2006 Veterinary Media Planning Guide

Companion Animal Veterinarians & Hospital Team

Provided by

Editorial Profiles

Compendium

The *Compendium on Continuing Education for the Practicing Veterinarian* is a refereed journal that is designed to view and update important topics in medicine and surgery for the veterinarian in practice. The journal is divided into 2 sections: small animal and equine. Manufacturers are allowed to purchase feature editorial content that is listed on the table of contents.

DVM Newsmagazine

DVM, the Newsmagazine of Veterinary Medicine is edited for veterinarians in private practice. The specific information needs of small animal, equine, and food animal practitioners are addressed in separate sections each month. It provides news reporting and analysis of issues influencing the way veterinarians practice, as well as clinical and practice management articles.

Firstline

Firstline is the most focused and valuable education tool available to help veterinary team members communicate effectively with clients, doctors and one another. It reaches a select list of receptionists, hospital managers, veterinary technicians and assistants. To deliver the training and insights team members need to improve these skills, with content designed to improve their professional effectiveness and knowledge.

Journal of the American Veterinary Medical Association

Journal of the AVMA is published for veterinarians. Its primary purpose is to report contributions to veterinary science and medicine by means of textual and illustrated articles. It regularly features conference reports, illustrated diagnostic problems, book reviews, and abstracts from the American Journal of Veterinary Research. It also acts as a medium to disseminate news, technical and personal, to the United States veterinary community. Also included are announcements of coming meetings, continuing education courses, employment and practice opportunities, and a classified advertising section.

NAVC Clinician's Brief

Clinician's Brief is a peer-reviewed journal serving small animal practitioners. The journal utilizes a concise, digest-style format using capsules from more than fifty veterinary, medical and scientific sources.

Editorial Profiles

Veterinary Economics

Veterinary Economics provides practicing small animal, equine and food animal veterinarians with the business tools, insights, ideas and inspiration they need to fuel their passion for practice and to survive in an increasingly competitive marketplace. Feature articles focus on personnel, client loyalty and satisfaction, marketing, expenses, earnings, fees, personal financial planning, partnerships, hospital design, leadership, management excellence, and ideas to maximize patient well-being. Departments cover technology, practice-management advice, small business issues, industry trends and profiles of successful veterinarians.

Veterinary Forum

Veterinary Forum is edited to provide veterinarians with an arena to exchange ideas and seek answers to clinical and practice management dilemmas that arise in practice. Manufacturers are allowed to purchase feature editorial content that is listed in the table of contents**.**

Veterinary Medicine

Veterinary Medicine is a peer-reviewed journal that provides solutions to common clinical problems faced by practicing small animal veterinarians. It provides in-depth review articles, current research findings on clinically relevant topics, interactive case reports and practice tips shared by colleagues. *Veterinary Medicine* is the only journal written exclusively for small-animal veterinarians and delivered to a large circulation base. Long recognized as the most credible journal for practitioners, *Veterinary Medicine* is the only professional publication edited by a practicing veterinarian.

Veterinary Practice News

Veterinary Practice News is an information source for practicing veterinarians. VPN offers veterinary medicine and business coverage, as well as coverage of emerging issues regarding technology and practice management. It has a small animal focus with regular coverage of exotic, equine and food animal medicine. Manufacturers are allowed to purchase sponsorship of editorial with product logo placed strategically around editorial. Manufacturers are also allowed to contribute editorial to the journal.

Veterinary Technician

Veterinary Technician is edited for veterinary technicians as well as veterinarians, hospital staff and veterinary hospital managers. *Veterinary Technician* provides readers with updates of current clinical topics, client communication issues and practice management information.

Total personal direct request from the recipient*

Written • Telecommunication • Internet • E-mail

Journal	Total qualified direct request circulation	%	Total qualified Circulation
DVM Newsmagazine	51,763	90.0%	57,538
Veterinary Economics	51,675	90.0%	57,448
Veterinary Medicine	48,531	90.0%	53,933
Veterinary Practice News	46,124	87.5%	52,712
Veterinary Forum	39,301	82.8%	47,443
Clinician's Brief	20,319	73.0%	27,865
Compendium	16,638	47.0%	35,310
JAVMA	0	0	67,617
Firstline+	15,209	75.6%	20,107
Veterinary Technician	13,791	74.7%	18.468

*Source: June 2005 BPA Worldwide Publisher's Statement.

