



# Canadian VET



CANADA'S VETERINARY NEWS SOURCE

# 2018 Media Planner

Canadian Vet extends the voice of the veterinary profession by delivering current, practical articles on medical and business topics to keep busy practitioners up-to-date on the latest advancements in patient care.

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**Emerging therapies for pain management**

ORLANDO, FL - Veterinary pain management is constantly evolving, so it is important to stay informed in order to provide the best possible patient care. Chronic pain scales, techniques for administering anesthetic blocks, new signaling pathways, the effect of drugs on the central nervous system, and the potential for alternative and regenerative medicines, are some of the topics discussed during a presentation given by James L. Hittingford, DVM, DACVSMR, CVA, CVPP, CCRT, at the North American Veterinary Community Conference.

**Pain scales**  
Pain scoring is a useful way to interpret pain in animals. Dr. Hittingford said that although the Glasgow Composite Pain Scale is the only validated scale for acute pain, she finds that the Colorado State Acute Pain scales for post surgical pain are easier to use because they rely on pictures. Chronic pain scales in-

**Therapies for equine soft tissue injuries**

ORLANDO, FL - Sport horses, and horses in the general population, are commonly plagued by soft tissue injuries, which can have serious consequences for horses and their owners. In a presentation given at the American Association of Equine Practitioners Conference, Andris J. Kaneps, DVM, PhD, DACVS, DACVSMR, discussed the following protocols and methods used to treat these injuries.

**Initial therapy for acute injuries**  
The first step is to accurately diagnose the tendon/ligament injury and to obtain measurements such as lesion cross-sectional area. Ultrasound allows for objective assessment of healing, which will help determine the optimal rehabilitation program, and identify the effect of other treatment modalities used. Dr. Kaneps explained that treating acute soft tissue injuries includes exercise cessation, cold therapy, non-steroidal anti-inflammatory drugs (NSAIDs), and support bandaging to limit and control swelling.

**Cold therapy**  
Cold therapy, which can be applied by ice water immersion, application of ice packs or cold packs, and ice water-charged circulating bandages or boots.

**Equine soft tissue injuries continues on page 6**

**Allergen-specific immunotherapy for allergy in dogs: an update**

LAKE BUENA VISTA, FL - Allergen-specific immunotherapy (ASIT) remains a foundational and important part of multimodal treatment for allergic diseases in dogs, cats, and horses. ASIT involves administering extracts of allergens to which the patient is sensitive in gradually increasing amounts, to lessen the hypersensitivity state. It is the only treatment that can modify, or reverse, at least part of the pathogenesis of this condition by alleviating clinical signs and preventing progression, without possible long-term adverse effects, explained Douglas J. DeBoer, DVM, DACVD, presenting at the North American Veterinary Dermatology Forum. He said that as alternate formulations of current therapies, new routes of administration, and more targeted doses are being explored, and novel approaches are being developed, it is an interesting and exciting time to be involved in veterinary dermatology.

**Pros and cons of ASIT**  
ASIT is particularly useful because concurrent treatments with antihistamines, fatty acid supplements, cyclosporin, or low-dose glucocorticoids will not interfere with response to it, preliminary

**Allergy in dogs continues on page 5**

**Therapies for equine soft tissue injuries continues on page 6**

**Emerging therapies for pain management continues on page 8**

## 2017 Reader Survey Results:

- 80% of veterinarians responded that they read 'every issue' or 'most issues' of *Canadian Vet*
- 75% of vets said that they read most of the articles in each issue
- Almost all veterinarians told us that the find *Canadian Vet* newsmagazine useful to their veterinary practice

## New for 2018:

- Toolkit: handouts for veterinarians to share with clients to improve client education, service, and compliance
- Tips: brief updates, insights and in-clinic strategies for vets and their healthcare teams
- Marketplace Ads: veterinary product and service showcase section

*Inspiring, advancing, sharing knowledge*

## Advertising Specifications



**Tabloid**  
Trim Size: 10.5 x 14"



**Tabloid Spread**  
Trim Size: 21 x 14"



**Half Tabloid Horizontal**  
Trim Size: 10.5 x 7"



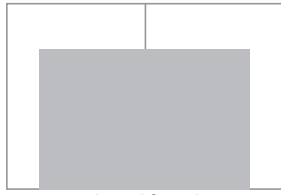
**Half Tabloid Vertical**  
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**1/3 Tabloid Horizontal**  
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**Journal**  
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**Quarter Tabloid Horizontal**  
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**Quarter Tabloid Vertical**  
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**Tabloid**

Live 9.75 x 13"  
Bleed 10.75 x 14.25"

**Tabloid spread**

Live 20.5 x 13"  
Bleed 21.25 x 14.25"

**Journal**

Live 7 x 9.625"  
Bleed 7.625 x 10.375"

**Journal Spread**

Live 14 x 9.625"  
Bleed 15 x 10.375"

**Formats:**

Quark, Indesign,  
High-Resolution PDF  
Binding: Saddle-stitch  
Line screen: 150  
FTP site available

