



NEWSMAGAZINE FOR VETERINARIANS ACROSS CANADA

# 2017 MEDIA PLANNER

## Mission Statement

Canadian Vet reports on new, relevant, and practical information presented by experts at leading veterinary conferences.

*"I love your newsmagazine as it is very useful, succinct and Canadian. I really appreciate the overviews of the conference talks."*

Susan Hetherington, DVM  
Delta, British Columbia

*"I have just subscribed to the digital version of your excellent newsmagazine. Can some or all of the articles be reproduced for my clients?"*

Larry Yelen, DVM  
London, Ontario

*"I really like the magazine. It is very well done. Keep up the good work!"*

Roy Lewis, DVM  
Millarville, Alberta

**CVMA's "Antimicrobials in Animal Health – the New Reality" Summit**

Traditionally, veterinarians' primary focus has been on animal health and welfare, but with the increase in antimicrobial resistance (AMR) threatening human and animal health, the focus has shifted. Now, the veterinarians must balance what is best for the animal with what is best for the public interest.

In 2014 the Canadian government released the "Federal Action Plan on Antimicrobial Resistance and Use in Canada". At the time, the plan was based on three pillars: surveillance, stewardship, and innovation. This document is seen as a starting point for a national collaborative response to the threat of AMR. Clearly, the veterinary profession has a lead role to play in all three pillars when it comes to animal health. Recognizing the need for harmonizing standards of practice for veterinarians, specifically antimicrobials continues on page 8

**Table of Contents**

- 3 Focus on: Canadian Veterinary Medical Association Convention, Niagara Falls, ON
- 4 Canadian Vet Advisory Board
- 11 Why you are still desludging in Canada!
- 12 Respecting the party perspective on CVMA's Leadership this year
- 14 Antimicrobial therapy in food animals: the veterinarian's responsibility
- 16 How to control the chains in your practice
- 18 Infections - how will resistance affect Canada?
- 20 Update - feet or flukes
- 22 Treating secondary infections in equine dermatology
- 24 NSAIDs and their adverse effects in other species
- 24 Case-control study of drug treatment in hospitalized dogs identified
- 25 Fats and hearts
- 25 Abuse of use of calcium penicillin and antibiotic penicillin derivatives to reduce dental plaque in dogs
- 25 CVMA News
- 26 Industry News
- 27 Continuing Veterinary Education Calendar

**Common reasons for dermatologic treatment failures**

By Charlie C. Pyle, BSc, DVM, DVSc, DACVD

When you have a patient that is unresponsive to what you believe is appropriate therapy, you can take steps to find out why the therapy is unsuccessful. First and foremost, the correct dose and frequency of administration must be checked with the owner to verify compliance is not an issue. If the treatment involves topical therapy, you should verify that the correct application and abuse has been used.

**Reasons for treatment failure**

Cytoplogy should always be performed to check for secondary infections in allergic patients with previously controlled pruritus who re-present for pruritus with or without dermatologic lesions. Secondary infections (bacterial pyoderma and Malassezia dermatitis) are common reasons for perceived treatment failure, as

**Dermatologic treatment continues on page 7**

**Food allergy in dogs and cats: why and what to do about it**

By Vincent Delafage, DVM, Dip. ACVD (Dermatology), presenting at the Canadian Veterinary Medical Association Convention, Niagara Falls, ON

Unlike "food allergy" in humans, which is an adverse food reaction involving a clearly demonstrated immune response, food intolerance is a non-immunologic adverse food reaction. Other food hypersensitivities involve cellular immune responses (mediated by T lymphocytes). The exact mechanisms of food allergy/intolerance are not fully understood in pets. Unlike in people, these reactions can take days to a few weeks to develop. Therefore, the all-encompassing term "cutaneous adverse food reaction" is preferred in veterinary medicine, explained Vincent Delafage, DVM, Dip. ACVD (Dermatology), presenting at the Canadian Veterinary Medical Association Convention. Cutaneous manifestations (pruritus, otitis, and skin infections) are often accompanied by digestive signs (vomiting, diarrhea, flatulence, increased fecal frequency) and are rarely outgrown.

**Causes**

A food allergen is a usually a glycoprotein of animal or vegetal origin which can trigger an allergic reaction

**Food allergy continues on page 8**

*"Love the publication!"*

Anne Sylvestre, BSc, DVM, DVSc, CCRP, Dip ACVS, Dip EVCS  
Oakville, Ontario

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

Judy Saunders, DVM  
Campbellville, Ontario

*"Your publication is the most useful one that comes across my desk (except the JACVIM)."*

Lea Stogdale, DVM, DACVIM  
Winnipeg, Manitoba

**Continuous learning, improvement, and success**

## Why advertise in *Canadian Vet* newsmagazine?

**Targeted readership:** Get your advertisement in front of your target audience – Canadian veterinarians!

**Reach:** *Canadian Vet* is distributed to veterinarians in every province and territory in Canada.

**Interesting editorial:** Veterinarians tell us they read every issue cover to cover!

**Trust:** *Canadian Vet* is guided by an esteemed Advisory Board of Canadian veterinarians.

**Respect of the veterinary community:** A credible source of continuous learning for veterinarians since 2006.

**Frequency:** *Canadian Vet* is distributed bi-monthly to veterinary practices.

**Accuracy:** All editorial is reviewed and approved prior to publication.

**Scope:** *Canadian Vet* is read by companion, mixed practice, and large animal veterinarians.

## 2017 Editorial Calendar

**Issues of *Canadian Vet* newsmagazine will focus on reports from these conferences. Information from other meetings and/or interviews with veterinarians may also be included.**

