

JAVMA[®] AJVR[®]



**PRINT AND
DIGITAL
ADVERTISING**

2025 MEDIA KIT



TOP 3

reasons to advertise with AVMA publications in 2025

1 The largest audience

With an average print run of more than 87,000, 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.

2 The most read and trusted publication

When readership survey respondents were asked to rank their top 3 essential publications, JAVMA was ranked first most often, and 71.5% of veterinarians ranked JAVMA as part of their top 3 choices for essential professional reading.

3 High-performing digital placements

Thanks to industry-leading email open rates and increasing web and social traffic, advertisers say their AVMA publications digital placements tend to be their top performers.



Mission

The mission of JAVMA is to promote the science and art of veterinary medicine and to provide a forum for discussion and dissemination of ideas important to the profession.

About JAVMA

Established: 1877

Organizational affiliation:

Official publication of the American Veterinary Medical Association

Market served: Veterinarians, including those in clinical practice, academia, government work, and regulatory medicine; veterinary students; research workers; and other allied medical personnel

Contact

For contracts, insertion orders, and other information:

Alter Insights LLC

Nathan Altadonna

Phone: 405-708-3895

Email: javma_sales@avma.org



SCAN TO BOOK MEETING

AUDIENCE

JAVMA reaches 2 to 3 times more veterinarians than other trade publications

The decision-makers

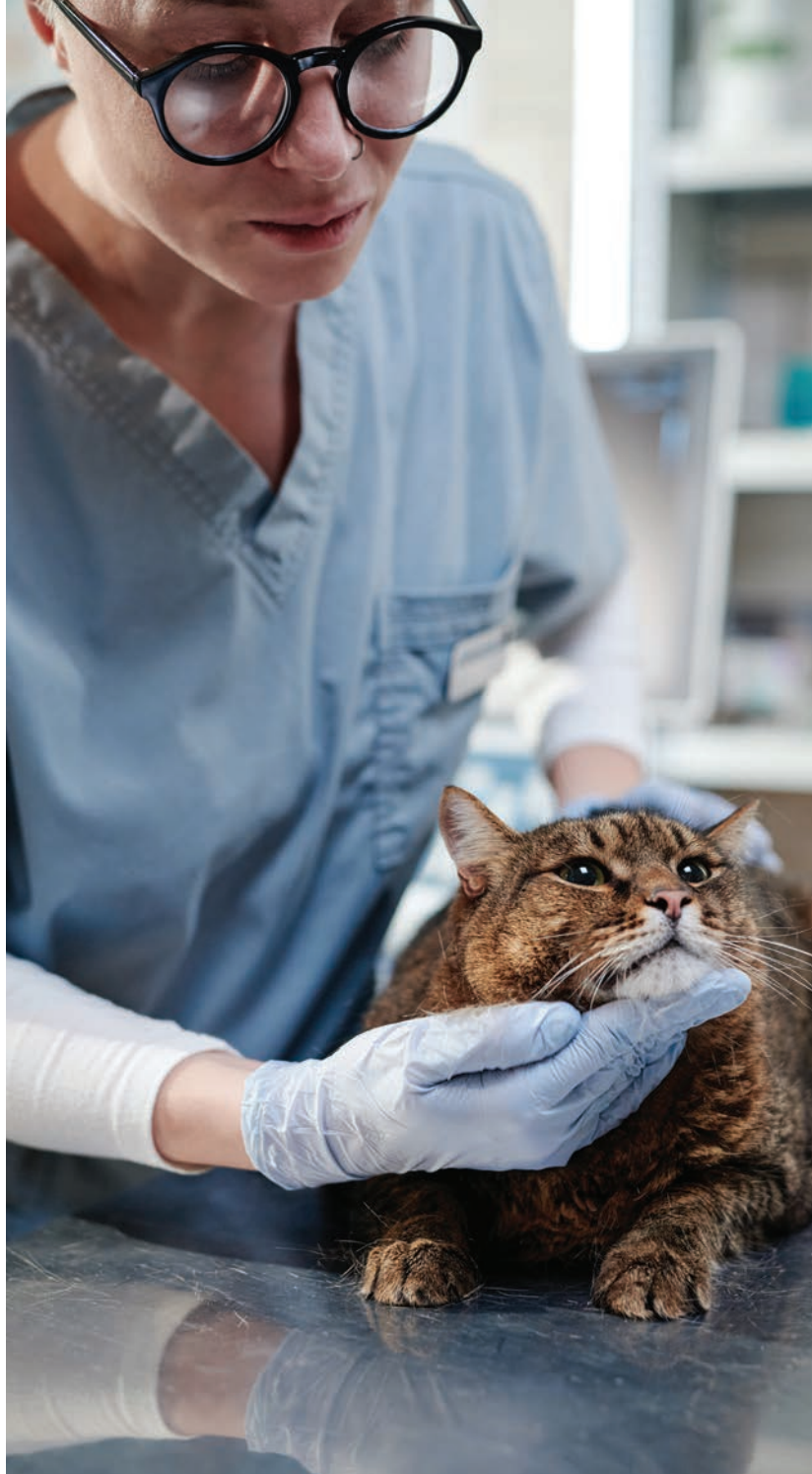
JAVMA's audience is exclusively veterinarians. Owners and associates account for nearly 80% of the circulation. JAVMA is the best vehicle for reaching key decision-makers in a practice.

