



**NZVA**  
New Zealand Veterinary Association  
Te Pae Kīrehe

# Media Kit

**2025**



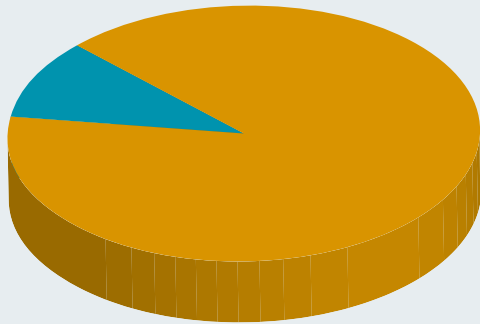
**VetScript**

**Hoof*Print***

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."*

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*"I read it cover to cover."*

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

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

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

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

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## VETSCRIPT

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

**Format:** Printed A4 magazine; digital version available.

**Reach:** Printed version delivered to 1,800+ NZVA members and subscribers. Digital version emailed to all NZVA members (4,000+).

**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 (1,480+). Printed version delivered to 900+ subscribers.

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



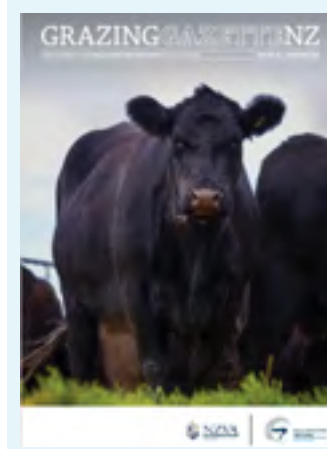
## EQUINE VETERINARY PRACTITIONER

**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 (570+). Printed version delivered to subscribers on request.

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



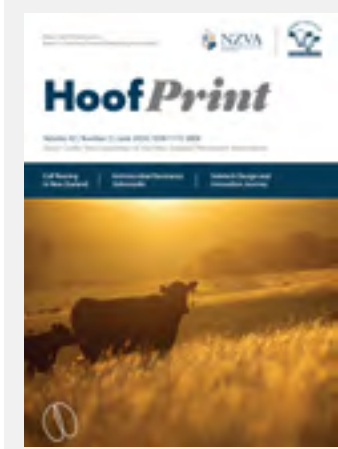
## GRAZING GAZETTE

**Frequency:** Four times a year (February, May, August, November).

**Format:** Digital A4 magazine.

**Reach:** Emailed to all NZVA members, including all members of the Sheep and Beef Cattle Veterinarians Branch (860+).

**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:** Emailed to all NZVA members, including all members of the Dairy Cattle Veterinarians Branch (1,050+).

**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](mailto: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.

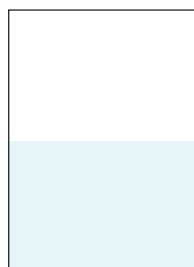
## DISPLAY ADVERTISING



### DOUBLE PAGE SPREAD (DPS)

**Trim** 420mm w × 297mm h

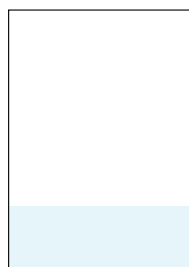
**Bleed** 426mm w × 303mm h



### HALF PAGE WIDE

**Trim** 210mm w × 148.5mm h

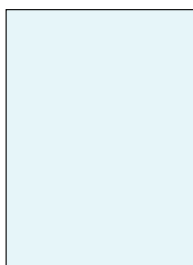
**Bleed** 216mm w × 154.5mm h



### QUARTER PAGE WIDE

**Trim** 210mm w × 74.25mm h

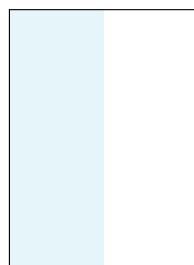
**Bleed** 216mm w × 80.25mm h



### FULL PAGE

**Trim** 210mm w × 297mm h

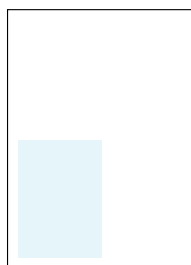
**Bleed** 216mm w × 303mm h



### 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

|                  |                                     |
|------------------|-------------------------------------|
| <b>FILE TYPE</b> | High resolution PDF, single pages   |
| <b>FONTS</b>     | All type to be embedded or outlined |
| <b>BLEED</b>     | 3mm on all sides                    |
| <b>IMAGES</b>    | min. resolution 300dpi              |
| <b>COLOUR</b>    | CMYK, no spot colours               |

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

## VetScript

Rates effective from 1 January 2025.

