



A **covetrus**  Company

# Media Kit

## 2024

### Advertising Opportunities with Us

We would love to help you to connect with a highly qualified and targeted audience of Veterinary purchasing decision makers, including:

**PRACTICE OWNERS | PRACTICE MANAGERS | VETERINARY NURSES |  
CLINIC RECEPTION & SUPPORT STAFF**



For bookings or more information contact Provet Marketing at [marketing@provet.com.au](mailto:marketing@provet.com.au) or phone (02) 9659 5211

# Partners in Practice

The publication is designed to be a key reference and information tool for the Veterinary industry featuring the latest industry news, announcements, new products and articles of interest.

## DISTRIBUTION

**2,218**  
copies

ACROSS ALL AUSTRALIA  
2,200+ ONLINE SESSIONS

## READERSHIP

**3-5**  
readers

FOR EVERY  
PRINTED COPY\*

## KEY AUDIENCES

Who read the publication

- ✓ Practice Owners
- ✓ Practice Managers
- ✓ Veterinary Nurses
- ✓ Receptionists
- ✓ Support staff



## ISSUE: ARRIVES IN CLINIC:

April	Early April
July	Mid July
October	End October

**Disclaimer:** While we work hard to have each issue of Partners in Practice in clinics within the above mentioned timeframes, we cannot always guarantee this. Please let us know if you have date sensitive content.



## \*Transitioning to digital first

In a continued effort for greener business, we're working towards minimising our physical communications. As we progress, customers will be offered access to digital learning and news materials, and we'll use recycled paper as much as possible elsewhere.

Partners in Practice is printed in an ISO Accredited and FSC® (Forest Stewardship Council®) Certified plant.

To support their commitment to environmental sustainability, the plant has attained FSC® (Forest Stewardship Council®) certification. This means that we can promote and use paper and paper-based materials carrying the FSC symbol, meaning that the paper being used originates from sustainable resources and can be traced back to the source, guaranteeing they come from forests which are managed to meet the social, economic and ecological needs of present and future generations. The ISO accreditation aligns both the quality and environmental practices to world class standards.



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# GUIDELINE & OPTIONS

## Partners in Practice

ADVERT	SIZE	ARTWORK REQUIREMENT	COST
Full Page	<ul style="list-style-type: none"><li>✓ Trim: W 210mm x H 297mm</li><li>✓ Bleed: W 216mm x H 303mm</li></ul>	<ul style="list-style-type: none"><li>✓ High resolution (300dpi) PDF with bleed &amp; trim</li></ul>	\$2,500
Half Page Horizontal	<ul style="list-style-type: none"><li>✓ Trim: W 210mm x H 148.5mm</li><li>✓ Bleed: W 216mm x 154.5mm</li></ul>	<ul style="list-style-type: none"><li>✓ High resolution (300dpi) PDF with bleed &amp; trim</li></ul>	\$1,400

ADVERTORIAL	WORD COUNT	ARTWORK REQUIREMENT	COST
<p>Advertorials are a great way to feature a product. The copy supplied will be applied to fit the style and layout of the magazine by our designer with a sign off approval by supplier.</p>			
Full Page	<ul style="list-style-type: none"><li>✓ 300 - 500 words with images</li><li>✓ 700 words without images</li></ul>	<ul style="list-style-type: none"><li>✓ Text format by Word Doc</li><li>✓ Images in high resolution (jpg, png, eps, tiff or psd)</li></ul>	\$1,500
Half Page	<ul style="list-style-type: none"><li>✓ 150 - 250 words with images</li><li>✓ 350 words without images</li></ul>	<ul style="list-style-type: none"><li>✓ Text format by Word Doc</li><li>✓ Images in high resolution (jpg, png, eps, tiff or psd)</li></ul>	\$1,100

ARTICLE	WORD COUNT	ARTWORK REQUIREMENT	COST
<p>Feature articles can be supplied on any disease state topic that is not product centric.</p>			
Full Page	<ul style="list-style-type: none"><li>✓ 300 - 500 words with images</li><li>✓ 700 words without images</li></ul>	<ul style="list-style-type: none"><li>✓ Text format by Word Doc</li><li>✓ Images in high resolution (jpg, png, eps, tiff or psd)</li></ul>	FREE
Two Page	<ul style="list-style-type: none"><li>✓ 600 - 1000 words with images</li><li>✓ 1400 words without images</li></ul>	<ul style="list-style-type: none"><li>✓ Text format by Word Doc</li><li>✓ Images in high resolution (jpg, png, eps, tiff or psd)</li></ul>	FREE

