



Canadian VET Practice



CANADA'S VETERINARY NEWSMAGAZINE

2021 Media Planner

Canadian Vet Practice newsmagazine - bringing the whole veterinary healthcare team together in a 'One Health' vision of caring for animals. One exciting print + digital publication to keep busy veterinarians and veterinary technologists up-to-date on the latest advancements in patient care and veterinary hospital management, as presented by esteemed veterinary specialists and other key opinion leaders.

VET Top 10 game changers for successful weight loss plans

EDMONTON, AB - Setting up a weight loss program at your clinic can be the key to success with weight loss plans for your patients. Weight loss programs require very few tools, and most of these you likely already have at your clinic, advised Jackie Parr BScL, DVM, MSc, Dip ACVN, a Board Certified Veterinary Nutritionist, presenting at a recent Edmonton Association of Small Animal Veterinarians seminar. She said tools needed for a weight loss program include:

- Appropriate diets that are safe and effective for weight loss
- Appropriate tools that complement a weight loss diet
- Scale for measuring body weight (calibrated)

Weight loss plans continues on page 2

TEAM Feline aggression toward humans: prevention and management

EDMONTON, AB - Though cats are a solitary species when feral and resources are limited, they are social in nature when there are sufficient food resources. Domesticated cats will engage socially with humans as well as other cats, advised Kelly A. St. Denis, MSc, DVM, DABVP (feline practice), presenting at a recent Edmonton Association of Small Animal Veterinarians seminar. Yet, she pointed out, the statistics on feline aggression toward humans are sobering. Consider that:

10% of cats relinquished to shelters for behavioral reasons were because of aggression toward people.¹ In one study, 30% of feline admissions from humane societies showed aggression toward people at 1 year of age.²

The ability to socialize with humans will vary between individual cats, based on their genetics, prenatal environment, early socialization and life experiences, noted Dr. St. Denis. She said that early socialization, including handling during the first few weeks, leads to cats that are friendlier and less fearful towards people.¹

Feline aggression continues on page 6

Good death experience continues on page 5

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- The new post-COVID-19 rooms of veterinary conferences
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VET The ultimate good death experience

WINNIPEG, MB - The Companion Animal Euthanasia Training Academy (CAETA) Blueprint for compassionate care during companion animal euthanasia involves 14 essential components noted Faith Banks, DVM, CHVP, while presenting at the Can'An Conference. The in-person "Euthanasia" is used to help remember the steps.

The 14 essential components of companion animal euthanasia

- G = Grief support materials provided
- O = Outline caregiver and pet preferences
- C = Offer pills before and after death
- D = Deliver proper technique
- E = Establish rapport
- U = Use pre-euthanasia sedation or anesthesia
- T = Thorough, complete consent
- H = Helpful and compassionate person
- A = Adequate time
- N = Narrate the process
- A = Avoid pain and anxiety
- S = Safe place to gather
- I = Inclusion of loved ones
- A = Assistance with body care

*Copyright, Kathleen Cooney, CAETA program, 2017

Market Updates:

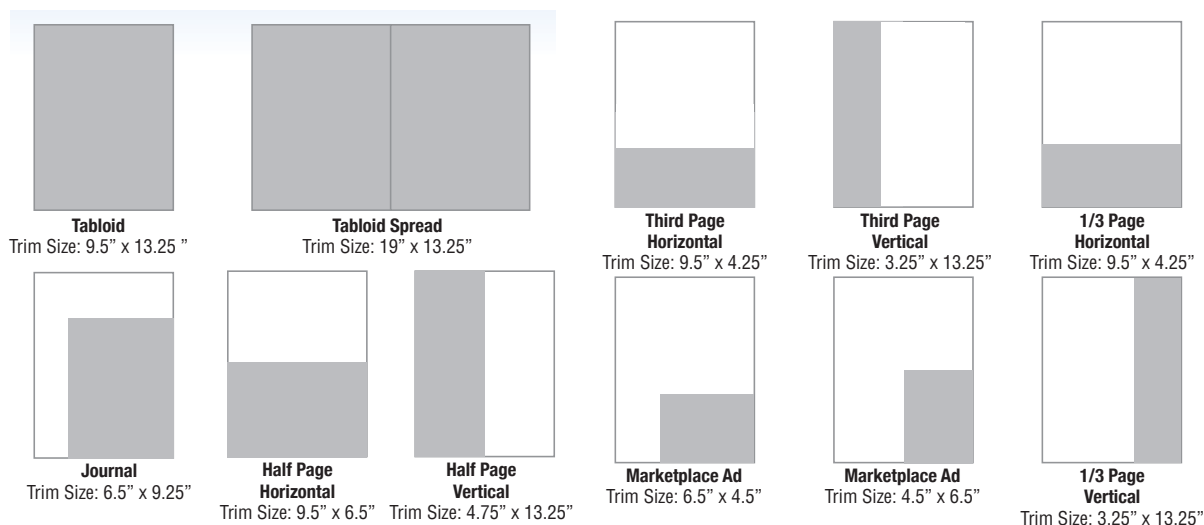
- Canadians households are home to approximately 8.3 million cats and 8.2 million dogs!
Source: 2018 survey conducted by Kynetec on behalf of the Canadian Animal Health Institute
- Approximate number of veterinarians in Canada: 12,886
- Approximate number of veterinary practices in Canada: 3,444
Source: A 2018 survey of Canadians conducted by Kynetec on behalf of the Canadian Animal Health Institute
- Publishing exclusively for the veterinary market since 2006, K2 Animal Health Publishing, the publisher of *Canadian Vet Practice*, has served Canadian veterinary practices for over 15 years!
- We are 100% Canadian owned and operated!