+Firstline circulation claim is publisher's own data.

Trends

Personal direct request from the recipient – circulation

	June 2001	Dec. 2001	June 2002	Dec. 2002	June 2003	Dec. 2003	June 2004	Dec. 2004	June 2005
DVM Newsmagazine	45,333	46,580	48,431	50,836	51,536	50,731	51,988	52,315	51,763
Veterinary Economics	47,696	51,434	48,873	52,517	50,104	52,342	51,735	54,429	51,675
Veterinary Medicine	40,210	43,922	41,966	46,513	44,437	46,887	48,261	51,643	48,531
Veterinary Practice News	43,755	45,389	46,064	44,251	45,523	43,474	43,250	45,641	46,124
Veterinary Forum	42,494	42,672	42,872	40,437	39,694	44,085	44,648	42,197	39,301
Clinician's Brief	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	20,319
Compendium	20,921	21,208	20,757	21,291	19,945	17,346	20,009	17,095	16,638
Firstline+	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	15,209
Veterinary Technician	12,658	12,418	10,607	15,102	11,387	12,135	12,555	13,363	13,791

Source: June 2001 – June 2005 BPA Worldwide Publishers Statement.

+Firstline circulation claim is publisher's own data.

Trends

Personal direct request from the recipient – percent of total qualified

	June 2001	Dec. 2001	June 2002	Dec. 2002	June 2003	Dec. 2003	June 2004	Dec. 2004	June 2005
Veterinary Medicine	92.7%	92.7%	92.4%	92.4%	93.2%	93.2%	90.0%	90.0%	90.0%
	43,391	47,397	45,417	50,338	47,667	50,294	53,629	57,387	53,933
DVM Newsmagazine	89.5%	90.6%	90.6%	90.4%	90.4%	90.0%	90.0%	90.0%	90.0%
	50,640	51,404	53,447	56,208	56,982	56,364	57,760	58,152	57,538
Veterinary Economics	90.5%	90.5%	90.1%	90.1%	90.0%	90.0%	90.0%	90.0%	90.0%
	52,656	56,782	54,236	58,280	55,700	58,188	57,516	60,511	57,448
Veterinary Practice News	85.8%	88.7%	88.7%	84.7%	87.7%	82.6%	82.7%	87.5%	87.5%
	51,011	51,189	51,951	52,251	51,933	52,587	52,316	52,160	52,712
Veterinary Forum	86.0%	85.2%	87.4%	80.7%	81.4%	90.4%	92.4%	84.3%	82.8%
	49,401	50,090	49,025	50,064	48,783	48,794	48,309	50,074	47,443
Clinician's Brief	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	73.0%
									27,865
Compendium	53.7%	58.7%	59.9%	67.6%	65.5%	57.7%	66.6%	55.9%	47.0%
	38,390	36,108	34,679	31,481	30,468	30,108	30,065	30,574	35,310
Firstline+	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	75.6%
									20,107
Veterinary Technician	55.9%	56.0%	74.9%	99.7%	74.6%	76.0%	69.7%	70.5%	74.7%
	22,704	22,153	14,165	15,149	15,265	15,968	18,019	18,950	18,468

Source: June 2001 – June 2005 BPA Worldwide Publishers Statement.

+Firstline circulation claim is publisher's own data.

Age of Qualified Circulation

June 2005

Journal	Total qualified circulation in one year	Qualified within one year	Total Qualified
JAVMA	67,617	100%	67,617
DVM Newsmagazine	53,007	92.1%	57,538
Veterinary Economics	46,723	81.3%	57,448
Veterinary Practice News	46,799	88.8%	52,712
Veterinary Medicine	44,112	81.8%	53,933
Compendium	28,617	81.1%	35,310
Clinician's Brief	26,549	95.3%	27,865
Veterinary Forum	24,640	51.9%	47,443
Firstline[+]	20,107	100%	20,107
Veterinary Technician	13,600	73.6%	18,468

Source: June 2005 BPA Worldwide Publisher's Statement.

[+]*Firstline* circulation claim is publisher's own data.