The next generation

Early-career veterinarians are some of the most engaged readers of JAVMA. Nearly 70% say they usually find information in JAVMA that they can use in their work. Advertising in JAVMA helps you reach and influence the next generation of veterinarians.

The up-to-date practitioners

JAVMA publishes the latest research for advancing veterinary medicine. Our audience actively seeks out our content to stay up-to-date on the latest innovations and best practices. When launching a new product, these are the veterinarians you want to reach.



Print reach

87,397

average total circulation

Website reach

101,739

average monthly unique visitors

Email reach

47,380

weekly newsletter sends

Engagement

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

Average monthly pageviews

285,994

Average email open rate

48.4%

CONTENT

2025 content calendar

JAVMA's editorial team continues to invest in ensuring the content is relevant to daily practice.

Every issue of JAVMA features the following:

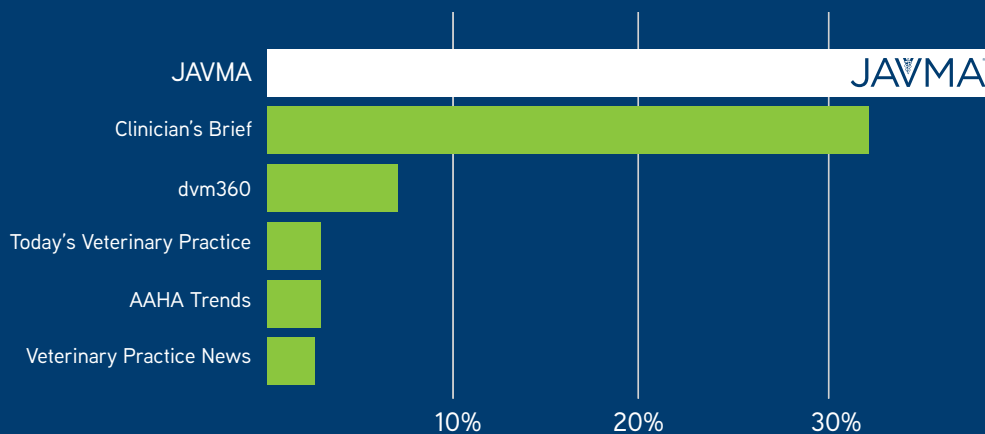
- Latest industry news
- Currents in One Health
- Original research
- Clinical challenges

Issue	Topic	Product Alignment
January	Clinical challenges	Diagnostics
February	Zoonotic diseases and wildlife	Zoonotic disease testing, treatment, and vaccines
March	Tick-borne diseases	Parasiticides, vaccines
April	Algae bloom	
May	T Foetus	Bovine vaccines, feline GI diets and treatments
June	Resource provisioning	Zoonotic disease testing, treatment, and vaccines
June supplement	Clinical pathology	Diagnostics
July	Lyme	Parasiticides, vaccines
August	Environmental impact on cancer	Cancer diets, drugs, and diagnostics
September	Vaccine hesitancy	Vaccines
October	Resource provisioning	Zoonotic disease testing, treatment, and vaccines
October supplement	Veterinary Technician research	Products used by the entire clinic team
November	Carbapenem-resistant organisms	Infection control/biosecurity
December	Emerging Echinococcus tapeworms	Parasiticides
December supplement	Spectrum of care	Chronic disease (heart/diabetes) treatments

Topics are tentative, pending submission and acceptance for publication.

More veterinarians turn to JAVMA as the most authoritative resource in the profession.

Top choice for essential professional reading



40%

of veterinarians ranked JAVMA as their No. 1 choice for essential professional reading.