COMMUNITY	WORD COUNT	ARTWORK REQUIREMENT	COST
<p>'In the Community' is a section of the magazine to support and share news on great initiatives or charities that are happening within the industry.</p>			
Full Page	<ul style="list-style-type: none"><li>✓ 300 - 500 words with images</li><li>✓ 700 words without images</li></ul>	<ul style="list-style-type: none"><li>✓ Text format by Word Doc</li><li>✓ Images in high resolution (jpg, png, eps, tiff or psd)</li></ul>	FREE
Half Page	<ul style="list-style-type: none"><li>✓ 150 - 250 words with images</li><li>✓ 350 words without images</li></ul>	<ul style="list-style-type: none"><li>✓ Text format by Word Doc</li><li>✓ Images in high resolution (jpg, png, eps, tiff or psd)</li></ul>	FREE

## ARTWORK CREATION

To have the artwork created for you, please contact marketing to discuss options and availabilities.

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# eDM & Social Media

**4,100+**  
subscribers

FROM VETERINARY PRACTICES  
TO INDIVIDUAL STAFF

PROVET eDM

**34%** open rate | **2.4%** click rate

FOR EVERY eDM  
SENT OUT (AVERAGE)

INDUSTRY OPEN RATES  
**15.03% - 23.42%**

INDUSTRY CLICK RATES  
**1.62% - 2.94%**

FOR EVERY  
eDM SENT OUT

A social post can connect you with an engaged audience of industry contacts that have chosen to follow Provet. We have over 5,000 followers each on Facebook, Instagram and LinkedIn.

## eDM

Electronic Direct Marketing (eDM) is a highly cost effective and timely medium for placing your message in front of our audience.



ADVERT	TIME LINE	ARTWORK REQUIREMENT	COST
eDM	<ul style="list-style-type: none"> <li>✓ Only 1 eDM will be available per month</li> <li>✓ Artwork is required 2 weeks prior to the planned send date</li> </ul>	<ul style="list-style-type: none"> <li>✓ Text format in Word Doc</li> <li>✓ Images as high resolution as possible (jpg, png, eps, tiff or psd)</li> </ul>	<p>\$2,000 (includes 1 eDM + 1 Social Post)</p>
Social Post (Facebook, Instagram or LinkedIn)	<ul style="list-style-type: none"> <li>✓ Artwork is required 2 weeks prior to the planned send date</li> </ul>	<ul style="list-style-type: none"> <li>✓ Text format in Word Doc</li> <li>✓ Any image larger than 1,350px wide x 1,080px high (jpg, png, eps, tiff or psd)</li> </ul>	

Subscribers, open rates and click rates fluctuate throughout the year. Industry open rates based on Mailchimp benchmark data (October 2019) for applicable industry segments.

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# Booking Form



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PLEASE COMPLETE THE FORM BELOW AND EMAIL TO [MARKETING@PROVET.COM.AU](mailto:MARKETING@PROVET.COM.AU)

NAME	<input type="text"/>	COMPANY	<input type="text"/>
ABN	<input type="text"/>	PURCHASE ORDER NO. (IF REQUIRED)	<input type="text"/>
BILLING ADDRESS	<input type="text"/>		
PHONE	<input type="text"/>	EMAIL	<input type="text"/>
SIGNED	<input type="text"/>	DATE	<input type="text"/>

**DISCOUNTS:** A 5% discount will apply if 3 issues of Partners in Practice are pre-booked and paid for at the time of invoicing.

PARTNERS IN PRACTICE	PRICES	APRIL	JULY	OCTOBER
Outside Back Cover	\$3,900	UNAVAILABLE	UNAVAILABLE	UNAVAILABLE
Inside Front Cover	\$3,000	UNAVAILABLE	UNAVAILABLE	UNAVAILABLE
Inside Back Cover	\$2,700			
Internal Full Page	\$2,500			
Double Page Spread (20% discount)	\$4,000			
Internal Half Page Horizontal	\$1,400			
Advertorial Full Page	\$1,500			
Advertorial Half Page	\$1,100			
Flysheet (subject to availability)	\$2,000			
Feature Articles and News Items	FOC			

DIGITAL	PRICES	DATES/COMMENTS
eDM + Supporting Social Post	\$2,000	

Launching a New Product or running a Promotion? Contact us for a package quote.

**NOTE:** All prices exclude GST. Provet does not pay agency commission and does not accept agency discounts. No variations or cancellations of any order will be valid unless requested by the client in writing, then received and acknowledged by Provet Marketing in writing.

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