



NZVA
New Zealand Veterinary Association
Te Pae Kīrehe

Media Kit

2024



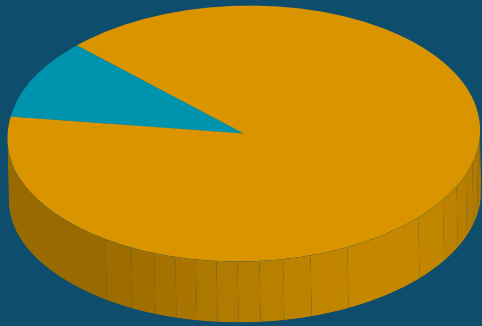
VetScript

HoofPrint

Companion
Quarterly

The
Equine Veterinary
Practitioner

GRAZING**GAZETTE**NZ



93%
of NZVA members rated
VetScript as valuable

"Case studies are great as well as technical information."

"I read it cover to cover."

"I have really enjoyed the new look and format and in-depth articles."

"The move to six issues per year has resulted in more in-depth coverage."

"I am pleased we have moved to recyclable paper."

"It is the main perceived benefit for many members."



VETSCRIPT

Frequency: Six times a year (February, April, June, August, October, December).

Format: Printed A4 magazine; digital version available.

Reach: Printed version delivered to 2,500+ NZVA members and subscribers. Digital version emailed to all NZVA members (3,500+).

Readership: Veterinarians, veterinary students, veterinary staff, practice owners and managers, government sector and industry leaders.



COMPANION QUARTERLY

Frequency: Four times a year (March, June, September, December).

Format: Printed A4 magazine; digital version available.

Reach: Digital version emailed to NZVA members including all members of the Companion Animal Veterinarians Branch (1,400+). Printed version delivered to subscribers.

Readership: Veterinarians, veterinary students, veterinary staff, practice owners and managers.



EQUINE VETERINARY PRACTITIONER

Frequency: Four times a year (March, June, September, December).

Format: Digital A4 magazine; printed version available.

Reach: Digital version emailed to all NZVA members including all members of the Equine Veterinarians Branch (500+). Printed version delivered to subscribers on request.

Readership: Veterinarians, veterinary students, veterinary staff, practice owners and managers.



GRAZING GAZETTE

Frequency: Twice a year (June and December).

Format: Digital A4 magazine; printed version available.

Reach: Digital version emailed to all NZVA members, including all members of the Sheep and Beef Cattle Veterinarians Branch (750+). Printed version delivered to subscribers.

Readership: Veterinarians, veterinary students, veterinary staff, practice owners and managers.



HOOFPRINT

Frequency: Four times a year (March, June, September, December).

Format: Digital A4 magazine.

Reach: Digital version emailed to all NZVA members, including all members of the Dairy Cattle Veterinarians Branch (1,000+).

Readership: Veterinarians, veterinary students, veterinary staff, practice owners and managers.

Display advertising options

Advertisers can choose from a wide range of advertisement sizes and positions in each issue of our magazines.

Premium positions are available in each issue, including outside back cover, inside back cover and inside front cover. See the pricing schedule for each title for details.

All of our titles are identical in size, so advertisements can be created for one title and placed in other titles without further production costs being incurred.

ADVERTORIALS

Advertorials are a great way to launch a new product or service. You can inform prospective buyers while promoting your product or service to our niche readership of veterinary professionals.

Advertorials are designed to look like editorial copy and use the same voice, style and layout as the rest of the magazine. In *VetScript*, advertorials are placed in an advertorial design and identified by "Advertorial" at the top of the page. The copy is supplied by the company and edited and sub-edited to fit the style of the magazine; illustrations are also supplied by the company. The page is designed by the *VetScript* designer and the company has final sign-off of the page.

*Full page 450 words of text, plus two high-resolution images.

INSERTS

Advertisers can provide an insert into their chosen publication. Printed insert material must be delivered to the mailing house by the required date. Each package must have a delivery note clearly stating the name of the publication "*VetScript*" and "Insert #?" (as provided by the NZVA). Prices for printing insert material or for inserts of more than one page are available on application.

