LEADING RESEARCH TO ADVANCE VETERINARY MEDICINE
2023 MEDIA KIT
Engaged audiences
More than 65% of JAVMA readers spend over 30 minutes reading a typical print issue.

Value
With the largest industry circulation averaging over 85,000, JAVMA has the most efficient print reach with a CPM of less than $100.00 per page.

Credibility
Veterinarians regard JAVMA and AJVR as the most credible, authoritative, and objective veterinary publications.

Results
Clients report their JAVMA advertising generates leads and sales. Digital click-thru rates meet or exceed industry benchmarks.

“It’s been a little over a week since our ad and we’re seeing posts on social media and our sales team is getting more questions from vets due to JAVMA’s reach.”
Pharmaceutical company marketing manager
THE BEST PRINT BUY in veterinary medicine

With an average print run of more than 85,000, JAVMA has the highest reach in the veterinary profession. JAVMA delivers a highly-engaged readership at one of the lowest print CPMs in the industry.

U.S. veterinary publications print circulation

If your print schedule doesn’t include JAVMA, you could miss out on reaching 33,000 to 55,000 veterinarians.

Print advertising options

Standard units
- Premium cover positions
- Run-of-book full color ads
- Marketplace

High-impact
- Cover tips
- Inserts
- Advertorials

Print reach
86,174 average total circulation

Print engagement
30 minutes
65% of JAVMA readers spend over 30 minutes reading a typical print issue

SOURCE: Print circulation based on 2022 audited circulation statements.
NEW DIGITAL ADS to reach veterinarians

Website Ads
JAVMA and AJVR offer digital display advertising as a share-of-voice sponsorship on the journal websites.

Ad units
• 728 x 90
• 300 x 250

Rate
$2,500 NET per month for 25% SOV.

Newsletter Ads
The AVMA News Bulletin covers the latest news from the veterinary profession every Friday.

Ad units
• 728 x 90
• Native

Rate
$2,250 NET for native ad
$1,200 NET for banner ad

In early 2023 we’ll begin accepting advertising in our new Veterinary Vertex podcast and Veterinary Advances email.

Social reach
57,000+ followers across Facebook, Instagram, LinkedIn and Twitter.

Email engagement
31% open rate for the weekly AVMA News Bulletin

Benchmarks
Websites
• SOV package average 55,000 to 65,000 impression a month.
• JAVMA average CTR: .27%
• Website monthly average pageviews: 226,000

AVMA News Bulletin
• Subscribers: 34,500
• Average open rate: 31.06%
• Native ad average CTR: 0.71%
2023 Editorial Calendar

Currents in One Health
Editorial features on topics on how to obtain optimal health for animals, people and the environment.
January: Dairy sustainability
February: Equine endocrine
March: Sports medicine rehabilitation
April: Brucella
May: CBD
June: Reverse zoonosis
July: Orthobiologics

Supplemental issues
These 100+ page print supplements are dedicated to highly relevant clinical topics.
Dec. 2022: Nutrition
June 2023: Dermatology
Dec. 2023: Dental

This calendar only represents planned features. JAVMA’s editors select a mix of the latest news and research articles for each issue.

What do AVMA members read?
Our reader surveys and digital analytics show that readers engage the most with:
1. Everyday clinical features like “What’s Your Diagnosis?” and “Pathology in Practice”
2. JAVMA and AJVR’s original scientific research
3. The news and obituary section of JAVMA

Content impact
JAVMA dominates Altmetrics measures of the attention and dissemination of scientific content. Our content is driving conversations and research in the profession.

#3 globally
for research mentions ranked 3rd out of 781 for research mentions from veterinary science journals.
2023 PUBLICATION DEADLINES AND SPECS

Deadlines

PRINT
Print ads can not be canceled after the space deadline. Cover tips, advertorials and other limited availability inventory require 30 days notice to cancel.

ADVERTORIALS
Print-ready graphics and edited copy are due two weeks before the Materials deadline for the issue.

DIGITAL
Website and newsletter ads are due 30 days prior to the start of the campaign.

Net planning rates

COLOR JAVMA RATES

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<th>Height</th>
<th>Rate</th>
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BLACK AND WHITE JAVMA RATES

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NOTE: All rates are net.

