

# EKC

# UK Veterinary Professional MEDIA GUIDE

## Facts & Figures

- Publications
- Associations
- Main Conference and Exhibitions
- Online in Veterinary



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EKC

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# Vet Journals

Journal	Readership	Circulation	Frequency	ABC Audit	Publishing Group
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## General Vet Publications

Equine Veterinary Product News	This publication is mainly digital, however 4 issues are produced throughout the year, as well as a weekly newsletter. It is read by equine veterinary professionals, equine vet students, registered farriers, equine physiotherapists and vets in practices	4,577	Printed 4 times a year, and a weekly newsletter	Uncertified	Future Publishing Solutions
The Veterinary Nurse	Head and senior veterinary nurses	8,500 - 4,500 pay monthly and 4,000 pay a controlled fee	10 times a year	Uncertified	Mark Allen Group
The Veterinary Business Journal	Veterinary practitioners, veterinary professionals, practice managers, practice owners and in-house managers	(Avg.) 20,000	Only goes out with Vet Times monthly	Uncertified	Veterinary Business Development Ltd
In Practice	Practising veterinary professionals, practice managers, students	14,443 printed 14,452 unique users	10 times a year	Uncertified	BMJ Group
Over the counter	The publication is read by AMTRA-qualified, vet nurses who are suitably qualified, qualified advisors in country stores, pet shop staff, pet owners, breeders, marketing directors, in-store product purchasers	6,000 AMTRA and AHDA members	6 times a year	Uncertified	Grove House Publishing Ltd
PetFocus	Practice owners, Veterinary practitioners, pet owners - copies are placed in vet waiting areas	2,300	4 times a year	Uncertified	Vision Media
Practice Life	Veterinary practitioners, veterinary practice managers, practice owners, customer care staff	2,500 quarterly 6,000 annually	Quarterly (members) and annually (members and non-members)	Uncertified	Mojo Consultancy Ltd
Veterinary Practice	The publication is the oldest of the free circulation veterinary publications and read by Veterinary professionals, surgeons, nurses and students. There is also a free app available called VP+	(Avg.) 15,000 and nearly 1,000 also subscribe to the electronic version	Monthly	Uncertified	VP Publishing Ltd
Veterinary Practice Today	Veterinary practitioners, veterinary professionals, practice managers, practice owners, in-house managers, vet nurses & receptionist	8,000	6 times a year	Uncertified	Vision Media
Veterinary Record	Veterinary practitioners, veterinary professionals	12,023 printed 36,213 unique users	Weekly - printed 50 times a year		BMJ Group
Veterinary Supplies Magazine	Veterinary professionals, practicing vets, practice owners, senior nurses	6,475 in Nov '14. 6,511 receive the digital version of the magazine. A new audit is taking place in 2016.	9 times a year	Postal certificate received	Future Publishing Solutions
Veterinary Times	Veterinary practitioners, veterinary professionals, practice managers, practice owners and in-house managers	19,495	Weekly		Veterinary Business Development Ltd
VN Times	Veterinary practitioners, veterinary professionals, practice managers, practice owners and in-house managers	12,885	Monthly		Veterinary Business Development Ltd





## Equine Publications

British Eventing Life	Around 30,000 people read the magazine in total through sharing i.e. parents, friends, grooms, yard friends. Readership is anyone interested in competing from small local events, to national	(Avg.) 13,000	6 times a year	Uncertified	Archant Dialogue
British Horse	The UK's highest circulating equine magazine, which goes out across the UK to horse owners, riders and all BHS approved livery yards and riding schools	74,285 per year	5 times a year		Fellows Media