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% |              |              |

## 2025 BOOKING AND MATERIALS DEADLINES

| ISSUE         | BOOKING          | MATERIAL       | DISTRIBUTION DATE |
|---------------|------------------|----------------|-------------------|
| February      | 13 December 2024 | 6 January      | 1 February 2025   |
| April         | 24 February      | 28 February    | 1 April 2025      |
| June          | 28 April         | 2 May          | 1 June 2025       |
| August        | 30 June          | 4 July         | 1 August 2025     |
| October       | 1 September      | 5 September    | 1 October 2025    |
| December      | 27 October       | 31 October     | 1 December 2025   |
| February 2026 | 12 December 2025 | 5 January 2026 | 1 February 2026   |

## 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](mailto:tony.leggett@nzfarmlife.co.nz)

### ADVERTISING MATERIAL

**Amanda Traves** Phone: 021 478 461

**Email:** [amanda@sugarbag.co.nz](mailto: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 2025

All rates exclusive of GST.

|   | 1 insertion<br>in a year,<br>per insertion | 2 insertions<br>in a year,<br>per insertion | 3 insertions<br>in a year,<br>per insertion | 4 insertions<br>in a year,<br>per insertion |
|---|--|---|---|---|
| Full page advertisement                         | \$1,528                                    | \$1,449                                     | \$1,378                                     | \$1,310                                     |
| Second full page<br>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><br>sponsorship     | \$386                                      | \$364                                       | \$346                                       | \$331                                       |
| Cover insert                                    | \$899                                      | \$856                                       | \$813                                       | \$772                                       |

## 2025 BOOKING AND MATERIALS DEADLINES

| ISSUE     | BOOKING    | MATERIAL   | DISTRIBUTION   |
|-----------|------------|------------|----------------|
| March     | 30 January | 3 February | March 2025     |
| June      | 1 May      | 5 May      | June 2025      |
| September | 31 July    | 4 August   | September 2025 |
| December  | 30 October | 3 November | December 2025  |

## Contact

### ADVERTISING BOOKINGS

Tony Leggett Phone: 027 474 6093 Email: [tony.leggett@nzfarmlife.co.nz](mailto:tony.leggett@nzfarmlife.co.nz)

### ADVERTISING MATERIAL

Penny May Phone: 021 255 1140 Email: [penfriend1163@gmail.com](mailto:penfriend1163@gmail.com)

## GRAZINGGAZETTENZ

Effective 1 January 2025

All rates exclusive of GST.

|  | 1 INSERTION IN A YEAR<br>(PER INSERTION) | 2 INSERTIONS IN A YEAR<br>(PER INSERTION) | 3 INSERTIONS IN A YEAR<br>(PER INSERTION) | 4 INSERTIONS IN A YEAR<br>(PER INSERTION) |
|--|--|---|---|---|
| Inside front cover                               | \$1,095                                  | \$1,050                                   | \$1,025                                   | \$995                                     |
| Full page  | \$895                                    | \$850                                     | \$825                                     | \$795 each                                |
| Half page  | \$475                                    | \$450                                     | \$425                                     | \$375                                     |
| Single-page editorial* + full page advertisement | \$1,500                                  |   |   |   |

**Multiple advertisements in same edition:** 10% discount for subsequent ads.

\*Editorial material must be a science-based, technical article. The publication's main focus is sharing knowledge and education among New Zealand sheep and beef cattle veterinarians. Maximum length for editorials is 650 words.

