

2014 MEDIA PLANNER

"I love your newsmagazine as it is very useful, succinct and Canadian. I really appreciate the overviews of the conference talks."

Susan Hetherington, DVM, Delta, British Columbia

"Your publication is the most useful one that comes across my desk (except the JACVIM)."

Lea Stogdale, DVM, DACVIM, Winnipeg, Manitoba

"I read each issue cover to cover, and save every copy!"

Judy Saunders, DVM, Mississauga, Ontario

"Love the publication!"

Anne Sylvestre, BSc, DVM, DVSc, CCRP, Dip ACVS, Dip EVCS Oakville, Ontario

"Advertising in Canadian Vet has been a smashing success! Your magazine has had a tremendous impact on our company's growth - we've been adding a lot of accounts from Canada! Thank you so much and I want to advertise in any issues you have going out, probably until the end of time!"

Julie Buzby, DVM, CAVCA, CVA Beaufort, South Carolina



Canadian VET

A Newsmagazine for Veterinarians and their Colleagues



Mission Statement

To be a valued source of continuous learning for Canadian veterinarians, by conveying relevant and practical animal health information as presented by experts at leading veterinary conferences.

Continuous learning; continuous improvement; continuous success

Canadian Vet advisory board:

- Elizabeth Bellavance, DVM, CMA, MBA
Camlachie, ON
- Soren Boysen, DVM, DACVECC
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- Trisha Dowling, DVM, DACVIM, DACVCP
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Guelph, ON
- Joe Wolfer, DVM, DACVO
Toronto, ON

Canadian Vet newsmagazine

- A respected source of relevant and practical information for veterinarians since 2006.
- Supported by an esteemed Advisory Board of Canadian veterinarians.
- Distributed bi-monthly to veterinarians coast to coast.
- Articles convey information presented by experts at leading veterinary conferences.
- Editorial is veterinarian reviewed and approved.
- Read by small, mixed practice, and large animal veterinarians.

Special Feature columns:

- **VetLaw**
by Douglas C. Jack, B.A., LL.B
- **Best Practices**
by Elizabeth Bellavance, DVM, MBA, CMA
- **Marketing Matters**
by Michael Warren, DVM, GCP
- **Canadian Veterinary Medical Association News**
by Kristin McEvoy, CVMA Communications Manager
- **Industry News**
- **Continuing Veterinary Education Calendar**



Advertise in Canadian Vet to:

- Get your key messages in front of your target audience – Canadian veterinarians!
- Raise awareness of your veterinary products and services amongst veterinarians.
- Reach veterinarians in every province and territory in Canada.
- Have your advertising aside credible and relevant editorial articles.
- Run an ad size that meets your campaign objectives and advertising budgets.
- Affirm your company's commitment to the veterinary profession.

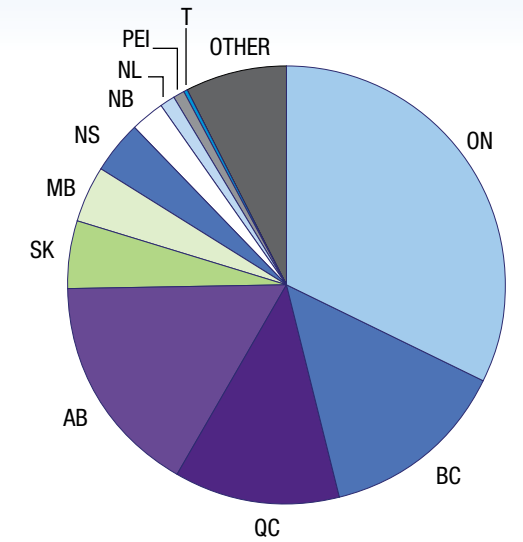
Circulation

Circulation Breakdown:

Small animal practices	2,723
Mixed animal practices	1,204
Large animal practices	426
Other	341

Notes:
At most practices the magazine is read by several veterinarians.
Circulation is to practicing veterinarians only.
Bonus distribution at selected veterinary conferences.
Digital issues also available.

Ontario	1,521
British Columbia	652
Quebec	569
Alberta	776
Saskatchewan	242
Manitoba	198
Nova Scotia	183
New Brunswick	112
Newfoundland	59
Prince Edward Island	32
Territories	9
Total veterinary practices	4353
Other (teaching, associations, industry)	341
TOTAL CIRCULATION	4694



2014 Editorial Calendar

Bi-monthly issues of *Canadian Vet* will report on the following veterinary conferences. Information from other meetings and/or interviews with veterinarians may also be included.