# Vet Journals

Journal	Readership	Circulation	Frequency	ABC Audit	Publishing Group
Equine Health	Equine vets and nurses, students, farriers, physiotherapists, race horse trainers, studs and competition yards – industry professionals	7,800 (1215 copies to vets only)	6 times a year	Uncertified	Mark Allen Group
EVE EVJ	EVE readers: Equine vets, veterinary nurses, students specialising in equine veterinary. EVJ readers: Equine vets, academics	EVE - 2,693 EVJ - 2,471	EVJ: 6 times a year, EVE: monthly	Uncertified	Wiley Publishing
Eventing	Eventing enthusiasts, nearly all readers own at least one horse and 89% compete	12,000 printed to subscribers and available on news stands	Monthly	Uncertified	Times Inc
Horse	Aimed at the leisure rider who enjoys hacking and participating in Riding Club activities/competitions	13,164 in 2012	13 times a year - every 4 weeks	Uncertified	MyTimeMedia Ltd
Horse & Hound	Has around 202,000 readers who cover the entire range of equestrianism - from horse owners to Olympic competitors	40,705 printed to subscribers and available on news stands	Weekly		Times Inc
Localrider	Around 20,000 readers, who range from Riding Club members to International competitors across all disciplines. Over half own more than one horse	(Avg.) 8,000 to subscribers and on newsstands	Monthly - Dec/Jan is a combined issue	Uncertified	Roundbale Ltd
Rider	The official magazine for British Riding Clubs and goes out to members only in England, Scotland, Wales and Northern Ireland	34,000 to members only	Quarterly (Feb, May, Aug, Nov)	Uncertified	Fellows Media
Scottish Horse	Working farmers and farm traders. There is a wide range of readers due to the take off of social media coverage	17,000	Weekly		Herald and Times Group
The Polo Times	Readership is very widespread due to its popularity with the world's leading polo players and clubs. This also includes school and university players, pony club, sponsors and parents	10,000	10 times a year - Jan/Feb and Nov/Dec are combined issues	Uncertified	Hine Marketing


## Large Animal Publications

British Farmer & Grower	National Farmers' Union members	48,994	Monthly		The National Farmers Union
British Dairying	Mostly dairy farmers and herd managers. Anyone can subscribe, irrespective of herd size	12,442	Monthly	Uncertified	WB Publishing Ltd
Farm Business	Top-farm focused - the lead 86% of UK farms by output receive every issue. A third livestock, third arable and a third mixed farm. A business and technical read by principal farmers, food producers, processors, and trade, vets.	12,200	11 times a year		Grove House Publishing Ltd
Farmers Guardian	Farmers, farm workers, managers and tenant farmers. The newsletter is sent out only to vets who work with livestock	38,501	Weekly		Briefing Media
Farmers Weekly	Working farms, farm owners, estate managers, tenant farmers, specialist farmers, those with an interest in farming	59,238 per issue	Weekly		Reed Business Information Limited

# Vet Journals

Journal	Readership	Circulation	Frequency	ABC Audit	Publishing Group
Scottish Farmer	Working farmers and farm traders. It appeals to a wide range of readership ages due to social media boom	17,000 - sent to both news stands and subscribers	Weekly		Herald and Times Group
Sheep Farmer	National Sheep Association members only - sheep farmers, livestock vets	(Avg.) 7,500	6 times a year	Uncertified	National Sheep Association
South West Farmer	Farmers in the South West of the UK, farming professionals. Only those who subscribe and pay the postage. The publication itself is free	17,000 to subscribers only	Monthly	Uncertified	Newsquest Media (solutions) Ltd
Livestock	The only journal in the market to cater for large animal vets only. 85% of circulation makes up the large animal/food producing animal market place	3,100 to subscribers only	6 times a year	Uncertified	Mark Allen Group