Total Qualified Circulation – United States and International

June 2005

Journal	Total qualified U.S. plus International*	2005 Page b/w 1x‡	CPM
JAVMA	67,617	$4,900	$72.47
DVM Newsmagazine	57,538	$6,240	$108.45
Veterinary Economics	57,448	$6,135	$106.79
Veterinary Medicine	53,933	$5,610	$104.02
Veterinary Practice News	52,712	$4,900	$92.96
Veterinary Forum	47,443	$5,135	$108.24
Compendium	35,310	$3,940	$111.58
Clinician's Brief	27,865	$3,695	$132.60
Firstline+	20,107	$5,400	$268.56
Veterinary Technician	18,468	$3,245	$175.71

*Source: June 2005 BPA Worldwide Publisher's Statement.
‡Source: SRDS 1x page b/w. Rate is based on a junior page size.

CPM = cost per thousand
+Firstline circulation claim is publisher's own data.

June 2005 Total Qualified Circulation – United States

Journal	U.S. only*	2005 Page b/w 1x‡	CPM
JAVMA	66,257	$4,900	$73.95
DVM Newsmagazine	57,375	$6,240	$108.76
Veterinary Economics	56,858	$6,135	$107.90
Veterinary Medicine	53,111	$5,610	$105.63
Veterinary Practice News	50,067	$4,900	$122.30
Veterinary Forum	47,303	$5,135	$108.56
Compendium	31,836	$3,940	$123.76
Clinician's Brief	27,443	$3,695	$134.64
Firstline +	20,107	$5,400	$268.56
Veterinary Technician	17,291	$3,245	$187.67

June 2005 Percent Total Qualified Circulation – United States

Journal	Percent total qualified circulation in the U.S.	Total qualified circulation
DVM Newsmagazine	99.7%	57,538
Veterinary Forum	99.7%	47,443
Veterinary Economics	99.0%	57,448
Veterinary Medicine	98.5%	53,933
Clinician's Brief	98.5%	27,865
JAVMA	98.0%	67,617
Veterinary Practice News	95.0%	52,712
Compendium	90.2%	35,310
Firstline+	100%	20,107
Veterinary Technician	93.6%	18,468

*Source: June 2005 BPA Worldwide Publisher's Statement.
‡Source: SRDS 1x page b/w. Rate is based on a junior page size.

CPM = cost per thousand
+*Firstline claim is publisher's own data.*

Veterinarians, Veterinary Technicians and/or other Hospital Team by All Practice Types

June 2005

Journal	BPA Circulation Categories #1-6*	2005 Page b/w 1x‡	CPM
DVM Newsmagazine	57,246	$6,240	$109.00
Veterinary Economics	57,165	$6,135	$107.32
Veterinary Medicine	53,405	$5,610	$105.05
JAVMA	52,230	$4,900	$93.82
Veterinary Practice News	48,054	$4,900	$101.97
Veterinary Forum	41,385	$5,135	$124.08
Compendium	29,814	$3,940	$132.15
Clinician's Brief	27,579	$3,965	$143.77
Firstline+	20,087	$5,400	$268.83
Veterinary Technician	11,706	$3,245	$277.21

CPM = cost per thousand

*Source: June 2005 BPA Worldwide Publisher's Statement.

‡Source: SRDS 1x page b/w. Rate is based on a junior page size.

+*Firstline claim is publisher's own data.*

Trends

Exclusive small animal circulation

	June 2001	Dec. 2001	June 2002	Dec. 2002	June 2003	Dec. 2003	June 2004	Dec. 2004	June 2005
DVM Newsmagazine	36,049	36,403	37,829	38,681	39,206	38,508	40,000	40,748	40,418
Veterinary Economics	36,156	37,783	37,152	38,574	38,204	38,500	40,000	41,005	40,494
Veterinary Medicine	31,842	32,629	33,473	35,529	35,592	38,424	40,000	41,002	40,309
Veterinary Practice News	32,107	33,297	33,250	35,495	34,663	36,875	35,847	36,556	36,160
Veterinary Forum	35,541	34,860	34,032	34,874	33,915	33,533	32,470	32,161	31,363
JAVMA	29,182	NR*	30,194	31,890	31,876	32,774	32,563	33,648	33,355
Compendium	24,931	21,760	20,768	20,150	20,759	17,920	18,663	18,311	25,832
Veterinary Technician	12,781	12,280	6,659	7,176	7,208	7,733	8,655	9,120	8,987

Growth

Exclusive small animal circulation

Journal	Growth June 2001-June 2005
Veterinary Medicine	+27%
JAVMA	+14%
Veterinary Practice News	+13%
DVM Newsmagazine	+12%
Veterinary Economics	+12%
Compendium	+4%
Veterinary Forum	-12%
Veterinary Technician	-30%

*Not reported separately.

