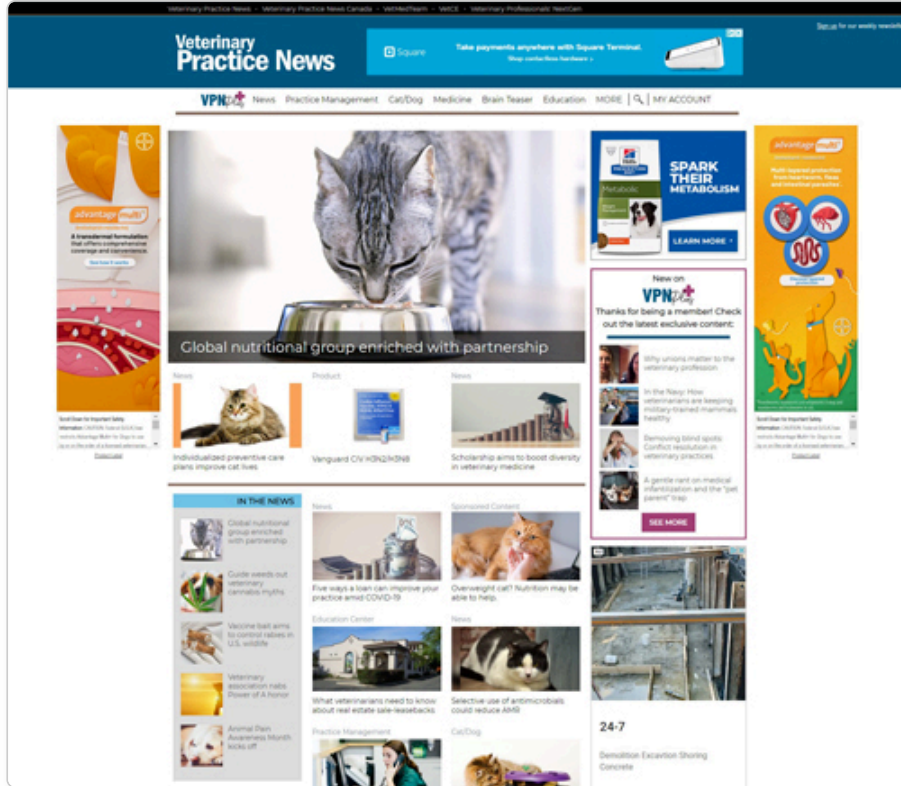
- Larger, interactive image area
- A more dynamic viewer experience
- Stronger engagement
- Higher brand interaction
- More clicks

Wallpaper

Desktop: Sticky image taking up the entire site background (1920 x 1080 pixels) with 200 x 625 pixel live areas on either side of the site content. [Download mechanical specs.](#)