## Small Animal Publications

Cat World	Breeders, pedigree owners, show circuit, those with a love of cats	14,800 printed / 6,700 online subscribers	Monthly	Uncertified	Ashdown Broadcasting
Dog World	Dog show judges, breeders, exhibitors and pet owners. Anyone with an interest in dogs. 86% are female, over 70% are aged between 36-65, over 89% have been involved in dog showing for more than 11 years	11,984 printed / 27,016 online subscribers	Weekly		The Dog World Ltd
Companion Animal	Practice owners, referral centres and veterinary practitioners. This gets read on average by three professionals per copy giving a readership figure of around 14,500	(Avg). 5,000	12 times a year	Uncertified	Mark Allen Group
Journal of Small Animal Practice	Veterinarians specialising in small animal medicine, BSAVA members and academic libraries	6,000 printed	12 times a year	Uncertified	Wiley Publishing
K9 Magazine	Single pet parent/family households with 1+ dog/s in the home - modern dog owners	Online only with 105,000 monthly subscribers	Monthly	Uncertified as online	K9 Media Ltd
Kennel and Cattery Management	Readership is mostly kennel and cattery owners, as well as some breeders too. Anyone who runs boarding for a large number of animals	3,000	Bi-monthly	Uncertified	Albatross Publications
Our Dogs	Read by approximately 30,000 pedigree dog breeders and show enthusiasts, including exhibitors and judges	Approx. 9,650	Weekly	Uncertified	Our Dogs Publishing Co.Ltd
Pet Product Marketing	Predominantly pet shop owners, small business owners but also available to buy	The circulation is controlled but available to subscribers for free	Monthly	Uncertified	Bauer Media Group
Your Cat	Breeders, cat owners, cat lovers	15,000-18,000 copies	Monthly	Uncertified	BPG Media
Your Dog	Breeders, dog owners, dog lovers	26,000 copies	Monthly	Uncertified	BPG Media



ABC: A journal with an ABC certification has had its circulation claim independently audited and verified by the industry body for publishers.

Uncertified: Figures provided by publisher at time of going to press, these figures are not individually audited and are therefore uncertified.

# Professional Online Media

Website

Content Focus

Advertising opportunities

Editorial opportunities

## Dogworld

**www.dogworld.co.uk**

*Target Audience*

Dog owners involved in showing, dog owners, dog lovers, breeders  
Monthly visitors: 76,000

Show reviews, news, competitions, product launches, advice

E-Newsletter  
Facebook & Twitter  
Banners/Display  
Advertorial  
Sponsorship

Articles, product news, press releases relevant to the target audience, testimonials, reviews

## K9Magazine

**www.K9magazine.com**

*Target Audience*

Dog owners, breeders  
Monthly visitors: 365,000

Health, behaviour and nutrition, combined with glossy elements such as celebrity interviews and lifestyle features for the reader and their dog

MPU ads  
Floating banners  
Product and service adverts

Press releases relevant to dog owners, product news, interviews, testimonials

## National Farming Union Online

**www.nfuonline.com/home**

*Target Audience*

Farmers, farm workers, farm Landlords/owners  
Monthly visitors: 190,000

News, advice, services, product launches, press centre, latest conferences

Banners  
Buttons  
Appear in directory

Press releases relevant to livestock, products news, advertorials, related articles

## MRCVS Online

**www.mrcvs.co.uk**

*Target Audience*

Veterinary practitioners, vet nurses, students, practice management, practice owners, equipment and animal medical specialists  
Monthly visitors: 6,094

Animal health, behaviour and nutrition, news, awards, advice

Enews  
Careers  
Adverts

Product news, press releases relevant to veterinary profession, interviews, testimonials on products and courses, exhibition coverage

## Pet Product Marketing

**www.petproductmarketing.co.uk**

*Target Audience*

Pet shop owners, groomers, pet accessory manufacturers

New product launches, market news, business advice and features written by professional experts

Banners  
E-Newsletter  
MPU ads  
Skyscraper

Product press releases, service testimonials, product case studies

## VetCommunity

**www.vetcommunity.com**

*Target Audience*

Veterinary professionals, vet nurses, practice managers, surgeons  
Monthly visitors: 600 and growing

A new website that offers an on-line platform for vets nurses, receptionists ad managers. Members can read and comment on a wide range of articles, news and currenr affairs throughout the site

Articles  
Blogs  
Chatter  
CPD

Members can comment on chatter and articles

## VN Online

**www.vnonline.co.uk**

*Target Audience*

Veterinary nurses, student nurses, nursing assistants  
Monthly visitors: 1,440

News, advice, event news, academic and CPD resources, course details, research news. Useful resource for vets, vet nurses and practice managers

Enews  
Acreers  
Adverts

Features, product news, event coverage, testimonials on products and courses relevant to veterinary nurses, animal welfare news