Source: June 2001 – June 2005 BPA Worldwide Publishers Statement.

Advertising Space Rate Increases

1x Page B/W

2001 - 2005

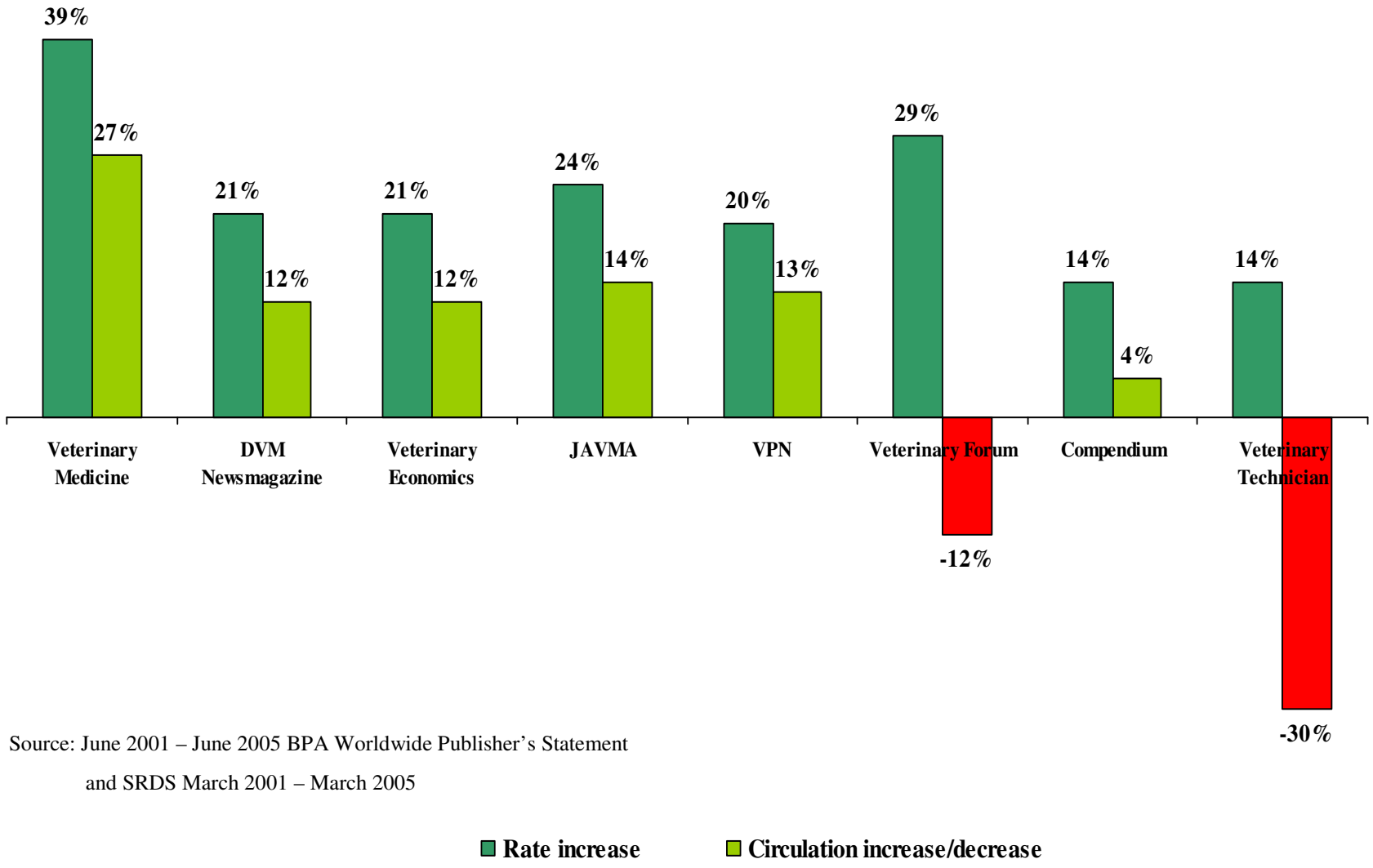
	2001	2002	2003	2004	2005
DVM Newsmagazine	$5,160	$5,500	$5,790	$6,055	$6,240
Veterinary Economics	$5,065	$5,370	$5,640	$5,955	$6,135
Veterinary Medicine	$4,040	$4,280	$4,575	$5,170	$5,610
Veterinary Practice News	$4,070	$4,270	$4,440	$4,620	$4,900
JAVMA	$3,950	$4,100	$4,350	$4,575	$4,900
Veterinary Forum	$3,970	$4,150	$4,700	$4,890	$5,135
Compendium	$3,450	$3,605	$3,605	$3,750	$3,940
Veterinary Technician	$2,840	$2,970	$2,970	$3,090	$3,245