71%

put JAVMA in their Top 3.



2025 SPECIAL ISSUES

ARTIFICIAL INTELLIGENCE

From monitoring wildlife and livestock to enhancing radiology interpretation, AI is transforming veterinary medicine. The Artificial Intelligence special issue explores how AI-powered tools are streamlining workflows, enhancing diagnostic accuracy, and supporting clinical decision-making.

Ideal advertising categories: diagnostics, radiology, software

**Digital only issue of
AJVR launching in
March 2025**

CLINICAL PATHOLOGY

Our Clinical Pathology special issue delves deep into the latest advancements in diagnostic techniques, laboratory innovations, and best practices that will enhance the way you approach every case. From interpreting complex bloodwork to utilizing cutting-edge tools, this issue equips practitioners with the knowledge to sharpen their diagnostic skills and provide the best care possible.

Ideal advertising categories: diagnostics, disease treatments

**Print issue published
June 1**

VETERINARY TECHNICIANS

This issue celebrates the contributions of veterinary technicians. All the content is authored by credentialed technicians. Articles focus on the role of technicians as well as original research on current clinical challenges.

Ideal advertising categories: recruiting, any products used by both veterinarians and technicians

**Print issue published
October 1**

SPECTRUM OF CARE

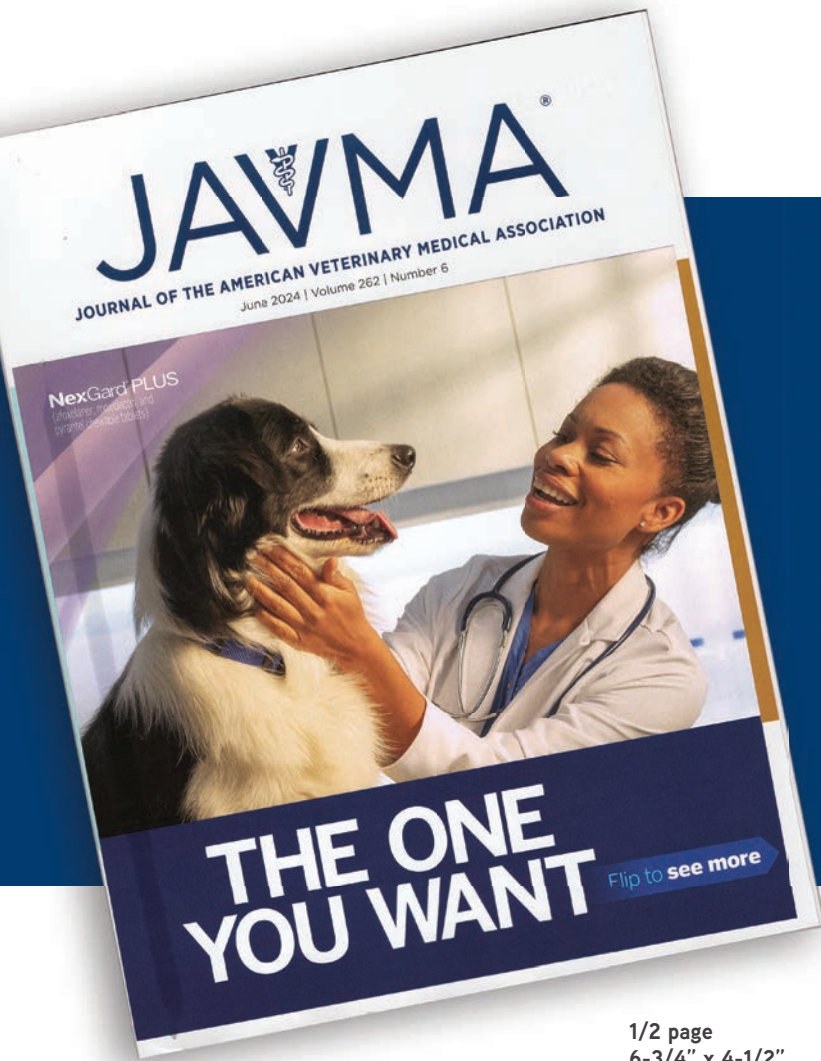
Our Spectrum of Care special issue offers actionable strategies and research on how to provide diverse care options without compromising patient outcomes.

From cost-effective treatment plans to comprehensive care models, this issue is a must-read for any veterinarian striving to meet the needs of all clients while maintaining high standards of care.