# Professional Online Media

Website

Content Focus

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Editorial opportunities

## Vet Nurse

**www.vetnurse.co.uk**

*Target Audience*

Veterinary nurse, veterinary nursing assistants

*Monthly visitors: 19,922 members*

Online community for veterinary nurses, discuss and swap advice, recruitment, news/vacancies, training, courses

E-mail campaigns  
Banner advertising  
Sponsorship  
Newsletter sponsorship  
Microsites

Product news, case studies, news affecting veterinary profession, articles

## Vets Online

**www.vetsonline.com**

*Target Audience*

Veterinary professionals, students, veterinary nurses

*Monthly visitors: 16,000*

News, product launches, recruitment, CPD courses and training, management information

Products & services adverts  
Banners  
Quick polls  
Video  
MPU ads

Product and services based articles, press releases that appeal to the target audience, newsletter opportunities also

## Vet Surgeon

**www.vetsurgeon.org**

*Target Audience*

Veterinary surgeons, veterinary professionals, vet students

*Monthly visitors: 11,415 members*

For UK based veterinary surgeons. Allows professionals to debate issues, exchange ideas, get latest news and look at recruitment

Banner advertising  
Sponsorship  
Microsites  
Newsletter sponsorship  
E-mail campaigns

Product news, related case studies, news affecting veterinary surgeons and their profession, articles

## Your Cat

**www.yourcat.co.uk**

*Target Audience*

Breeders, wider range of cat owners, cat lovers, people interested in getting cats

*Monthly visitors: around 100,000*

Cat advice, open to all those who need information on cats, celebrity interviews, daily blog posts, campaigns & charity news

Banner advertising  
Sponsorship  
Newsletter sponsorship  
E-mail campaigns  
Product & services adverts

Product news, case studies, news affecting cat owners, advice on treatment and care

# Associations & Institutes

## Associations and Institutes

## Description

### Professional Associations and Institutes

<b>BEVA</b> British Equine Veterinary Association	To promote the veterinary and allied sciences for the welfare of horses and provide education and training to veterinary equine professionals and students
<b>BVA</b> British Veterinary Association	The national representative body for veterinary surgeons in the UK. They are the only UK association that covers all veterinary disciplines with more than 14,000 members
Plumpton Animal College	Provides agricultural, veterinary, animal care and land-based courses to higher education students predominantly between the ages of 16-18
Pirbright Institute	Formerly the Institute of Animal Health, they specialise in research and surveillance of viruses and diseases spread from animals to humans
<b>RCVS</b> The Royal College of Veterinary Surgeons	They aim to promote and enhance society through improved animal health and welfare by providing educational and clinical standards for veterinary surgeons and veterinary nurses
Roslin Institute	Specialises in work to expand knowledge in genetic factors affecting animals and developmental biology
<b>SAC</b> Scottish Agricultural College	To promote advancement, research and the global influence throughout the rural sector
<b>SPVS</b> The Society of Practising Veterinary Surgeons	The society is a division of the BVA that focuses on vets in practice and the practice itself, providing advice, information, training and business to veterinary practice staff
<b>VEERU</b> Veterinary Epidemiology & Economics Research Unit	Specialises in training and research into veterinary epidemiology and animal economics - particularly livestock
<b>VPMA</b> Veterinary Practice Management Association	To promote and provide effective training and advice to veterinary practice management staff
<b>BVA Specialist Divisions</b>	
<b>AGV</b> Association of Government Veterinarians	AGV is open to all veterinary surgeons in the UK Civil Service
<b>ASAB</b> Society for the Study of Animal Breeding	The society aims for the advancement of knowledge of all aspects of animal breeding and the fostering of fellowship and discussion
<b>AVI</b> Association of Veterinarians in Industry	AVI represents the interests of members working in commercial appointments, primarily pharmaceutical and allied industries. It has a discussion forum and produces an annual salary survey
<b>AVS</b> Association of Veterinary Students	Represents all UK and Dublin veterinary students and aims to improve undergraduate education by bringing together all UK veterinary students
<b>BCVA</b> British Cattle Veterinary Association	Association involved with all aspects of cattle veterinary matters and consulted by many organisations for an informed opinion
<b>BSAS</b> Association of Veterinary Teaching and Research Work	Represents teachers of veterinary science in the UK and Irish veterinary schools as well as those engaged in veterinary research in universities, research institutes and industry
<b>BSAVA</b> British Small Animal Veterinary Association	Founded in 1957, BSAVA fosters and promotes the interests of all veterinarians concerned with small animal practice, teaching and research. It has developed into a major association and has charity status
<b>BVHA</b> British Veterinary Hospitals Association	The BVHA actively promotes high standards of patient care through improvements in the design, management and equipment of veterinary hospitals. Full membership is open to any RCVS-approved veterinary hospital. Associate membership is open to any other UK practice or individual involved in the veterinary profession
<b>BVPA</b> British Veterinary Poultry Association	The BVPA encompasses all matters poultry - breeding and hatching, welfare, research and development. The poultry industry is a leading agricultural industry and veterinary input is vital in this specialised and technical field