Journal	Increases 2001-2005
Veterinary Medicine	+39%
Veterinary Forum	+29%
DVM Newsmagazine	+21%
Veterinary Economics	+21%
JAVMA	+24%
Veterinary Practice News	+20%
Compendium	+14%
Veterinary Technician	+14%

Source: SRDS March 2001 – March 2005

Advertising Rate Increase Compared to Exclusive Small Animal Circulation Increase/Decrease

2001 - 2005



Source: June 2001 – June 2005 BPA Worldwide Publisher's Statement and SRDS March 2001 – March 2005

Exclusive Small Animal

June 2005

Journal	BPA Circulation Category #1	2005 Page b/w 1x‡	CPM
Veterinary Economics	40,494	$6,135	$151.50
DVM Newsmagazine	40,418	$6,240	$154.39
Veterinary Medicine	40,309	$5,610	$139.17
Veterinary Practice News	36,160	$4,900	$135.51
JAVMA	33,355	$4,900	$146.90
Veterinary Forum	31,363	$5,135	$162.32
Compendium	25,832	$3,940	$152.52
Clinician's Brief	24,259	$3,965	$163.44
Firstline+	13,480	$5,400	$400.59
Veterinary Technician	8,987	$3,245	$361.08

*Source: June 2005 BPA Worldwide Publisher's Statement.
‡Source: SRDS 1x page b/w. Rate is based on a junior page size.

+*Firstline* claim is publisher's own data.
CPM = cost per thousand

Exclusive Small Animal and Over 50% Small Animal

June 2005

Journal	BPA Circulation Category 1 & 2*	2005 Page b/w 1x‡	CPM
Veterinary Economics	46,634	$6,135	$131.56
DVM Newsmagazine	45,710	$6,240	$136.51
Veterinary Medicine	45,343	$5,610	$123.72
Veterinary Practice News	39,784	$4,900	$123.17
JAVMA	38,596	$4,900	$126.96
Veterinary Forum	35,559	$5,135	$144.41
Compendium	27,259	$3,940	$144.54
Clinician's Brief	27,111	$3,965	$146.25
Firstline+	15,046	$5,400	$358.90
Veterinary Technician	10,096	$3,245	$321.41

*Source: June 2005 BPA Worldwide Publisher's Statement.
‡Source: SRDS 1x page b/w. Rate is based on a junior page size.

+*Firstline* claim is publisher's own data.
CPM = cost per thousand

Exclusive Small Animal, Over 50% Small Animal and Mixed Practice (50%-50%)