Mobile: 320px by 50px

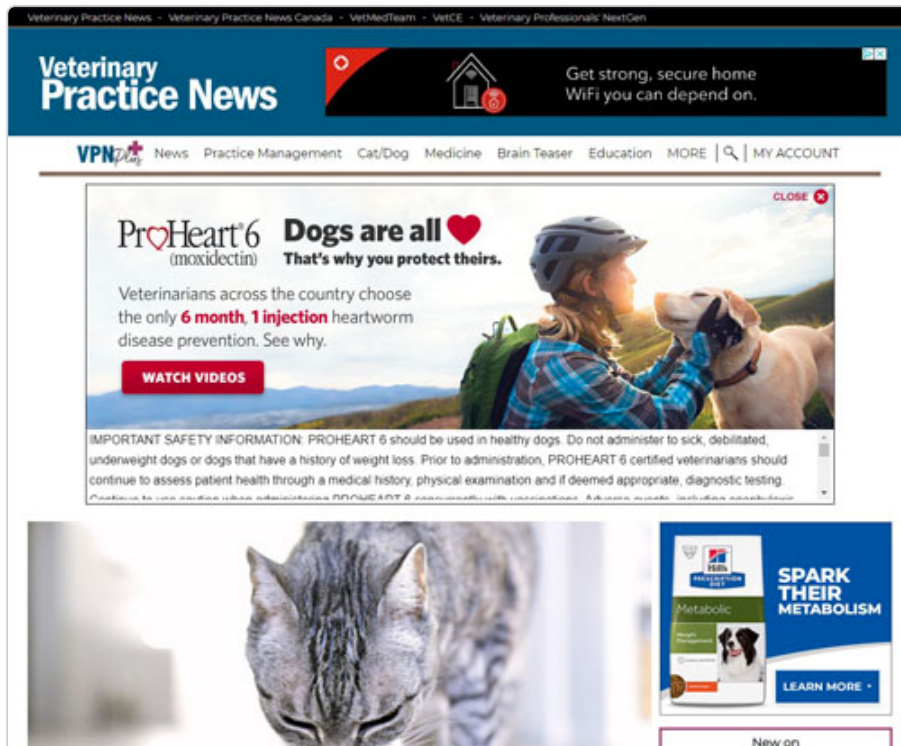
Rate: \$3,560/week



Pushdown Ad Unit

Ad unit expands from 970 x 90 pixels to 970 x 415 pixels upon entry to site.

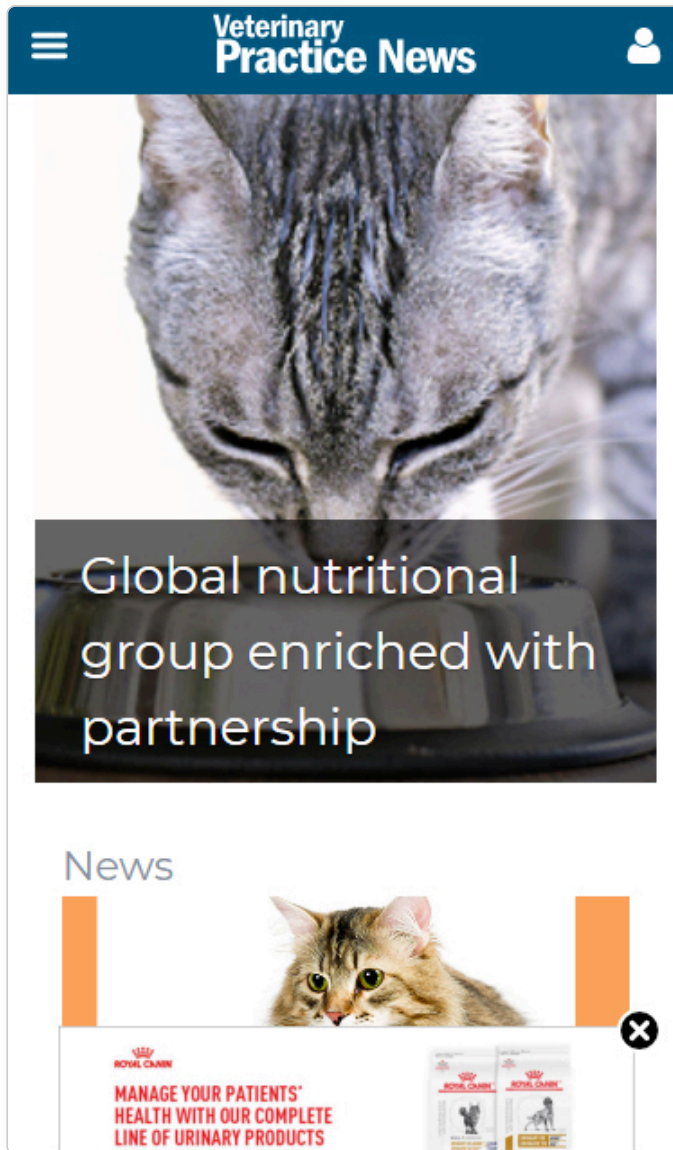
Rate: \$5,690/month



Mobile Anchored large banner

Banner (320 x 100 pixels) anchored at bottom of screen. Remains visible until closed by reader.

Rate: \$4,230/week



Mobile Reveal

Banner (300 x 600 pixels) that is revealed between content when scrolling on a mobile device.

Rate: \$3,000/week

many cases classified as multidrug-resistant.

Advertisement - Scroll to continue with content



Adequan Canine[®]
polysulfated glycosaminoglycan

Discover if
Adequan[®] Canine is
right for your patients

- ✓ Only FDA-approved DMOAD
- ✓ Proven to inhibit joint cartilage loss
- ✓ Helps slow the progression of canine OA

Mobile Welcome

Banner (300 x 250 pixels) that pops up shortly after a mobile visitor loads the site.