Advertising bookings

NZ Farm Life Media is contracted to provide advertising sales services for all NZVA titles. Please contact:

Tony Leggett

Mobile 027 474 6093

Overseas +64 27 474 6093

Email tony.leggett@nzfarmlife.co.nz

Address 580 Lees Road, RD5, Feilding 4775

All our publications are the same size so advertising specifications are identical as well.

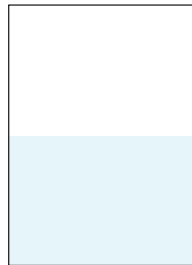
DISPLAY ADVERTISING



DOUBLE PAGE SPREAD (DPS)

Trim 420mm w × 297mm h

Bleed 426mm w × 303mm h



HALF PAGE WIDE

Trim 210mm w × 148.5mm h

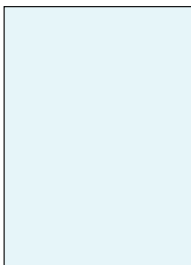
Bleed 216mm w × 154.5mm h



QUARTER PAGE WIDE

Trim 210mm w × 74.25mm h

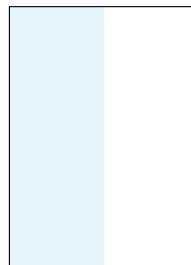
Bleed 216mm w × 80.25mm h



FULL PAGE

Trim 210mm w × 297mm h

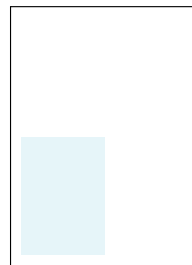
Bleed 216mm w × 303mm h



HALF PAGE TALL

Trim 105 w × 297mm h

Bleed 111mm w × 303mm h



QUARTER PAGE TALL

Trim 105mm w × 148.5mm h

No full bleed option

File checking service

If you are unsure of your file, we offer a file-checking service for \$50/advert. Please advise on booking. Please ensure that full-bleed advertisements have essential information placed within the text-safe area (10mm from paper edge). Anything placed outside might be cropped off in print.

File specifications

FILE TYPE High resolution PDF, single pages

FONTS All type to be embedded or outlined

BLEED 3mm on all sides

IMAGES min. resolution 300dpi

COLOUR CMYK, no spot colours

The publisher reserves the right to refuse files that don't meet these specifications.

VetScript

Rates effective from 1 January 2024.

All rates exclusive of GST.

	CASUAL	3 INSERTIONS	6 INSERTIONS
Double page spread	\$4,995	\$4,495	\$4,095
Full page	\$2,985	\$2,685	\$2,395
Half page	\$1,495	\$1,357	\$1,225
Quarter page	\$895	\$811	\$769
Loose inserts	\$2,395	\$1,895	\$1,695
Double-page advertorial	\$6,185		
Full page advertorial	\$2,985		
Inside-front cover	Rate +5%		
Outside-back cover	Rate +5%		

2024 BOOKING AND MATERIALS DEADLINES

ISSUE	BOOKING	MATERIAL	DISTRIBUTION DATE
February	15 December	8 January	1 February
April	26 February	1 March	1 April
June	29 April	3 May	1 June
August	1 July	5 July	1 August
October	2 September	6 September	1 October
December	28 October	1 November	1 December
February 2025	13 December 2024	6 January 2025	1 February 2025

INDUSTRY PARTNER DISCOUNTS

Diamond Partner 25% off card rate

Gold Partner 15% off card rate

Silver Partner 10% off card rate

Contact

ADVERTISING BOOKINGS

Tony Leggett Phone: 027 474 6093

Email: tony.leggett@nzfarmlife.co.nz

ADVERTISING MATERIAL

Amanda Traves Phone: 021 478 461

Email: amanda@sugarbag.co.nz

Agency commission: All rates are commission bearing and the NZVA awards 20% commission to accredited agencies.

Companion Quarterly

Effective 1 January 2024

All rates exclusive of GST.