# Associations & Institutes

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## Description

<b>BVZS</b> British Veterinary Zoological Society	BVZS is involved in almost every aspect of the care and welfare of wild animals. It has responsibility for exotic pets, companion avian species, zoo animals and wildlife
<b>FVS</b> Fish Veterinary Society	FVS provides a forum for veterinary professionals with an interest in promoting the health and well being of fish by discussion of fish health care and problems and the exchange of professional and scientific information
<b>GVS</b> Goat Veterinary Society	Founded in 1979 to promote interest in and improve knowledge of goats in the veterinary profession
<b>LAVA</b> Laboratory Animals Veterinary Association	LAVA deals with the veterinary care and all aspects of the welfare of laboratory animals. It helps to ensure that vets are properly equipped to look after experimental animals
<b>PVS</b> Pig Veterinary Society	The aims of the society are to enhance knowledge and understanding of pig disease, herd health, management, husbandry, economics and welfare
<b>RAVC</b> Royal Army Veterinary Corps	Membership is open to serving or retired members of the RAVC who are BVA members
<b>SGV</b> Society of Greyhound Veterinarians	Concerned with the health and welfare of the racing greyhound
<b>SVS</b> Sheep Veterinary Society	Promotes sheep health and welfare and provides a forum for discussions and advice on sheep matters
<b>VDS</b> Veterinary Deer Society	Members are involved with the management and diseases of wild and captive deer
<b>VPHA</b> Veterinary Public Health Association	Concerned with all aspects of the production of food of animal origin and the improvement of animal welfare

## BVA Affiliate Groups

<b>ABVA</b> Association of British Veterinary Acupuncturists	To further the research and teaching of veterinary acupuncture through an organised programme of continuing education
<b>AVA</b> Association of Veterinary Anaesthetists	AVA is an active, enthusiastic group of veterinary surgeons and others who share an interest in animal anaesthesia, analgesia and animal welfare. Its aim is to promote and support the activities of all those engaged in veterinary anaesthesia and analgesia
<b>AVSTS</b> Association for Veterinary Soft Tissue Surgeons	To promote the study and development of veterinary soft tissue surgery in all species. It is a satellite group of the BSAVA
<b>BAVECC</b> British Association of Veterinary Emergency & Critical Care	A national representative body for veterinary professionals in the UK who specialise, have an interest in, or are in further education relating to the fields of veterinary ECC. Its aim is to increase the importance and awareness of ECC in the veterinary field
<b>BrAVO</b> British Association of Veterinary Ophthalmologists	For veterinary surgeons in the UK and beyond who have a special interest in ophthalmology. It was established to educate and train veterinary surgeons in veterinary ophthalmology, and to promote the practice, teaching and research of animal ophthalmology
<b>BVBA</b> British Veterinary Behaviour Association	It is a study group that provides education for anyone working in or affiliated with the field of animal behavior - by producing training materials and courses. It is the new name for Companion Animal Behaviour
<b>BVDA</b> British Veterinary Dental Association	The aims of the association are to educate and train veterinary and dental surgeons in animal dentistry and to promote practice, teaching and research of animal dentistry
<b>BVDSG</b> British Veterinary Dermatology Study Group	The study group has a long history of providing high quality veterinary CPD for those vets with an interest in veterinary dermatology. Their aims are to study and advance the standards of veterinary dermatology in all small animals