Rate: \$4,500/week

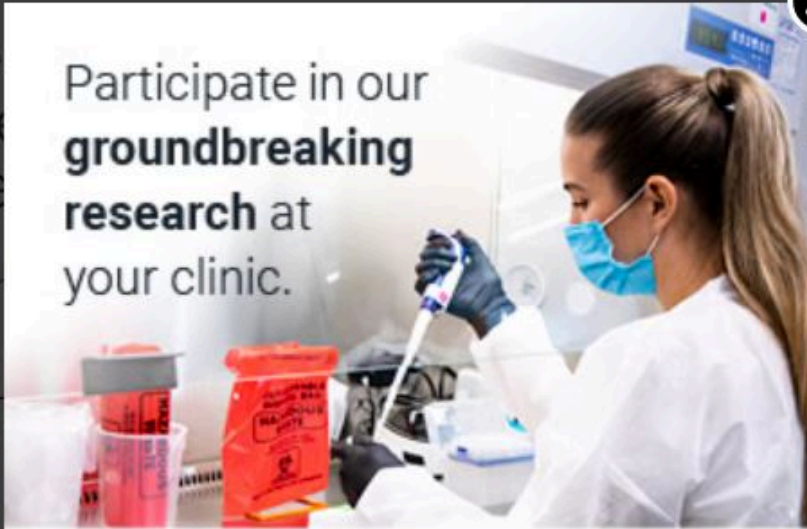


Human *Salmonella* cases linked to pig ears climb to 143

Ad will close in 2 seconds



Participate in our
**groundbreaking
research** at
your clinic.



JOIN OUR CLINICAL STUDIES

PetDx

They Ate What? Contest

Align your brand with the industry's most popular contest: "They Ate What?" **Veterinary Practice News'** readers are highly engaged with the contest, and after all, who doesn't love looking at crazy x-rays?

Each year, **Veterinary Practice News** receives hundreds of submissions and our panel of experts pick the winner. As the exclusive sponsor, your brand will be recognized in all promotions, **Veterinary Practice News**, touchpoints—print, website, news, social media platforms and e-mail broadcasts. Plus, a Reader's Choice element further drives contest engagement, generating even more qualified leads for sponsors.

Align your brand with the best contest in the industry. Speak to your representative for more information.

Click image to view interactive sample.

2024 X-RAY CONTEST

18TH ANNIVERSARY

They Ate What?!

ENTER NOW

To see is to believe!
Sometimes you might think you have seen it all in the practice until an odd unique case lands in your clinic. More particularly, radiographs revealing amusing and hard-to-believe items revealing amusements and hard-to-believe items patients ingest. Veterinary teams could argue toys and tiny trinkets are common GI surprises and so are socks and underwear, but some are so far beyond the usual, they simply must be seen to be believed.

We invite you to enter the 18th They Ate What? X-ray contest to share those extra weird X-rays with Veterinary Practice News and the veterinary community. A winner will be decided by our panel of veterinarians and will receive a \$500 Visa gift card from contest prize sponsor, Dechra Veterinary Products.


How to enter:

- Go to [VeterinaryPracticeNews.com/xraycontest](#) and log in or register to submit.
- Upload high-resolution images—large files reproduce best—and fill in your name, clinic name and address, telephone number, and a short explanation of the case, including the outcome.
- If available, include images of the patient and the recovered item(s).

The submission deadline is July 28.


The winner and honorable mentions will be unveiled in the October issue of Veterinary Practice News.

A ZENALPHA SEDATION EXPERIENCE



RADIOGRAPHS ARE LESS STRESSFUL FOR ERNIE AND SAFER FOR HIS VETERINARY TEAM THANKS TO A SMOOTH SEDATION EXPERIENCE THAT GETS HIM UP AND OUT THE DOOR QUICKLY

Zenalpha®
(medetomidine and vatinoxan hydrochlorides injection)