	1 insertion in a year, per insertion	2 insertions in a year, per insertion	3 insertions in a year, per insertion	4 insertions in a year, per insertion
Full page advertisement	\$1,528	\$1,449	\$1,378	\$1,310
Second full page advertisement in same issue	\$1,447	\$1,375	\$1,305	\$1,239
1/2 page advertisement	\$964	\$916	\$869	\$827
1/4 page advertisement	\$449	\$427	\$405	\$386
Outside back cover – full page	\$2,024	\$1,924	\$1,827	\$1,736
Inside front cover – full page	\$1,929	\$1,832	\$1,740	\$1,654
<i>What's Your Diagnosis</i> sponsorship	\$386	\$364	\$346	\$331
Cover insert	\$899	\$856	\$813	\$772
e-CAV	\$321	\$304	\$290	\$275

2024 BOOKING AND MATERIALS DEADLINES

ISSUE	BOOKING	MATERIAL	DISTRIBUTION
March	1 February	5 February	March 2024
June	2 May	6 May	June 2024
September	1 August	5 August	September 2024
December	31 October	4 November	December 2024

Contact

ADVERTISING BOOKINGS

Tony Leggett Phone: 027 474 6093 Email: tony.leggett@nzfarmlife.co.nz

ADVERTISING MATERIAL

Penny May Phone: 021 255 1140 Email: penfriend1163@gmail.com

GRAZINGGAZETTENZ

Effective 1 January 2024

All rates exclusive of GST.

	CASUAL
Inside-front cover	\$895
Outside-back cover	\$895
Full page	\$695
Half page	\$340
Loose inserts (insert supplied by advertiser)	\$695
Multiple advertisements in same edition	10% discount for subsequent ads

2024 BOOKING AND MATERIALS DEADLINES

ISSUE	BOOKING	MATERIAL	DISTRIBUTION
June	14 May	14 May	June 2024
December	12 November	12 November	December 2024

Contact

ADVERTISING BOOKINGS AND MATERIAL

Tony Leggett Phone: 027 474 6093 Email: tony.leggett@nzfarmlife.co.nz

Advertising rates

The
Equine Veterinary
Practitioner

Effective 1 January 2024

All rates exclusive of GST.

	COST PER ISSUE	COST PER YEAR (4 ISSUES)
Inside front cover	N/A	\$4,330
Inside back cover	N/A	\$4,130
Outside back cover	N/A	\$4,130
Full page	\$1,095	\$4,180
Half page portrait/landscape	\$645	\$2,390
Third page portrait/landscape	\$445	\$1,670
Quarter page portrait/landscape	\$325	\$1,190

2024 BOOKING AND MATERIALS DEADLINES

ISSUE	BOOKING	MATERIAL	DISTRIBUTION
March	9 February	13 February	March 2024
June	3 May	7 May	June 2024
September	9 August	13 August	September 2024
December	1 November	5 November	December 2024

Contact

ADVERTISING BOOKINGS

Tony Leggett Phone: 027 474 6093 Email: tony.leggett@nzfarmlife.co.nz

ADVERTISING MATERIAL

Fiona Brown (designer) Phone 06 951 8012 Email: f.m.brown@massey.ac.nz

HoofPrint

Effective 1 January 2024

All rates exclusive of GST.

	CASUAL
Position in publication subject to availability	
Cover sheet	\$935
Inside-front cover	\$1,485
Page 2	\$1,375
Inside-back cover	\$1,210
Outside-back cover	\$1,375
Double page spread	\$2,420
Page 5	\$1,210
Run of publication	
Full page	\$1,100
Half page (horizontal)	\$577
Third page (horizontal)	\$385
Quarter page (vertical)	\$302
Loose inserts	\$544

2024 BOOKING AND MATERIALS DEADLINES

ISSUE	BOOKING	MATERIAL	DISTRIBUTION
March	14 February	19 February	March 2024
June	15 May	20 May	June 2024
September	14 August	19 August	September 2024
December	13 November	18 November	December 2024

Contact

ADVERTISING BOOKINGS

Tony Leggett Phone: 027 474 6093 Email: tony.leggett@nzfarmlife.co.nz

ADVERTISING MATERIAL

Amanda Traves Phone: 021 478 461 Email: amanda@sugarbag.co.nz

CLASSIFIEDS

The classified section is a great place to advertise for help wanted and to list items and practices that are for sale or that you want to buy.