## 2025 BOOKING AND MATERIALS DEADLINES

| ISSUE    | BOOKING      | MATERIAL     | DISTRIBUTION  |
|----------|--------------|--------------|---------------|
| February | 20 January   | 20 January   | February 2025 |
| May      | 18 April     | 18 April     | May 2025      |
| August   | 18 July      | 18 July      | August 2025   |
| November | 19 September | 19 September | November 2025 |

## Contact

### ADVERTISING BOOKINGS

Tony Leggett

Phone: 027 474 6093

Email: [tony.leggett@nzfarmlife.co.nz](mailto:tony.leggett@nzfarmlife.co.nz)

### ADVERTISING MATERIAL

Emily Rees

Email: [emily@emilyreesdesign.co.nz](mailto:emily@emilyreesdesign.co.nz)



The  
Equine Veterinary  
Practitioner

Effective 1 January 2025

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                  |

## 2025 BOOKING AND MATERIALS DEADLINES

| ISSUE     | BOOKING    | MATERIAL    | DISTRIBUTION   |
|-----------|------------|-------------|----------------|
| March     | 7 February | 11 February | March 2025     |
| June      | 2 May      | 6 May       | June 2025      |
| September | 8 August   | 12 August   | September 2025 |
| December  | 31 October | 4 November  | December 2025  |

## Contact

### ADVERTISING BOOKINGS

Tony Leggett    Phone: 027 474 6093    Email: [tony.leggett@nzfarmlife.co.nz](mailto:tony.leggett@nzfarmlife.co.nz)

### ADVERTISING MATERIAL

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

## HoofPrint

Effective 1 January 2025

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   |

## 2025 BOOKING AND MATERIALS DEADLINES

| ISSUE     | BOOKING     | MATERIAL    | DISTRIBUTION   |
|-----------|-------------|-------------|----------------|
| March     | 12 February | 17 February | March 2025     |
| June      | 14 May      | 19 May      | June 2025      |
| September | 13 August   | 18 August   | September 2025 |
| December  | 12 November | 17 November | December 2025  |

## Contact

### ADVERTISING BOOKINGS

Tony Leggett Phone: 027 474 6093 Email: [tony.leggett@nzfarmlife.co.nz](mailto:tony.leggett@nzfarmlife.co.nz)

### ADVERTISING MATERIAL

Amanda Trayes Phone: 021 478 461 Email: [amanda@sugarbag.co.nz](mailto:amanda@sugarbag.co.nz)

## SHEEP AND BEEF CATTLE E-NEWS

Sheep and Beef Cattle e-News is the Sheep and Beef Cattle Veterinarians bi-monthly email newsletter, which includes technical information, member resources, CPD opportunities and other notices relevant to veterinarians working with sheep and/or beef cattle.

**AUDIENCE:** Sheep and Beef Cattle Veterinarians members

**NEWSLETTER FREQUENCY:** Bi-monthly

**POSITIONS AVAILABLE PER NEWSLETTER:** Two

**CASUAL:** \$350

**3 INSERTIONS IN A YEAR:** \$325 per insertion

**6 INSERTIONS IN A YEAR:** \$300 per insertion

All rates exclusive of GST.

## E-CAV

e-CAV is the Companion Animal Veterinarians (CAV) quarterly email newsletter to CAV members. e-CAV includes technical information, member resources, CPD opportunities and other notices relevant to companion animal veterinarians.

**AUDIENCE:** Companion Animal Veterinarians members

**NEWSLETTER FREQUENCY:** Quarterly

**CASUAL:** \$321 per insertion

**2 INSERTIONS IN A YEAR:** \$304 per insertion

**3 INSERTIONS IN A YEAR:** \$290 per insertion

**4 INSERTIONS IN A YEAR:** \$275 per insertion

All rates exclusive of GST.