10 mL 0.5 mg/mL Medetomidine HCl / 1 mg/mL Vatinoxan HCl

VISIT ZENALPHA.US

Zennovation in Sedation

IMPORTANT SAFETY INFORMATION

As with all drugs, side effects may occur. For use in dogs only. Not intended for use in cats. Not for use in humans. Avoid skin, eye or mucosal contact. In case of accidental oral intake or self-injection, seek medical advice immediately and show the package insert to the physician. DO NOT DRIVE as sedation, loss of consciousness, and changes in blood pressure may occur. People with cardiovascular disease and pregnant women should exercise special caution to avoid exposure. Uterine contractions and decreased fetal blood pressure may occur after accidental systemic exposure. Do not use Zenalpha in dogs with cardiac disease, respiratory disorders, shock, severe debilitation, that have hypoglycemia or are at risk of developing hypoglycemia, or are stressed due to extreme heat, cold or fatigue. Zenalpha should not be administered in the presence of pre-existing hypertension, hypoxia or bradycardia. Due to the pronounced cardiovascular effects of alpha-adrenergic agonists, only clinically healthy dogs (American Society of Anesthesiologists [ASA] classes I and II) should be administered Zenalpha. Dogs should be monitored frequently during sedation for changes in heart rate, blood pressure, respiratory rate and body temperature. Tachycardia may occur in some dogs after recovery from sedation. The following adverse reactions have been reported: diarrhea, muscle tremors and colitis. Refer to the prescribing information for complete details or visit [www.dechra-us.com](#).

Dechra is a registered trademark of Dechra Pharmaceuticals PLC.
Zenalpha is a registered trademark of Dechra Limited; all rights reserved.
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Online Rates

Ad Type	Rate	Per
Leaderboard	\$ 70	1000 impressions (CPM)
Medium Rectangle	70	1000 impressions (CPM)
Half Page	95	1000 impressions (CPM)
Wallpaper	3,560	Week
Pushdown	5,690	Month
Mobile Anchored large banner	4,230	Week
Mobile Revealer	3,000	Week
Mobile Welcome	4,500	Week

[Download the Mechanical Spec Sheet](#)

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Protective Clause

Kenilworth Media Inc. reserves the right to alter or reject any copy which it feels is not in keeping with publication standards. Advertisers and/or their agencies assume responsibility for any and all claims arising therefrom made against the publisher, and agree to hold the company harmless.

Payment Terms

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Kenilworth Media Inc. is a member of EQUIFAX Credit Services. All information about receivables is recorded in the international credit files.

Native Advertising

Native Advertising appears alongside trusted and topical **Veterinary Practice News** content. Marketers receive an entire web page dedicated to their content that is promoted via:

- Home Page
- News & Features Section
- E-newsletter - deployed to 44,000+ in newsletter during the month.

Article

Served in the site's feed as a combination of text and image which clicks through to a full content page. Additional promotion via one weekly newsletter.

Deliverables

- Headline (up to 75 characters)
- Subhead (up to 100 characters)
- URL or article page (up to 3,000 words)
- Article page can include images, videos, and links



Rate

\$5,690/month

Specifications

- Accepted formats: DOCX, GIF, JPEG
- Accepted video formats: YouTube, Vimeo
- Advertiser to provide URL(s)

Education Center

Readers turn to **Veterinary Practice News** to keep abreast of the latest happenings within the veterinary industry. The Education Center provides advertisers a means to deliver their expert content in an editorial environment. Offering readers more than just your product message, **The Education Center** is an opportunity to delve into the intricacies of animal health and care with instructional content, industry research, and best practices.

In collaboration with our editorial team your sponsored content is edited and designed to reflect the look and feel of our highly respected and sought-after content and is an excellent tool for your future sales and marketing efforts.

Education Center Spread: \$18,385 per spread

Material Deadline: Two weeks before the issue closing date.

Education Center is also published on veterinarypracticenews.com and promoted throughout the site for the month and in one newsletter.

Regenerative Medicine and the Veterinary Technician: A Quick Guide to PRP and Stem Cell Therapy

By Dr. [Name]

Veterinary technicians play a crucial role in the implementation of regenerative medicine, particularly in the use of Platelet-Rich Plasma (PRP) and Stem Cell Therapy. This guide provides a comprehensive overview of these advanced treatments, their applications, and the specific roles of veterinary technicians in their successful execution.

Understanding PRP and Stem Cell Therapy

PRP is a natural healing mechanism that involves concentrating platelets from a patient's own blood to release growth factors that promote tissue repair. Stem cell therapy involves using the patient's own stem cells to differentiate into the specific cell type needed for repair.

Applications in Veterinary Medicine

- Orthopedic Injuries:** PRP is commonly used for treating ligament tears, meniscal injuries, and osteoarthritis.
- Soft Tissue Injuries:** Stem cell therapy is effective for treating muscle tears, tendonitis, and chronic wounds.
- Neurological Conditions:** Emerging research suggests potential benefits for conditions like intervertebral disc disease.