Print Advertising:

- Large tabloid size newsmagazine ensures great visibility for your print advertisements.
- Your advertisement is printed in a respected Canadian veterinary magazine, that is supported by an esteemed Board of Canadian veterinary experts.
- National circulation gets your advertisements into veterinary clinics across the country.
- *Canadian Veterinary Practice* is well read by veterinary professionals - a great way to reach out with your messaging during these times of social distancing!

Leading the way in Canadian veterinary publishing since 2006

Advertising Specifications



Tabloid
Live: 9.25" x 12.25"
Bleed: 9.75" x 13.5"

Tabloid spread
Live: 18.5" x 12.25"
Bleed: 19.25" x 13.5"

Journal
Live: 6.5" x 9.25"
Bleed: 6.625" x 9.375"

Quarter Tabloid Horizontal
Live: 6.625" x 4.75"

Quarter Tabloid Vertical
Live: 4.75" x 6.625"

Front Cover Bootlug
Live: 2.75" x 1.75"

Double Business Card
Live: 3.5" x 4"

Format
High-Resolution PDF (300DPI)
Binding: Saddle-stitch

Circulation: Print + Digital

Veterinary practice type

Companion animal	62%
Mixed animal	28%
Large animal	10%

Print circulation:

Over 3,000 veterinary practices across Canada, including clinics in every province and territory.

At most clinics, the magazine is read by several veterinarians and shared with the clinic team.

Clinics tell us they keep copies on hand as a useful resource.

Digital circulation:

Digital circulation includes registered veterinary technicians and technologists across Canada, plus veterinarians.

Great way to reach millennials in the veterinary practice!

Veterinarians:

Clinics across Canada that receive the magazine. At most clinics, the printed magazine is read by several veterinarians.

Ontario	1,648
British Columbia	657
Quebec	573
Alberta	802
Saskatchewan	243
Manitoba	202
Nova Scotia	199
New Brunswick	114
Newfoundland	62
Prince Edward Island	33
Territories	8
Digital subscriptions	304
Total	4,845

Approximate total circulation:

Veterinarians	4,845
Vet techs	5,859
Other (Education, Industry)	737
Total	11,441

Veterinary technologists/technicians:

Distributed by provincial vet tech associations to their members, and directly to vet techs.

Ontario	1,685
British Columbia	600
Quebec	440
Alberta	1,900
Saskatchewan	455
Manitoba	345
Atlantic Provinces	425
Territories	9
Total	5,859

"Your magazine is lying on my desk catching my eye and in a quiet moment I open and read it. That's how it works for most of us."

- Dr. Ernst Marsig, Animal Hospital of Unionville, ON

"I've downloaded the articles you provided - very helpful - thank you!"

- Christiane Orsini, DVM, Locum veterinarian, ON

"Your magazine is probably the most widely read of any of the publications received at our hospital."

- Wayde, Petroglyph Animal Hospital, BC



Canadian Vet Practice

Leading the way since 2006, *Canadian Vet Practice* continues to serve veterinary professionals across Canada with timely and informative articles on both treatment updates and practice management information.

Editorial is based on information presented by veterinary specialists and vet business experts, both virtually and at on site educational forums. All articles are expert reviewed. Best of all, *Canadian Vet Practice* newsmagazine is 100% Canadian owned and operated!

Good magazine you put out. I enjoy it!

