

# 2012 RATE CARD

# VetMarketing 2012

## FREQUENCY AND FORMAT x 4

### Publication Dates:

Vet Marketing 2012 – 4 issues per annum

Issue Name	Copy Date	Publication Date
Spring	4th Feb	24th Feb
Summer	4th Apr	18th May
Autumn	29th Jul	17th Aug
Winter	21st Oct	16th Nov

### Readership:

**6,500 premises – small animal, equine, and principal large animal practices in the UK, sent to named vets, and/or practice managers looking to market their services more effectively**

### RATES

	Rate	Dimensions (width x height)
Coverwrap	£ on application	
FACTFILE *	£3,000	
Front cover – quarter 130 x 175mm	£1,800	
Back cover	£2,300	
Double page spread	£3,500	(Supply as 2 single page PDFs)
Half DPS	£1,800	
A4 Full page	£1,800	194 x 280mm type area
(Special positions 20% extra)		210 x 297mm trim
		216 x 303mm bleed
1/4 strip horizontal	£450	194 x 63mm
Half page	£900	194 x 132mm, or 95 x 273mm
Quarter page	£450	95 x 132 mm
Inserts – single sheet A4	£1,800	
Product monitor	£200 per product	
(image plus 25 words, up to 12 per page)		

\* FACTFILE – four-page, full run, including print, holepunch and binding

Run-ons of factfiles are charged at £250 per thousand



### CONTENT

Focus is on knowledge transfer that allows for effective marketing of veterinary services, featuring information that can help to increase the health and wellbeing of all animals from companion animals and sheep, to dairy and beef cattle, equine, pigs and poultry... *Vet Marketing* will focus on:

- marketing for vets – how to improve the customer relationship, how to market your products and services more effectively
- your brand image, your value in the chain
- knowledge transfer – the science and technological information you need to offer the best advice in the field



### CONTACT

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# EDITORIAL FEATURES LIST

## SPRING

Worming and flea treatments – the importance of compliance;  
Equine supplements – market potential;  
Sweet itch – treatment and opportunities;  
Antimicrobial use in cattle;  
Pneumonia – new products;  
Mastitis and productivity;  
Customer loyalty and retention;  
Microchipping;

### Training Modules covering:

- Marketing
- PR Module

## SUMMER

Specialist diets;  
NSAIDs;  
Dentistry;  
Dealing with the farmer client;  
Herd health plans;  
Anthelmintic resistance in sheep;  
Lameness;  
Branding your practice;

### Training Modules covering:

- Marketing
- PR Module

## AUTUMN

Lameness;  
Equine worming;  
Dermatology;  
Joints – pets and equine;  
Dealing with the equine client;  
Veterinary equipment;  
Resistance – practical advice on buying stock;  
Dry cow management;  
Developing a website;

### Training Modules covering:

- Marketing
- PR Module

## WINTER

Osteoarthritis;  
Dealing with the small animal client;  
Wound care;  
Ectoparasites;  
Insurance advice;  
Veterinary nurses – role and value;  
Practice waiting room area – effective use of space;  
Coccidiosis in calves;  
Supplements and minerals for livestock;  
Cross contamination in surgery;

### Training Modules covering:

- Marketing
- PR Module

**Technology**

## INNOVATIVE SENSOR AIMS TO SPEED UP FMD DIAGNOSIS ON-SITE

An innovative project to develop a prototype field-deployable bio-detection system for the immediate diagnosis of foot and mouth disease is nearing completion. **Suzanne Callender** reports



**The ultimate aim is to have the test in a test box capable of doing quick laboratory type measurements**

While it's impossible to go through a whole range of diagnostic tests, particularly in the field, a rapid and accurate test for FMD is a major goal. The project is led by Dr. David Brown, who is currently working on a prototype test for FMD. The test is designed to be used in the field and is expected to be available in the next few years. The test is designed to be used in the field and is expected to be available in the next few years. The test is designed to be used in the field and is expected to be available in the next few years.

**Equine**

## HOW TO CHANGE THE PET OWNER'S MINDSET

A recent survey by NQAH to understand owner awareness of preventative medicine in cats and dogs revealed an increase in vet visits despite financial cutbacks elsewhere



**Your name is a brand. And perhaps unbeknown to you it already conveys an impression of you and your business in the minds of your clients**

It's not just your name that matters, but how you use it. Your name is a brand, and it can tell your clients a lot about your business. If you want to attract more clients, you need to make sure your name is clear, concise, and easy to remember. You also need to make sure your name is consistent across all of your marketing materials.

**Marketing**

## Building a brand

By Iain Murray

**CPD training in association with Elanco Animal Health**



**Your name is a brand. And perhaps unbeknown to you it already conveys an impression of you and your business in the minds of your clients**

Building a brand is a long-term process that requires a lot of planning and execution. You need to define your brand's values, mission, and vision, and then create a consistent visual identity. You also need to develop a marketing strategy that will help you reach your target audience and build a loyal following.

**Building a brand**

Step 1	Step 2	Step 3	Comment
			<b>What is the answer?</b> The answer is to build a brand that is unique, memorable, and easy to recognize. This is achieved by creating a consistent visual identity and a strong marketing strategy.
			<b>Brand name:</b> Your brand name is the first thing your clients will see, so it's important to choose a name that is clear, concise, and easy to remember.
			<b>Look out for:</b> Look out for any signs of competition or market changes that could affect your brand's success.

**Elanco**

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