January/February

- CanWest Veterinary Conference, Banff, AB
- International Conference on Communication in Veterinary Medicine, Orangeville, ON
- American Association of Equine Practitioners Conference, Nashville, TN

March/April

- Ontario Veterinary Medical Association Conference, Toronto, ON
- North American Veterinary Conference, Orlando, FL
- Western Canadian Association of Bovine Practitioners Congress, Calgary, AB

May/June

- Ontario Veterinary Medical Association Conference, Toronto, ON
- Manitoba Veterinary Medical Association Conference, Winnipeg, MB

July/August

- Atlantic Provinces Veterinary Conference, Halifax, NS
- North American Veterinary Dermatology Forum, Nashville, TN

September/October

- Canadian Veterinary Medical Association Convention, St. John's, NFL
- American College of Veterinary Internal Medicine Forum, Nashville, TN

November/December

- International Veterinary Emergency & Critical Care Society Conference, Indianapolis, IN
- Saskatchewan Veterinary Medical Association Conference, Saskatoon, SK
- American Association of Feline Practitioners Conference, Indianapolis, IN
- Veterinary Cancer Society Conference, St. Louis, MO

"Thank you very much for the informative and interesting magazine!"

Christine Pfaender, DVM
Langley, British Columbia

"The whole magazine is good and talks about the problems we see in the clinic."

Nasib Randhawa, DVM
Brandon, Manitoba

"I LOVE Canadian Vet - absolutely love it!"

Debbie Stoewen, DVM, MSW
Kitchener, Ontario

"I read it from page one to the last and find it very interesting. We need such a venue of what is going on and being discussed at the various meetings of veterinary associations."

Clinique Veterinaire Visitation
Joliette, Quebec

"We at OVMA all enjoy Canadian Vet - very much. Keep up the good work."

Angela Cerovic
Ontario Veterinary Medical Association
Milton, Ontario

"Since we began running ads for our pet waste disposal system in Canadian Vet, our orders from veterinary clinics across Canada have increased dramatically!"

Esther Strubin, Practica Inc.
Cambridge, Ontario

4-COLOUR AD RATES (\$ CDN)

	1X	3X	6X
Full tabloid page (10.5" X 14")	\$3,015	\$2,905	\$2,740
Journal size ad (7.5" x 10.25")	\$2,705	\$2,610	\$2,460
Half page ad	\$1,810	\$1,745	\$1,644
Quarter page ad	\$550	\$515	\$475
Double page spread	\$4,875	\$4,695	\$4,430
Gatefold ad (3 pages with fold-out)	\$6,030	\$5,810	\$5,480
False cover (2 pages ahead of cover)	\$6,960	\$6,705	\$6,325

SPECIAL POSITIONS

*Must book minimum 6 times / non-cancellable
Positions are guaranteed by the publisher*

Front cover bootlug	\$675
Feature column sponsorship with company logo	\$775
Inside Front Cover, Inside Back Cover, Outside Back Cover	Add 15% premium

AGENCY COMMISSION

15% commission to recognized advertising agencies

INDUSTRY NEWS

Up to 300 words

Written news announcement	\$170
News announcement plus colour image	\$200

DIRECT MAIL SERVICES

Let us send your direct mail pieces to all or a targeted segment of veterinarians on the *Canadian Vet* mailing list. Ask for a custom quote based on your specific campaign requirements

INSERTS

Tipped-in (glued) or stitched insert	\$1,545
Polybagged insert	\$1,545
Belly bands (23" x 4")	\$1,545

Inserts should not exceed 10" x 12" flat size

Inserts to be supplied printed and folded

ADVERTISING TERMS

- Advertisements must be confirmed with an Insertion Order signed by the advertiser or advertising agency.
- All insertions will be invoiced at the one time rate unless a written contract has been provided stipulating the number of insertions committed to in a 12-month period.
- Unless a written contract is provided, total volume discounts will be applied to the last insertion during the 12-month period.
- Cancellations cannot be accepted after the closing date.
- Special positions require a minimum booking commitment of 6 consecutive issues, and are non-cancellable.
- Payment terms are net 30 days.
- Past due accounts are subject to a late payment charge of 2% monthly.
- All advertising material is subject to approval by the publisher.
- The advertiser and their ad agency assume responsibility for any and all claims arising from their advertisements and agree to hold the publisher harmless of any claim.

AD SPECS

Tabloid page:	Live Area	9.75 x 13"
	Trim	10.5 x 14"
	Bleed	10.75 x 14.25
Half tabloid page:	Trim	10.5" x 7"
	Quarter tabloid page:	Trim
Journal page:	Live Area	7 x 9.625"
	Trim	7.5 x 10.25"
	Bleed	7.625 x 10.375
Binding:	Saddle stitch	
Line Screen:	150	

FORMAT

A high resolution (300 dpi) PDF file is preferred, but other digital files are accepted.

FTP site available for uploading ad files.

ADVERTISING DUE DATES

Issue	Insertion Order	Ad Material
Jan/Feb	December 5	December 17
March/April	February 3	February 17
May/June	April 1	April 15
July/Aug	June 2	June 16
Sept/Oct	August 1	August 15
Nov/Dec	October 1	October 15

INSERTION ORDERS AND ARTWORK

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