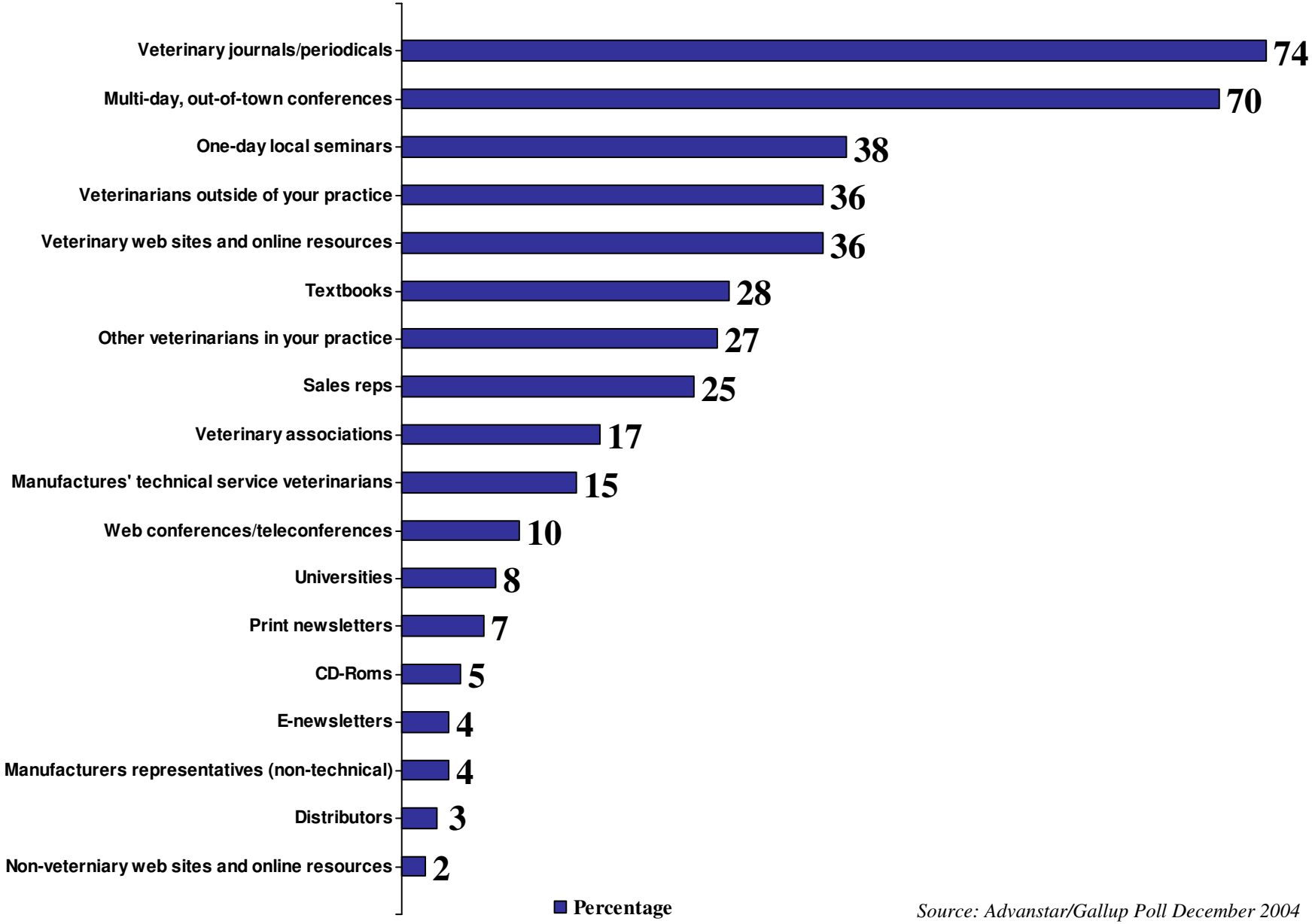
June 2005

Journal	BPA Circulation Categories 1, 2 & 3*	2005 Page b/w 1x‡	CPM
DVM Newsmagazine	51,580	$6,240	$120.98
Veterinary Economics	51,919	$6,135	$118.16
Veterinary Medicine	50,090	$5,610	$112.00
Veterinary Practice News	44,096	$4,900	$111.12
JAVMA	42,277	$4,900	$115.90
Veterinary Forum	38,781	$5,135	$132.41
Compendium	28,289	$3,940	$139.28
Clinician's Brief	27,543	$3,965	$143.96
Firstline+	17,905	$5,400	$301.59
Veterinary Technician	10,923	$3,245	$297.07

*Source: June 2005 BPA Worldwide Publisher's Statement.
‡Source: SRDS 1x page b/w. Rate is based on a junior page size.

+*Firstline* claim is publisher's own data.
CPM = cost per thousand

Most Useful Resources for Delivering Veterinarians' Information Needs



Source: Advanstar/Gallup Poll December 2004 with responses from 2000 veterinarians.

2006 National Veterinary Conference Dates

North American Veterinary Conference (NAVC)	January 7 – 11 Orlando, FL
Western Veterinary Conference (WVC)	February 19 – 23 Las Vegas, NV
American Animal Hospital Association (AAHA)	March 18 – 22 Long Beach, CA
CVC - East	March 31 – April 3 Baltimore, MD
American College of Veterinary Internal Medicine (ACVIM)	May 31 – June 3 Louisville, KY
American Veterinary Medical Association (AVMA)	July 15 – 19 Honolulu, HA
CVC - Central	August 26 – 29 Kansas City, MO
Wild West Veterinary Conference (WWVC)	October 11 –15 Reno, NV
CVC - West	October 27 – 30 San Diego, CA
American Association of Equine Practitioners (AAEP)	December 2 – 6 San Antonio, TX