The Role of the Veterinary Technician

- Client Education:** Explain the procedure, risks, and benefits to the pet owner.
- Sample Collection:** Perform blood draws and process the samples for PRP or stem cell isolation.
- Procedure Assistance:** Assist the veterinarian with the injection or implantation of the treatment.
- Post-Procedure Care:** Monitor the patient for adverse reactions and provide instructions for home care.

Conclusion

As regenerative medicine continues to advance, the role of the veterinary technician becomes increasingly vital. By staying current on these techniques, technicians can ensure the best possible outcomes for their patients.

PRECISEPRP[™] by VetStem

Coming Soon!

Help VetStem Gather Data for Off-The-Shelf Allogeneic PRP Product

PrecisePRP[™] Basics

- A better standard of care
- Low cost, easy to use
- No need for surgery
- No anesthesia required

Clinical Development Program

\$150/Vial

For More Information

Call or Email: 855-786-2584 or info@vetstem.com

To Participate:

- Complete Clinical Development Agreement
- Purchase and Administer PrecisePRP[™]
- Submit Post-Administration and 90-Day Follow-Up Data

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Demo-Cast Live!

Simply put, a Demo-Cast is a live presentation; your own teleconference with *Veterinary Practice News* subscribers interested in learning about your products. This interactive presentation enables you to present your products as if you are in front of a large group of prospects at a trade show, and to answer their questions in real time!

Each Demo-Cast package includes:

- A 3-week Marketing program (shared email broadcasts, weekly newsletter, and via social media announcements) to promote your event and build registration
- Set-up and delivery support of your 10 to 20-minute presentation
- A 5-minute Q & A session with attendees
- The full registrant list as qualified leads following the Demo-Cast
- Your Demo-Cast archived on our site for a one-year period

All you need to do is present, and we'll do the rest! We'll even perform a dry run with you one week prior to ensure seamless delivery on the day of your Demo-Cast.

Price: \$5,865

Add the edited MP4 file: \$750

Deliverables

- Company logo
- Name and image of the product you are presenting
- A brief description of the product (150 words)
- Seed questions you want to answer about the product (1 or 2)
- Headshots, names and titles of those presenting



Thriving as a Local Vet Clinic

(when Walmart offers veterinary care)



31:16



MP4 File Terms of Sale

Kenilworth Media Inc., publishers of Jewellery Business, will provide clients with a link to the recorded Demo-Cast at no-charge. An MP4 recording of the Demo-Cast is also available to customers for an additional fee of \$750, plus applicable taxes. This fee includes an Official Release allowing customers to re-use and re-purpose the video in an unaltered fashion for both internal and/or external non-promotional or promotional purposes. As such, the Demo-Cast may only be used "as is" and may not be edited through additions or deletions to the original version of any kind, with the exception of any length excerpt(s) taken from the original, as long as these excerpts are not altered in any way or used to misrepresent or otherwise mislead viewers as to what was shown and said in the original Demo-Cast.



Webinars

Looking for a better way to engage customers and prospects?

A sponsored webinar could be your solution!

Webinars are one of the best options for content marketing and promoting your expertise in providing solutions to the market. They are also a valuable lead generation tool as people who are willing to dedicate the time to participate are highly qualified.

We make executing them simple by doing all the marketing, hosting and logistics involved. You only need to supply the presenter and the content.

- ✓ Webinar length is a maximum of 60 minutes (including a 10-15 minute Q&A session).
- ✓ We will assist in copy review, supply the moderator and provide the expertise to assure a successful event.
- ✓ Each webinar is supported by a custom marketing campaign to achieve the best result and includes an online landing page, E-newsletter promotion, dedicated targeted email broadcasts, promotion through social media channels and your event is featured on our website home page and webinar section.
- ✓ We will supply you with a registration broadcast HTML so you can promote the webinar to your customers.
- ✓ You have the opportunity to get valuable feedback by asking participants two openended polling questions during the live webinar and two multiple-choice questions in the post-webinar survey.
- ✓ You have the option of running a 30 second pre-roll commercial at the beginning of the webinar or a full page static slide.

- ✓ Full analytics reporting including contact information for registrants and attendees will be supplied within a week following the live webinar.
- ✓ We will also host the finished webinar (webcast) on our website for 12 months following the live webinar and provide ongoing marketing throughout the year.