## Circulation

**Veterinary practice type**

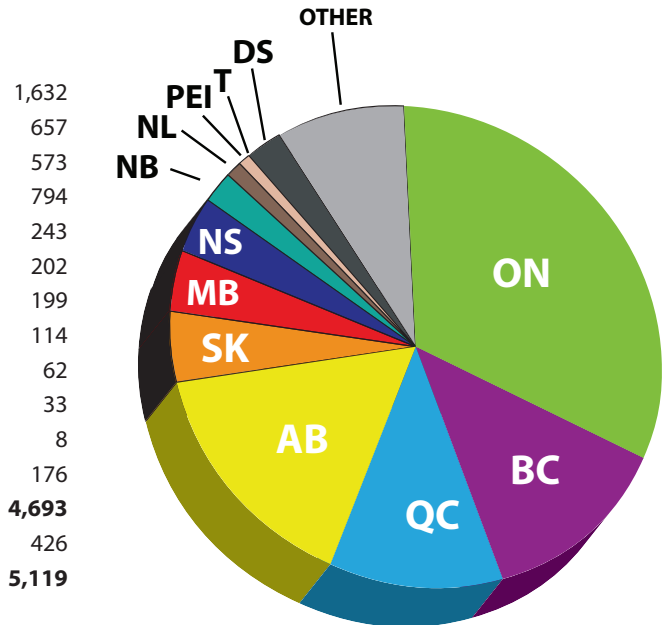
Companion animal	2,884
Mixed animal	1,277
Large animal	482

**Notes:**

At most practices the magazine is read by several veterinarians.

Bonus distribution at selected veterinary conferences.

Ontario	1,632
British Columbia	657
Quebec	573
Alberta	794
Saskatchewan	243
Manitoba	202
Nova Scotia	199
New Brunswick	114
Newfoundland	62
Prince Edward Island	33
Territories (T)	8
Digital subscriptions (DS)	176
<b>Total veterinary practices</b>	<b>4,693</b>
Other (teaching, associations, industry)	426
<b>TOTAL CIRCULATION:</b>	<b>5,119</b>



*"I love the magazine as it is very useful, succinct and Canadian!"*

*"The whole magazine is good and talks about the problems we see in the clinic."*

## 2018 Planning Calendar

Issue	Ad Booking	Material Due	Focus	Toolkit
Jan/Feb	Jan 5	Jan 15	Veterinary Education Today (VET)	Pet Insurance
March/April	Feb 1	Feb 15	North American Veterinary Conference	Parasite Control
May/June	April 2	April 16	Cencan	Dental
July/Aug	June 1	June 15	Atlantic Provinces Veterinary Conference	Behaviour
Sept/Oct	Aug 1	Aug 15	Canadian Veterinary Medical Association (CVMA)	Dermatology
Nov/Dec	Oct 1	Oct 15	Saskatchewan Veterinary Medical Association (SVMA)	Nutrition

### Canadian Vet

- Connecting you to veterinary professionals since 2006
- Esteemed Advisory Board of 17 leading Canadian veterinarians
- Official media partner of the Veterinary Education Today (VET) conference
- Recognized as the most trusted Canadian veterinary publication in 2017

## 2018 Rate Card Effective Sept 1, 2017

<b>Display Ads (Net rate, 4-colour)</b>	<b>1x</b>	<b>3x</b>	<b>6x*</b>	<b>12x</b>
Tabloid page (10.5" x 14")	\$2,295	\$2,155	\$2,025	\$1,910
Double page spread (21" x 14")	\$3,695	\$3,415	\$3,160	\$2,930
Journal size ad (7.5" x 10.25")	\$1,975	\$1,865	\$1,765	\$1,680
1/2 page (10.5" x 7" or 5.25" x 14")	\$1,285	\$1,200	\$1,125	\$1,055
1/3 page (10.5" x 4.75" or 3.5" x 14")	\$955	\$895	\$840	\$790
Gatefold ad (3 pages with fold-out)	\$5,100	\$4,675	\$4,295	\$3,955
False Cover (cover and IFC positions)	\$4,350	\$4,020	\$3,720	\$3,450

<b>Marketplace Ads</b>	<b>1x</b>	<b>3x</b>	<b>6x*</b>	<b>12x</b>
1/4 page (5" x 7")	\$505	\$455	\$405	\$365
Business card (3.5" x 2")	\$245	\$220	\$195	\$175
Text ad (black or blue font only)	\$0.50 /word	\$0.45 /word	\$0.40 /word	\$0.35 /word

All ads include a link to your website on digital copies.

Bonus:\* Book 6 or more ads and get your company logo on our monthly e-newsletter, with a link to your website! (Text ads excluded)

### Agency Commission:

15% commission to advertising agencies

### Special Positions

Front cover bootlug ad	\$375/issue
Column sponsorship annual (6 issues)	\$1,500
Sponsored article	\$2,350/page

### Advertising Terms:

- Cancellations cannot be accepted after the closing date.
- Special positions are non-cancellable.
- Payment terms are net 30 days.
- Invoices for ads will include two tear sheets, unless otherwise requested.
- All prices are in Canadian dollars

### Belly Wraps

Around all individual copies ..... \$1,250

### Inserts

Glued inserts ..... \$1,200

Polybagged inserts ..... \$1,200

Inserts should not exceed 10" x 12" flat size

Additional weight charges may apply for heavy inserts

### Direct Mail Services

Includes addressing, stuffing envelopes, and use of our mailing list

\*Plus applicable Canada Post charges

### Envelope

\$1,550\*

### Postcard

\$1,050\*

### Ask Us About:

- Sponsoring an article
- Toolkit sponsorship
- Custom conference reports
- Canadian Vet Link e-newsletter
- Your banner ad on our website

*"Thank you very much for the informative and interesting magazine."*

*"I read each issue cover to cover, and save every copy!"*

### Insertion Orders and Artwork

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