A few guidelines:

CLASSIFIED ADS CONSIST ONLY OF **WORDS, CONTACT DETAILS AND ONE PRACTICE LOGO.**

BULLET POINT LISTS WITH HEADINGS IN BOLD ARE FINE, BUT **PLEASE NO BOLD WORDS IN THE MIDST OF TEXT.**

THE VETSCRIPT EDITORIAL TEAM WILL **EDIT YOUR WORDS FOR GRAMMAR, SPELLING, TENSE, STYLE AND LOGIC.**

THE CHARGE FOR A CLASSIFIED AD IS BASED ON THE AMOUNT OF COLUMN SPACE THE AD REQUIRES. THE VETSCRIPT CLASSIFIEDS ADMINISTRATOR (CLASSIFIEDS@VETS.ORG.NZ) CAN PROVIDE QUOTES FOR YOU.

IF A CLASSIFIED ADVERT IS **WITHDRAWN BEFORE THE PUBLICATION DEADLINE**, THE ADVERT WILL BE RECALCULATED AT THE WEB-ONLY ADVERTISING RATES.

Ads for positions at BESTPRACTICE-accredited practices are placed at the beginning of the classified section on a BESTPRACTICE-branded background. Please identify that your practice is BESTPRACTICE-accredited so the *VetScript* team doesn't miss it.

If you would like to use secondary logos and/or other artwork or images in your ad, you will need to contact us and supply the artwork for a finished display ad that meets the specifications required. If you do not have an ad agency to do this, the *VetScript* team can provide design services but these must be booked by the first of the month before publication. Charges for advertising design can be quoted by amanda@sugarbag.co.nz.



CLASSIFIED ADVERTISING

All rates exclusive of GST.

PRICE

PREMIUM CLASSIFIEDS	All artwork must be supplied as print quality pdfs at the correct size. All imagery must be high resolution.	Quarter page (80mm x 113mm)	\$892
		Half page (80mm x 232mm)	\$1,493
GENERAL CLASSIFIEDS	Per column cm (minimum charge of \$152 for 4cm) Relist ad for 50% of initial fee (continuous relisting only)		\$38
SPECIAL 'MARKETPLACE' RATE	Advertising for-sale items (not employment positions), maximum 25 words	NZVA member Non-member	\$77 \$110
WEB-ONLY ADVERTISING	Per 200 words on nzva.org.nz/classifieds Per additional 20 words Relist ad for 50% of initial fee (continuous relisting only)		\$220 \$33
EARLY PLACEMENT ON WEBSITE	Before VetScript publication date per week		\$17
LATE CLASSIFIEDS (loose inserts)	Printed on loose, coloured insert and placed on the NZVA website for one month, only distributed to NZ subscribers.	Quarter page (83 x 115mm) Half page (170 x 115mm) Full page (170 x 230mm)	\$583 \$896 \$1,204
CLASSIFIED RATES – OVERSEAS ADVERTISERS (in NZ\$)	Per column cm (minimum charge \$176 = 4cm) Per 200 words on nzva.org.nz/classifieds Per additional 20 words Relist ad for 50% of initial fee (continuous relisting only)		\$44 \$264 \$38

2024 MATERIAL DEADLINES (VETSCRIPT)

ISSUE	CLASSIFIEDS	LATE CLASSIFIEDS	DISTRIBUTION
February	5 January	19 January, 3pm	1 February
April	1 March	20 March, 3pm	1 April
June	1 May	20 May, 3pm	1 June
August	1 July	19 July, 3pm	1 August
October	2 September	20 September, 3pm	1 October
December	1 November	20 November, 3pm	1 December
February 2025	6 January 2025	17 January 2025, 3pm	1 February 2025

Classifieds contact

ADVERTISING MATERIAL

Kayla Paenga

Phone: 04 471 0484

Email: classified@vets.org.nz

The NZVA has a range of digital advertising options available for our Diamond, Gold and Silver partners.

We offer digital advertising on the NZVA website, social media and in our weekly email newsletter, allowing partners to reach not only our members in the veterinary profession but also members of the public who are connected to us.

As we have a diverse audience and each advertiser has unique needs, we work with our partners to choose the most effective avenue for their brand.