Ideal advertising categories: novel treatments, generics, insurance and payment options

**Print issue published
December 1**

PRINT ADS



Print advertising options

COVER TIPS

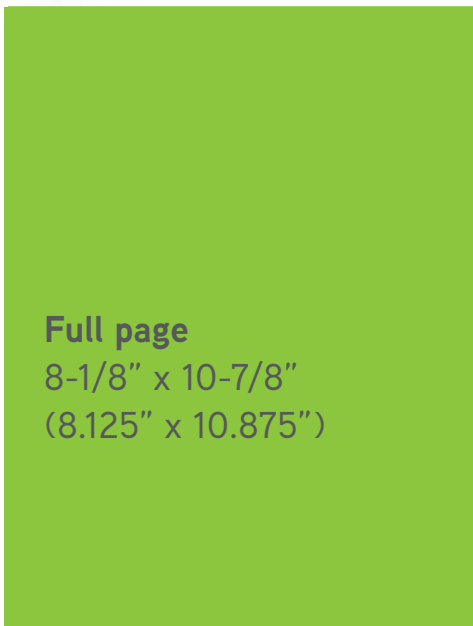
There are only 6 opportunities in 2025 to buy the most visible ad unit in the most widely distributed veterinary publication.

ADVERTORIALS

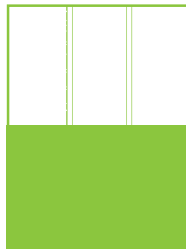
Advertorials are a great way to use JAVMA's extensive audience to expand the reach of your educational content.

STANDARD ADS

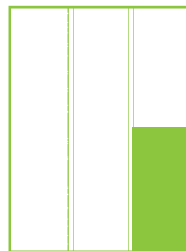
Standard run-of-book ads are available from 2-inch ads to multi-page spreads.



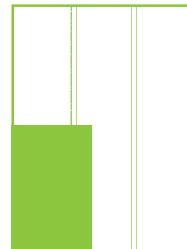
1/2 page
6-3/4" x 4-1/2"



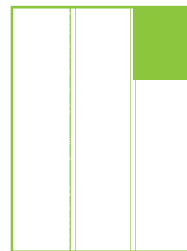
1/6 page
2-1/8" x 4 1/2"



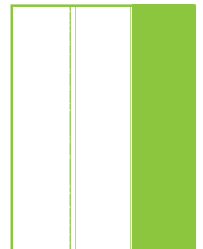
1/4 page
3-1/8" x 4-1/2"



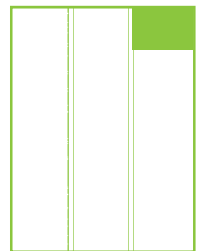
1/12 page
2-1/8" x 2-1/2"



1/3 page
2-1/8" x 9-1/2"



2-inch ad
2-1/8" x 2"



Print ads start at \$1,200. Rates vary based on size and frequency.
Book a call to secure your custom rate and eligible discounts.



SCAN TO BOOK MEETING

DIGITAL ADS



Website ads

JAVMA and AJVR offer run-of-site banner ads across the journals website.

AD UNITS

- 728 x 90
- 300 x 250
- 320 x 50

RATE

\$65 CPM

AVERAGE AD CTR

0.19%

Podcast

Veterinary Vertex is a weekly podcast that takes listeners behind the scenes of the clinical and research discoveries published in JAVMA and AJVR.

MONTHLY AD PACKAGE

- Four 30-second audio ads
- Banner and native ads in Veterinary Advances Newsletter

RATE

\$2,950 per month

Newsletter ads

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

AD UNITS

- Banner (728x90 or 600x75)
- Native

RATE

\$2,250 for native ad
\$1,200 for banner ad

AVERAGE AD CTR

0.22% native and 0.02% banner

2025 AD SPECS

Deadlines

PRINT

Print ads cannot be canceled after the space deadline. Cover positions and cover tips are non-cancelable. Advertorials must be canceled 45 days prior to issue closing.

ADVERTORIALS

Print-ready graphics and edited copy are due 2 weeks before the space deadline for the issue.

DIGITAL

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

Issue	Space deadline	Artwork deadline
January	Nov 14	Nov 19
February	Dec 16	Dec 19
March	Jan 16	Jan 21
April	Feb 20	Feb 25
May	Mar 20	Mar 25
June	Apr 17	Apr 22
July	May 22	May 27
August	Jun 18	Jun 24
September	Jul 17	Jul 22
October Supplement	Aug 15	Aug 15
October	Aug 21	Aug 26
November	Sep 18	Sep 23
December	Oct 23	Oct 28

Rates

PRINT AND DIGITAL

Rates are based on the number of insertions contracted for and used in a calendar year. Additional rate discounts are provided for new advertisers, AVMA sponsors, and AVMA convention exhibitors.