Rate: \$10,000

Add the edited MP4 file: \$750

MP4 File Terms of Sale

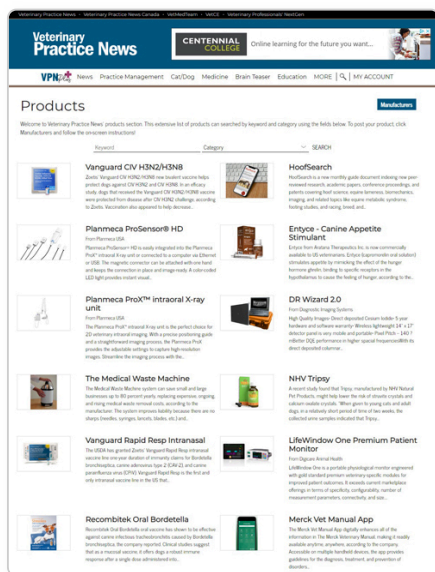
Kenilworth Media Inc., publishers of Pool & Spa Marketing, will provide clients with a link to the recorded Webinar at no-charge. An MP4 recording of the Webinar is also available to customers for an additional fee of \$750, plus applicable taxes. This fee includes an Official Release allowing customers to re-use and re-purpose the video in an unaltered fashion for both internal and/or external non-promotional or promotional purposes. As such, the Webinar may only be used “as is” and may not be edited through additions or deletions to the original version of any kind, with the exception of any length excerpt(s) taken from the original, as long as these excerpts are not altered in any way or used to misrepresent or otherwise mislead viewers as to what was shown and said in the original Webinar.

Products

Promote specific products in context with relevant editorial features and ensure you are reaching the right decision-makers at the right time. All articles are searchable by keyword and so are the advertised products.

Marketers receive up to three product profiles which are promoted via:

- Product Section - searchable by keyword



Rate: \$375 per month

[Build your product portfolio](#) now and get three product listings and four months free if you book an annual program.

Deliverables

Go to **[Manufacturers' Area](#)** and create your product profile.

- Product name up to 10 words
- Up to 200 words of text
- One product image (GIF, JPEG, PNG, 72 dpi, max 500 kb)
- Up to 5 hyperlinks (product spec sheets, catalogues, videos, etc.)
- Contact info (telephone, e-mail, website)



Content Marketing Rates (2025)

Ad Type	Rate	Per
Native Advertising Article	\$5,690	Month
In-text Video	4,830	Month
Education Center	18,385	Article
Demo-Cast	5,865	Event
Webinar	10,000	Event
Products	375	Month

[Download the Mechanical Specifications](#)

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Signet Research Ad Study

Understanding your advertising needs is key to **Veterinary Practice News**. The AdStudy® conducted in the April and October issues by the independent firm, Signet Research Inc., is an invaluable resource. This study analyzes the performance of King-page advertisements based on specific characteristics with feedback from our readers — your clients — allowing you to evaluate your marketing strategy and refine your message.

Rate: \$2,995 (Price does not include cost of advertisement.)

Frequency Benefit:

Ad studies are provided free of charge to King-page advertisers who invest in the studied issue plus two other issues within the same calendar year.

Click image for sample report

AdStudy® Report

VetMedTeam p. 28

Veterinary Practice News
October 2022

Conducted By
SIGNET
RESEARCH INC.

201.945.6903 | signetresearch.com



Custom Marketing Research

Why do research?

Market intelligence is more important now than ever before. Conducting a research project uncovers the data necessary to make informed business decisions on issues such as:

- Brand awareness and market position
- Market changes
- Customer market insights
- Validating market assumptions
- Measuring the effectiveness of marketing initiatives
- Identifying new opportunities
- Market insights on new and existing products

Why do custom market research with us?

We deliver third-party managed research which means it can be conducted with or without respondents being aware of who the research is being conducted by to eliminate unbiased results.

You reach our full audience. One of the greatest factors impacting the success of any research project is the ability to get enough responses for meaningful results. We take this issue off the table with a marketing strategy that ensures the results will be statistically valid.

Delivery of the survey is to recipients who we are engaged with us already. This means the expected results will be higher than sending standalone surveys out to potential respondents who don't have a connection to who is delivering it.

Custom research can be a great lead generation tool when incentives are added to gather respondents' contact information...anyone who takes the time to provide you with their responses and information is a highly qualified lead.

We provide a turnkey research solution to fit your needs...from working with you on developing survey questions to delivering the final report, we take the work off your hands.

Ranging from economical online polls to full market studies, we have research options to fit any budget!