DIAMOND PARTNER OPPORTUNITIES

25% off card rate

1 x VetNews banner advertisement per year

1 x VetNews story advertorial per year

1 x website banner advertisement per year

2 x social media posts per year

SILVER PARTNER OPPORTUNITIES

10% off card rate

1 x website banner advertisement per year

GOLD PARTNER OPPORTUNITIES

15% off card rate

1 x VetNews story advertorial per year

1 x website banner advertisement per year

Contact

DIGITAL ADVERTISING QUERIES

Chelsea Plowman

Phone: 04 471 0484

Email: comms.digital@vets.org.nz

WEBSITE (NZVA.ORG.NZ)

The one stop shop for all veterinary professionals in New Zealand, providing technical resources, CPD opportunities, job advertisements and event registrations. The NZVA website also provides resources for members of the public outside of the veterinary profession, further increasing your advertisement reach. By advertising on our homepage, your brand is front and centre for anyone visiting our website.

AUDIENCE: NZVA members (veterinarians, large animal veterinary technicians, practice managers, support staff), non-member veterinary professionals, members of the public.

POSITIONS AVAILABLE PER MONTH: Two (advertisement slots are available in one-month blocks starting on the 1st of the month).

PRICE: \$820 per month (top of page) or \$745 per month (bottom of page).



154,311

page views in 2022

WEBSITE AD

Desktop version



Mobile version



LINK ATTRIBUTION PROVIDED AT END OF MONTH BOOKING FOR CLICK THROUGH RATE.

RESOLUTION 96PX
10 WORDS MAX

THE ARTWORK CAN BE IN
JPEG OR PNG FORMAT

CLICK THROUGH LINK TO ADVERTISERS WEBSITE. NZVA WEBSITE CAN HOST SUPPORTING CONTENT IF REQUIRED (SUPPLY A PDF IN ADDITION).

EMAIL NEWSLETTER (VETNEWS)

VetNews is the NZVA's weekly email newsletter to all NZVA members (veterinarians, large animal veterinary technicians, practice managers and support staff). VetNews includes technical information, member resources, CPD opportunities and other notices relevant to the veterinary profession. Advertising in VetNews gives your brand a unique position in our flagship email newsletter.

AUDIENCE: NZVA members (veterinarians, large animal veterinary technicians, practice managers, support staff), non-member veterinary professionals, members of the public.

NEWSLETTER FREQUENCY: Weekly

PRICE: \$595 per insertion



46.4%
average open rate in
2023



3,700+
subscribers

BANNER ADVERTISEMENTS

Banner advertisements are image files that link directly to a web page or other online resource. The partner supplies the artwork and the link they want the advertisement to link to.

POSITION IN NEWSLETTER: After contents list; before main content

POSITIONS AVAILABLE PER NEWSLETTER: One

PRICE: \$595 per insertion

STORY ADVERTORIALS

Story advertorials are designed to look like regular VetNews notices and use the same voice, style and layout as the rest of the email newsletter. The partner supplies an image and the copy, which is edited to fit the style of the newsletter.

POSITION IN NEWSLETTER: After banner ad; before main content

POSITIONS AVAILABLE PER NEWSLETTER: One

PRICE: \$595 per insertion

VETNEWS ADVERTISING



ARTWORK CAN BE IN **JPEG**
OR **PNG** FORMAT

LINK ATTRIBUTION IS
PROVIDED FOUR WEEKS AFTER
DISTRIBUTION OF NEWSLETTER

RESOLUTION 150PX

ADVERTISING BANNER



600px by
115px

Contact

DIGITAL ADVERTISING QUERIES

Chelsea Plowman

Phone 04 471 0484

Email: comms.digital@vets.org.nz

NZVA PUBLIC FACEBOOK PAGE

Used to support the NZVA's public advocacy, education and outreach. Media shared through this medium is targeted for members of the public outside of the veterinary profession, however members of the veterinary profession follow the page too. Advertising through the NZVA Facebook page gives advertisers the opportunity to market to an audience of highly motivated animal owners who seek reputable information about how to care for their pet or production animals.

AUDIENCE: NZVA members, non-member veterinary professionals, members of the public

TARGETING: Advertiser specifies the target audience (eg people who follow the NZVA Facebook page or those people and their Facebook friends). Targeting also available for regions and age groups.

PRICE: \$500 per month (includes \$50 social media boost spend so the ad shows up regularly in the feeds of followers and visitors).