# Associations & Institutes

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## Description

<b>BVOA</b> British Veterinary Orthopaedic Association	Provide a forum for discussion of veterinary orthopaedics, as well as educational programmes, financial support for research, informed advice and co-operation with other veterinary associations
<b>BVRSMA</b> British Veterinary Rehabilitation & Sports Medicine Association	To promote the understanding, acceptance and integration of physiotherapy and rehabilitation within the veterinary profession, as well as ensuring it is performed by suitably qualified professionals
<b>BVZS</b> British Veterinary Zoological Society	Founded in 1961, the aims of the society are to promote the advancement of veterinary knowledge and skill in the maintenance of the health and welfare of non-domesticated animals
<b>EAVDI</b> European Association of Veterinary Diagnostic Imaging	A non-profit organisation with no commercial interests, that covers all aspects of diagnostic imaging in veterinary healthcare
<b>ICC</b> International Cat Care	A charity formerly known as the Feline Advisory Bureau. Their main mission is to engage, educate and empower people throughout the world to improve the health and welfare of cats
<b>SAMSOC</b> Small Animal Medicine Society	Aims to give its members a forum to exchange knowledge and understanding in small animal medical conditions, as well as regular training and encouragement. Membership is open to qualified surgeons as well as veterinary students
<b>VCS</b> Veterinary Cardiovascular Society	To promote the study and development of all aspects of veterinary cardiology

## School

## Department

## Website

University of Bristol	Department of Clinical Veterinary Science	<a href="http://www.bristol.ac.uk/vetscience/">www.bristol.ac.uk/vetscience/</a>
University of Cambridge	Department of Clinical Veterinary Medicine	<a href="http://www.vet.cam.ac.uk/">www.vet.cam.ac.uk/</a>
University College Dublin	Faculty of Veterinary Medicine	<a href="http://www.ucd.ie/vetmed/">www.ucd.ie/vetmed/</a>
University of Edinburgh	Royal School of Veterinary Studies	<a href="http://www.ed.ac.uk/schools-departments/vet">www.ed.ac.uk/schools-departments/vet</a>
University of Glasgow	Faculty of Veterinary Medicine	<a href="http://www.gla.ac.uk/schools/vet/">www.gla.ac.uk/schools/vet/</a>
University of Liverpool	Faculty of Veterinary Science	<a href="http://www.liv.ac.uk/veterinary-science/">www.liv.ac.uk/veterinary-science/</a>
University of London	The Royal Veterinary College	<a href="http://www.rvc.ac.uk/">www.rvc.ac.uk/</a>

# Conferences and Exhibitions

Conference/exhibition

Date

Animal Rehabilitation Expo	June
BEVA Congress	September
BSAS Annual Conference	April
BSAVA Congress	April
BVA Gala Dinner	November
BVA Members Day	September
Crieff 2 Day Small Animal Meeting	May
ECC UK Annual Congress	November
Livestock Event 2015	July
London Pet Show	May
London Vet Show	November
NSA Sheep Event	Every other July
PATS Sandown	March
PATS Telford	September
RCVS Day	March
SPVS / VPMA Congress	January
The Pet Show	August
UK Probiotics Conference	June
Vets North	June
Vets South	February

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is Macmillan Cancer Support  
[www.macmillan.org.uk](http://www.macmillan.org.uk)**

**WE ARE  
MACMILLAN.  
CANCER SUPPORT**

**This booklet is available as PDF or hard copy free of charge. If you find this booklet a valuable tool we ask if you would consider donating £2.00 to Macmillan cancer support at:  
[www.justgiving.com/2015ekcmediaguide](http://www.justgiving.com/2015ekcmediaguide)**

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