- Barbara O'Neil, DVM, Gananoque Veterinary Clinic, ON

*Thank you for sharing these timely articles.
The magazine is great and I appreciate it in print!
(Nice break for tech eyes).*

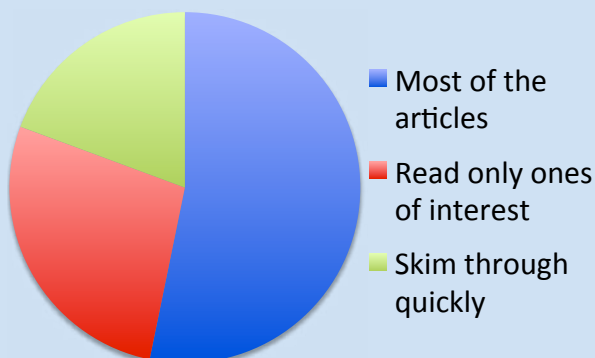
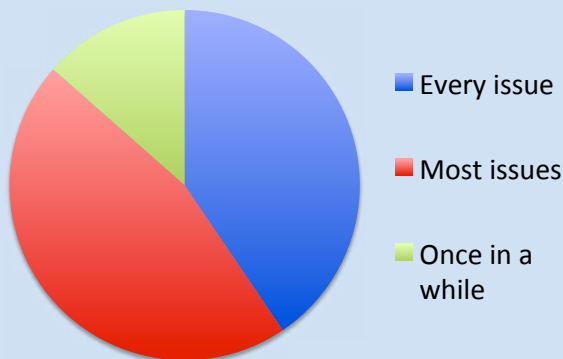
- Sarah Wilkes, RVT, Angus Veterinary Clinic, ON

2020 Planning Calendar

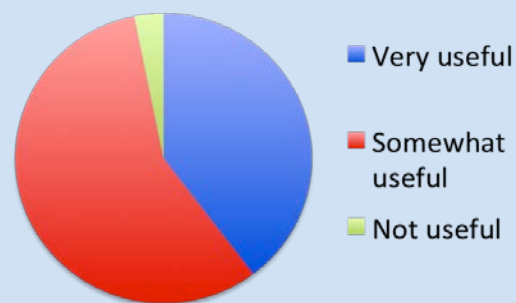
Issue	Ad Booking	Material Due
Winter (February)	January 7	January 15
Spring (May)	April 1	April 15
Summer (August)	July 1	July 15
Fall (November)	October 1	October 15

Survey Highlights

How do you typically read *Canadian Vet*?



How useful is *Canadian Vet* to your practice?



This is what I like best about the magazine

- 1) Clinical articles
- 2) Practice management articles
- 3) Advertisements

Thank you for the amazing articles!

- Kathryn Sippel, DVM, Mississippi Veterinary Services, ON

2020 Rate Card

Display Advertisements

(Net rates)

	1x	4x
Full tabloid page	\$2,525	\$2,125
Journal size	\$2,175	\$1,940
1/2 page	\$1,895	\$1,590
1/3 page	\$1,515	\$1,275
1/4 page	\$1,135	\$956
Marketplace or Large business card ad	\$495	\$395
False Cover ad (Cover and IFC positions)	\$4,350	\$4,020
Feature column sponsorship with logo	\$475	\$350
IFC, IBC, OBC.	\$2,775	2,340

Vet Toolkit Sponsorship*

(*add \$500 vet honorarium)

	1x	4x
	\$2,145	\$1,925

4-Colour Process:

Colour is included on posted rates

Agency Commission:

15% commission to recognized advertising agencies

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 proof of performance
- All prices are in Canadian dollars

Inserts

Glued tip-on inserts	\$1,200
Polybagged inserts	\$1,200
Belly wraps (23" x 4")	\$1,250
Two inserts in same issue	\$1,750

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

Reduced rates apply for distribution to a selected portion of our circulation

Website Ads www.k2publishing.ca

	1-6mths	6-12mths
Leaderboard banner ad (728 x 120px)	\$495	\$450
Standard banner ad (180 x 480 px)	\$375	\$345

Website ads include a link to your website

E-Newsletter (Canadian Vet Link)

Custom e-blast to over 11,000 vet + vet techs	\$1,045
Banner ad (728 x 120 px)	\$450
Banner ad + Big box ad	\$725

E-newsletter ads include a link to your website

Ask Us About:

- Sponsoring an article
- Toolkit sponsorship (client handouts)
- Custom reports and brochures
- *Canadian Vet Link* e-newsletter ads
- Your banner ad on our website
- Custom E-blasts

"I have just subscribed to the digital version of your excellent (and not just because it's free) newsmagazine."

- Larry Yelen, DVM, Pine Valley Animal Hospital, ON

"Well done! I am glad I receive this great magazine."

- Sandy Haas, SAVT Past President, SK

Insertion Orders and Artwork

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