

Target Your Advertising to Missouri's Veterinary Professionals

ADVERTISING OPPORTUNITIES WITH THE "MISSOURI VETERINARY QUARTERLY"



EDITORIAL CONTENT

The *Missouri Veterinary Quarterly* offers clear, comprehensive, and up-to-date information about issues and regulations that readers can apply immediately in their own clinics and professional lives.

With articles written by the most authoritative veterinarian leaders and consultants in the field, *Missouri Veterinary Quarterly* covers a broad range of subjects.

Regular topics include:

- National Politics from the American Veterinary Medical Association
- Current Events and News From the MVMA
- Updates on Government Regulations
- Payment Issues (Insurers, Liability, Credit)
- Animal Welfare Advocacy
- Adding Value to Client Services
- State Legislation and Policy Making
- Advancements in Technology
- MVMA Events, Training and Networking Opportunities
- Annual Conference Coverage

2020 PUBLICATION & ADVERTISING SCHEDULE

Issue	Order Deadline	Artwork Due:	Mail Date
Spring 2020	Feb. 10, 2020	Feb. 20, 2020	Mar 15, 2020
Summer 2020	May 15, 2020	June 5, 2020	June 18, 2020
Fall 2020	Aug. 15, 2020	Sept. 8, 2020	Sept. 25, 2020
*Winter 2020	October 5, 2020	Nov. 1, 2020	Nov. 20, 2020

* *MVMA Annual Convention Issue*

2020 ADVERTISING RATES - PER ISSUE

	1X	4X
Full Page	\$565	\$452
1/2 Page	\$380	\$304
1/3 Page	\$262	\$210
1/4 Page	\$188	\$150
1/8 Page	\$ 98	\$ 78
Centerspread	\$1,130	\$900

**Ad rates are net.*

** *Partners For Progress and Associate Members receive a 10% discount on advertising rates.*

AD SPECIFICATIONS (Width x Height-LIVE)

Full-page:	7.5" x 10" * (Trim: 8.5" x 11") (Bleed: 8.75" x 11.25")
1/2-page:	7.5" x 5.00"
1/3-page:	2.5" x 10" *(Verticle for legal)
1/4-page:	3.75" x 5.00"
1/8-page:	2.00" x 5.00"

**for bleed add .125" on all sides.*

BACKGROUND

Published quarterly with a circulation of more than 1,900 each issue, *Missouri Veterinary Quarterly* serves the membership and prospective members of the Missouri Veterinary Medical Association.

In addition to print, an electronic version of the magazine is placed on the MVMA website with links to companies' advertising pages.

Missouri Veterinary Quarterly readers are among the most successful veterinary professionals within the state of Missouri. They strive to continuously learn about new laws and regulations, methodologies, training opportunities, research, and technology.

Our readers look to *Missouri Veterinary Quarterly* as an invaluable tool that can improve their performance, strengthen their involvement in the community, and bolster their voice in policy making. The magazine increases membership and value for the Missouri Veterinary Medical Association by upholding the standards of the American Veterinary Medical Association. As a result, *Missouri Veterinary Quarterly* is read cover-to-cover and stored in our members' libraries for future reference.

This is your opportunity to reach the niche market the veterinary medical profession provides.

DESIGN INFORMATION

- The magazine is produced in a PC format.
- Ads submitted must be in .tiff, .eps, .jpg, or .pdf format.
- 300 dpi or higher, high-resolution press-quality, CMYK images only.
- Ads may be submitted as original Illustrator or Photoshop format. If the original ad is submitted, please include all linked files and change all type to outlines.
- Ads on a disk or E-mailed can be zipped (PC) if necessary.



TARGETING THE VETERINARY MEDICAL INDUSTRY IN MISSOURI

- In a survey conducted by the American Business Media, trade journals such as *Missouri Veterinary Quarterly*, earned a very high "Media Credibility Index" of 350 from the survey responders. This was by far the highest rating of any communications medium.
- The business-to-business press is the first-read medium for business purchasers decision-makers, owners and high-level management. Research shows that specialized business publications, like *Missouri Veterinary Quarterly*, are leaders in convenience, credibility, objectivity and valued, relevant educational editorial.
- Ads in specialized business publications, such as *Missouri Veterinary Quarterly*, are considered "useful" or "very useful" more than 3 times as often as advertisements in generalized business publications that are not tailored to a particular industry.
- On a scale of 1-5, where 1 is low and 5 is high, specialized business publications received a 4.0 from business decision-makers who were asked to choose the "most informative" medium from which to receive their business information.
- 84% of industry decision-makers look at the ads in the professional journals they read at least 50% of the time.
- Business decision-makers also tend to view industry trade publications as more objective, with 75.2% calling the trade press "highly objective" or "somewhat objective."
- Advertising in *Missouri Veterinary Quarterly* is an extraordinary way to reach a very targeted and elite business market.
- Cost per contact in *Missouri Veterinary Quarterly* is less than 20 cents on average.
- *Missouri Veterinary Quarterly* is the most frequently read magazine by members of Missouri Veterinary Medical Association, surpassing other trade publications. Members report that the *Missouri Veterinary Quarterly* is the one trade journal they read first.



A FEW PAST & CURRENT ADVERTISERS...

AVMA-PLIT
AVImark-Henry Schein
Banfield Veterinary Hospitals
Bayer Animal Health
Boehringer Ingelheim Animal Health
Ceva Animal Health
CVC-Kansas City
Hill's Pet Nutrition
Intervet-Schering Plough
Live Oak Bank
Merial, LTD
Missouri Beef Industry Council
MWI Veterinary Supply
PNC Bank
ProPartners Wealth Financial
Purina Veterinary Diets
RadioCat
Rolling Hills Pet Memorials
US Bank
VetLife Pharmaceuticals
Zoetis Animal Health

INTERESTED?

For more information on how the *Missouri Veterinary Quarterly* can help build your business with veterinary professionals in Missouri, or to submit artwork for advertising, call or email:

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