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



SCAN TO BOOK MEETING

Advertising contacts

DISPLAY ADVERTISING SALES

For contracts, insertion orders, or other information:

Alter Insights LLC

Nathan Altadonna

Phone: 405-708-3895

Email: javma_sales@avma.org

DISPLAY AD BILLING AND SUBMISSIONS

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

BUSINESS OPPORTUNITY ADS

JAVMA Classified Advertising

Phone: 1-800-248-2862, ext. 6640

Fax: 847-925-9329

Email: classad@avma.org

VETERINARY CAREER CENTER

Offering 30-, 60-, and 90-day terms for online job postings. The latest Veterinary Career Center (VCC) rates can be found at jobs.avma.org/rates.cfm. Career Center ads can be purchased as either print or online only.

JAVMA classifieds has partnered with the AVMA's job board—to give your advertisement the broadest reach possible to the veterinary community. To set up an account and place an ad, log on to jobs.avma.org/post.cfm.

EDITORIAL REPRINTS

Prices furnished on request.

Sheridan Content Solutions

Email: scsreprints@sheridan.com

Phone: 800-635-7181 ext. 8184

AVMA PARTNERSHIP OPPORTUNITIES

Organization partnerships

Dr. Paula Parker

Chief Partnerships and Strategic Initiatives Officer

Dr. Emmanuell Lemaire-Galliot

Director of Partnerships

Email: partnerships@avma.org

Convention exhibits and sponsorship

Allison Whitley

Senior Manager, Convention Sponsorship & Exhibits

Email: exhibits@avma.org

Website: avmaconvention.org

Print specs

MECHANICAL INFORMATION/REQUIREMENTS

Type of binding

Perfect

Halftone screen

Covers: 133-line screen

Inside: 133-line screen

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"

Ad size	Width	Height	Bleed allowed
1 page	8-1/8"	10-7/8"	Yes, add 1/8" all sides
2/3 page	4"	9-1/2"	No
1/2 page (V)	3-1/8"	9-1/2"	No
1/2 page (H)	6-1/2"	4-1/2"	No
1/3 page	2"	9-1/2"	No
1/4 page	3-1/8"	4-1/2"	No
1/6 page	2-1/8"	4-1/2"	No
1/12 page	2-1/8"	2-1/2"	No
2-inch ad	2-1/8"	2"	No

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.

Digital specs

EMAIL NEWSLETTERS

Native ad

Headline: 6 words (35 characters with spaces)

Content: 30 to 25 words (235 characters with spaces)

Image size: 400x400px; 100k max (will display at 200x200px)

Image format: JPG, GIF (non-animated), or PNG (no flash)

Click-thru URL

Banner ads

Image size: 600x75px or 728x90px

Image format: JPG, GIF (non-animated) or PNG (no flash)

Click-thru URL

WEBSITES

Display ad

Image size: 728x90px, 300x250px, and 320x50px

Image format: JPG, GIF (non-animated) or PNG (no flash)

Click-thru URL

Third-party ad tags accepted

Policies

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.
- Advertisements making claims for prevention, control, or treatment of any disease, injury, abnormality, nutritional deficiency, or reproductive problem must include reference to information supporting such claims, unless the efficacy and safety of the product has been assured by a federal regulatory agency. In general, this should include references to studies published in peer-reviewed scientific journals. Advertisements containing statements or information that the advertiser is unable to substantiate will not be accepted.
- 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 can 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-point or larger type. For biological products, the true name must be shown in 6-point 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. The 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.

CANCELLATIONS

- Regular display print ads cannot be canceled after the space deadline.
- Cover positions and cover tips are non-cancelable.
- Advertorials must be canceled 45 days prior to issue closing.
- Order discounts or value added placements require running the full schedule. Failure to run all placements will result in being charged full rates for all placements that ran.

AGENCY COMMISSIONS

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

MISCELLANEOUS

- Space reservations, cancellations, or changes in reservations not accepted later than closing date of issue.
- Advertorials subject to approval.
- Please avoid the use of brachycephalic ("short-faced") dogs (Pugs, etc), cats (Persians, etc), and rabbits (Lionheads, etc) in advertisements.
- Advertisers must have a US office and bank.