### January/February

- CanWest Veterinary Conference, Banff
- Veterinary Education Today Conference, Toronto
- American Association of Feline Practitioners Conference, Washington

### March/April

- North American Veterinary Conference, Orlando
- Western Canadian Association of Bovine Practitioners Conference, Saskatoon
- American Association of Equine Practitioners Conference, Orlando

### May/June

- CenCan Veterinary Conference, Winnipeg
- Canadian Federation of Humane Societies National

- Animal Welfare Conference, Ottawa
- International Working Dog Conference, Banff

### July/August

- Atlantic Provinces Veterinary Conference, Halifax
- Animal Nutrition Association of Canada Convention, Quebec City

### September/October

- Canadian Veterinary Medical Association Convention, Charlottetown
- Animal Behaviour Society Conference, Toronto
- American College of Veterinary Internal Medicine Forum, Washington

### November/December

- Saskatchewan Veterinary Medical Association Conference, Saskatoon
- Veterinary Education Today Conference, Toronto
- International Veterinary Emergency and Critical Care Symposium, Nashville

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

*Christine Pfaender, DVM  
Langley, British Columbia*

*"I LOVE Canadian Vet - absolutely love it!"*

*Debbie Stoewen, DVM, MSW  
Kitchener, Ontario*

*"I read it from page one to the last and find it very interesting. We need such a venue of what is going on and being discussed at the various meetings of veterinary associations."*

*Clinique Veterinaire Visitation  
Joliette, Quebec*

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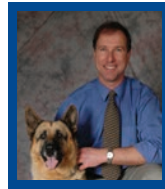
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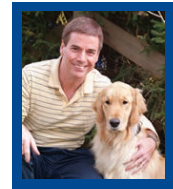
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### Veterinary practice type

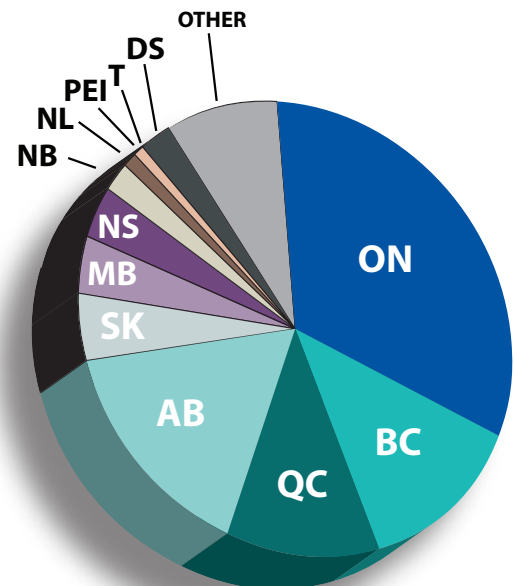
Companion animal	2,884
Mixed animal	1,277
Large animal	482

### 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)	126
<b>Total veterinary practices</b>	<b>4,643</b>
Other (teaching, associations, industry)	426
<b>TOTAL CIRCULATION:</b>	<b>5,069</b>



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

Nasib Randhawa, DVM  
Brandon, Manitoba

*"We at OVMA all enjoy Canadian Vet - very much. Keep up the good work."*

Angela Cerovic  
Ontario Veterinary Medical Association  
Milton, Ontario

*"I have enjoyed the informative information in Canadian Vet newsmagazine for many years. Keep up the good work!"*

Ian Webb, DVM  
Coldwater, Ontario



## 2017 Rate Card Effective Sept 1, 2016

Ad Space (\$ CDN)	1x	3x	6x	12x
Full tabloid page (10.5" x 14")	\$1,825	\$1,745	\$1,650	\$1,575
Journal size (7.5" x 10.25")	\$1,405	\$1,345	\$1,270	\$1,215
Half page ad	\$1,005	\$960	\$905	\$865
Third page ad	\$670	\$640	\$605	\$575
Quarter page ad	\$500	\$480	\$450	\$430
Double page spread	\$3,285	\$3,140	\$2,970	\$2,835
Gatefold ad (3 pages with fold-out)	\$4,925	\$4,710	\$4,455	\$4,250
False cover (cover and IFC ads)	\$4,000	\$3,840	\$3,630	\$3,465

### Industry News Announcements

*Approx. 300 words*

News brief plus image ..... \$200

### Inserts

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Stitched inserts .....	\$1,500
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Inserts should not exceed 10" x 12" flat size

Inserts to be supplied printed and folded

Additional weight charges may apply for oversized or heavy inserts

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	Envelope	Postcard
Direct mail coordination and use of mailing list*	\$1,750	\$1,500

**\*Plus applicable Canada Post charges**

### Closing Dates

Issue	Insertion Order	Ad Material
Jan/Feb	December 1	December 15
March/April	February 1	February 15
May/June	April 3	April 17
July/Aug	June 1	June 15
Sept/Oct	August 1	August 15
Nov/Dec	October 2	October 16

### Ad Colour Charges

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Feature column sponsorship	\$450
IFC, IBC, OBC	15% premium

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- 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 advertising material is subject to approval by the publisher.

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	Trim	10.5 x 14"
	Bleed	10.75 x 14.25"
Journal size	Live Area	7 x 9.625"
	Trim	7.5 x 10.25"
	Bleed	7.625 x 10.375"
Binding	Saddle stitch	
Line Screen	150	

A high resolution PDF file is preferred

FTP site available for uploading ad files

Full ad specs sheet available by request and on our website

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K2 Animal Health Publishing  
3662 Sawmill Valley Drive  
Mississauga, Ontario, L5L 2P6

Telephone: 905-607-7338  
Facsimile: 905-607-0181  
karen@k2publishing.ca

Visit our website at  
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