NZVA MEMBERS FACEBOOK GROUP

Public Facebook page

 **9.3K** followers

Members Facebook group

 **800+** veterinarian members

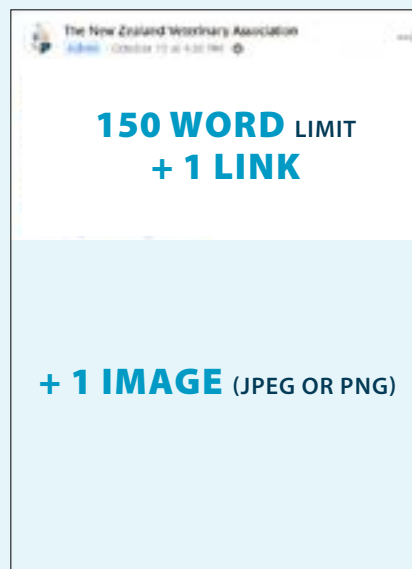
Our private Facebook group is an exclusive member benefit available only to veterinarian members of the NZVA. The group is used as a primary communications channel for the NZVA to members and provides an area where members can ask questions of their colleagues. Advertising on the members Facebook group gives brands exclusive access to veterinarians, as each member of the group must be a member of the NZVA. This means the audience is very targeted and specific (advertising gold for brands wishing to advertise to veterinarians).

AUDIENCE: NZVA veterinarian members (practising, retired, non-practising or life members)

ADVERTS AVAILABLE PER MONTH: One (pinned to the Featured section of the group and reposted after two weeks).

PRICE: \$800 per month

FACEBOOK AD



THE NZVA CAN HOST
**SUPPORTING CONTENT ON ITS
WEBSITE IF REQUIRED** (SUPPLY
A PDF IN ADDITION)

1. Advertising in any New Zealand Veterinary Association (NZVA) publication must comply with the Fair Ad – Code for Promotion of Agricultural Compounds and Veterinary Medicines (July 2010). Where relevant, advertisements must comply with the ACVM Act and registration requirements and must conform with label claims. For example:
 - Bad taste
 - Inconsistency with the image or content of the magazine, or the philosophy of “The Publisher”.
 - Copy that could give rise to legal action, or be construed as misleading or making unsubstantiated claims
 - Illegal or immoral content
 - Late payment or failure of payment, for the purpose of advertising by the advertiser
 - Lateness of submitting of an advertising order
 - Or any other reasonable cause which “The Publisher” may from time to time determine.
2. The publisher reserves the right to refuse or omit publication of any advertisement deemed unsuitable for publication.
3. The publisher will not accept advertisements featuring breeds with significant phenotypical issues resulting in poor animal welfare outcomes. This includes brachycephalic canine breeds, facial deformities in exotic felines, Scottish Fold cats and severely chondrodystrophic canine breeds. If you are unsure, please contact the publisher.
4. In the event of material not being submitted by the deadline, the publisher shall reserve the right to enter substitute copy at their discretion and charge full rates plus production costs incurred.
5. Accounts outstanding after 60 days may incur a surcharge of 3% per month.
6. Discounts are limited to either “sponsoring partner” or advertising agency commission where

billing is via an agency. For casual bookings or non-sponsoring partners, no advertising agency commission is payable. Please note that where an advertising agency is involved, the client and agency will be jointly and severally responsible for payment on or before the due date.

7. The publisher reserves the right to withhold or reduce commission on material received after the deadline and to charge any expenses incurred in securing late materials.

8. The publisher reserves the right to withhold agency commission on invoices not paid within 30 days.

9. Advertisements may not be accepted if accounts for previous advertisements are overdue.

10. The New Zealand Veterinary Association Inc or its agents do not accept liability for, nor will pay out claims made in respect of, any advertisements placed by advertisers in its publications.

11. Advertisers bear full responsibility for the content of their advertisements and, in placing, they waive any claims that may be made against the New Zealand Veterinary Association Inc or its agents for violation of right of publicity, libel and copyright infringement.

12. Booking of advertising is deemed as acceptance of these terms and conditions.

13. Note that 50% of the price is paid if adverts are withdrawn after production starts for the issue they are booked into.



NZVA
New Zealand Veterinary Association
Te Pae Kīrehe

2024 Media Kit.