DISPLAY ADVERTISING SALES
For contracts, insertion orders, or other information:
Alter Insights LLC
Nathan Altadonna
Phone: 405-708-3895
Email: javma_sales@avma.org

AVMA ADVERTISING DEPARTMENT
Christina Banks, Display Advertising Associate
AVMA
1931 N Meacham Rd, Ste 100
Schaumburg, IL 60173-4360
Phone: 847-285-6759
Fax: 847-925-9329
Email: cbanks@avma.org

AVMA PARTNERSHIP OPPORTUNITIES
Organization partnerships:
Jodie Taggett
Director, Partnerships & Program Development
Phone: 847-285-6700
Email: jtaggett@avma.org

Convention exhibits and sponsorship:
Allison Whitley
Senior Manager, Convention Sponsorship & Exhibits
Email: exhibits@avma.org
Website: avmaconvention.org

EDITORIAL REPRINTS
Prices furnished on request.
Contact Beth Ann Rocheleau at Rockwater Inc.
Phone: 803-429-4933
Email: brocheleau@rockwaterinc.com

Book a call to secure your custom rate and eligible discounts.
Print specs

MECHANICAL INFORMATION/REQUIREMENTS


Type of binding: Perfect.


Bleed ad sizes
Image size: 8-3/8” x 11-1/8”.
Trim size of publication: 8-1/8” x 10-7/8”. Type matter should be at least 1/4” within trim edge and 1/2” from gutter.
2-page spread: 16-3/4” x 11-1/4”.
1/2-page spread: 16-3/4” x 5-1/2”.

Reproduction requirements: Submission via email required.
Platform: PC preferred.
File types: High resolution PDF (fonts must be embedded).

Instructions for submission of ad material
Digital ad material is required for all ad submissions. We will only accept a PDF format. Please make sure all color ads are in CMYK format, fonts and images are embedded, and the resolution is at least 300 dpi. Accurate color representation cannot be guaranteed unless a proof is sent in the mail. Please email all files to display@avma.org. For other submission options please contact Christina Banks (cbanks@avma.org).

Closing dates—mechanical
Material and proofs must be received by closing date of issue. Inserts must be delivered to printer 20 days preceding closing date of issue. Material is held for 6 months from date last used and then destroyed, unless otherwise instructed.

Ad sizes
NEW PROFESSIONAL PRODUCTS

• First-time advertisers must prepay before ad is placed.
• Advertising for a new product will not be considered by the AVMA until a license has been obtained from the USDA (for biological products) or until an FDA new drug application (for drugs) has become effective.
• For FDA-approved drugs, information contained in the proposed advertisements must conform to labeling that has been cleared by the FDA.

REQUIREMENTS FOR PROFESSIONAL PRODUCTS

• All advertising copy, including inserts, is subject to approval by the AVMA editor-in-chief. Products and services must be germane to veterinary medicine. Publisher reserves the right to reject advertising that is not in keeping with AVMA standards.
• Comparison advertisements must include one of the following: the statement “Substantiating data available on readers’ request,” toll-free number to Technical Services, or website address where substantiating information will be found.
• Complete ad material must be received at space deadline.
• The product and the advertiser must be identified. For drugs, the full generic or chemical name of the principal active ingredients must be shown in 6 pt. or larger type. For biological products, the true name must be shown in 6 pt. or larger type.
• Advertisements shall not be misleading or deceptive. Advertising copy containing statements or inferences that the advertiser is unable to substantiate will be rejected.
• Quotations or excerpts from a published paper submitted as a statement of evaluation of the product cannot be used by the advertiser or the agency without permission of the copyright holder.
• Evidence of permissions must accompany copy.
• Any deliberate attempt to simulate a publication’s format is not permitted. AVMA reserves the right to place the word “advertisement” on copy that, in the publisher’s opinion, resembles editorial matter.

NONPROFESSIONAL PRODUCTS OR SERVICES

• Subject to the approval of the editor-in-chief. Products and services must be germane to veterinary medicine.

AGENCY COMMISSIONS

• 15% of gross rates (not applicable to mechanical charges, such as insert tip-in).
• Allowed only on invoices paid within 30 days.

EARNED RATES

• Rates are based on the number of insertions contracted for and used within a 12-month period from the first insertion. Each page or fractional page counts as an insertion. A spread is counted as 2 insertions. No space under 1/4 page unit may be included to earn the frequency discount on larger units.

MISCELLANEOUS

• Space reservations, cancellations, or changes in reservations not accepted later than closing date of issue.
• Advertorials are accepted. Subject to approval.