**61%**  
average open rate in  
2024



**830+**  
subscribers



**57.5%**  
average open rate in  
2024



**1,400+**  
subscribers

## Contact

### DIGITAL ADVERTISING QUERIES

Chelsea Plowman

Phone 04 471 0484

Email: [comms.digital@vets.org.nz](mailto:comms.digital@vets.org.nz)

## Contact

### DIGITAL ADVERTISING QUERIES

Chelsea Plowman

Phone 04 471 0484

Email: [comms.digital@vets.org.nz](mailto:comms.digital@vets.org.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.**

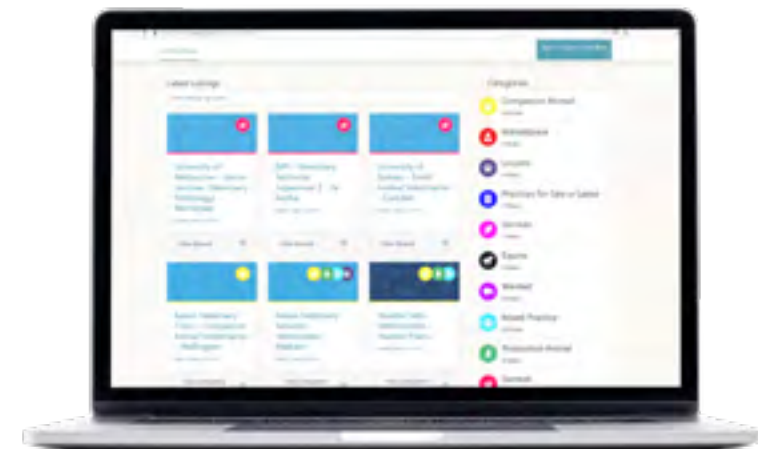
THE VETSCRIPT EDITORIAL TEAM WILL EDIT YOUR WORDS FOR GRAMMAR, SPELLING, TENSE, STYLE AND LOGIC.

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](mailto: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](mailto:amanda@sugarbag.co.nz).



# Classifieds advertising

## CLASSIFIED ADVERTISING

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

## 2025 MATERIAL DEADLINES (VETSCRIPT)

| ISSUE         | CLASSIFIEDS    | LATE CLASSIFIEDS     | DISTRIBUTION    |
|---------------|----------------|----------------------|-----------------|
| February      | 6 January      | 17 January, 3pm      | 1 February      |
| April         | 3 March        | 20 March, 3pm        | 1 April         |
| June          | 1 May          | 20 May, 3pm          | 1 June          |
| August        | 1 July         | 21 July, 3pm         | 1 August        |
| October       | 1 September    | 19 September, 3pm    | 1 October       |
| December      | 31 October     | 20 November, 3pm     | 1 December      |
| February 2026 | 5 January 2026 | 20 January 2026, 3pm | 1 February 2026 |

## Classifieds contact

### ADVERTISING MATERIAL

**Kayla Paenga**

**Phone:** 04 471 0484

**Email:** [classified@vets.org.nz](mailto: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](mailto: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:** One (advertisement slots are available in one-month blocks starting on the 1st of the month).

**PRICE:** \$820 per month.



**223,519** page views in 2023

## WEBSITE AD

### Desktop 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

### Mobile version



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).

**NEWSLETTER FREQUENCY:** Weekly

**PRICE:** \$595 per insertion



**43.8%**  
average open rate in  
2024



**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 main content; before notices from other organisations

**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](mailto: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

 **9.7K** followers

### Members Facebook group

 **800+** veterinarian members

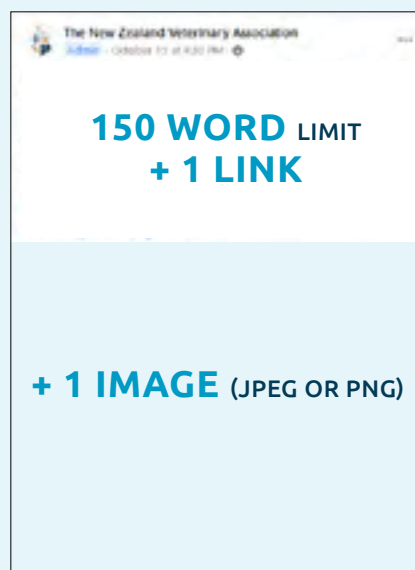
Our private Facebook group is an exclusive member benefit available only to veterinarian members of the NZVA. The group is used as a primary communications channel for the NZVA to members and provides an area where members can ask questions of their colleagues. Advertising on the members Facebook group 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)

# Terms and conditions

1. Advertising in any New Zealand Veterinary Association Te Pae Kīrehe (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

**2025** Media Kit.