

VetScript

THE OFFICIAL MAGAZINE OF THE NEW ZEALAND VETERINARY ASSOCIATION

MEDIA KIT:
VetScript 2017



VetScript

VetScript – New Zealand’s best-read veterinary publication – is the flagship magazine of the New Zealand Veterinary Association (NZVA).

EACH ISSUE of *VetScript* is filled with stories that cover the incredible breadth and depth of the modern veterinary profession. From descriptions of cutting-edge scientific innovation to profiles of leaders in the veterinary profession who are making a difference on a global scale, *VetScript* brings readers engaging, motivating and thought-provoking stories.

VetScript encourages debate and discussion and challenges the status quo. Like veterinarians, it doesn't shy away from tough topics – it tackles them head-on and reinforces the concept that the wellbeing of animals, humans and the environment are inseparable.

If you're interested in selling your products and services to an intelligent, well-educated and motivated readership, look no further than *VetScript*.

By advertising in *VetScript*, you will reach a receptive veterinary audience and the many other individuals and organisations who work to advance animal health and welfare.

We welcome your interest and look forward to a fulfilling partnership.



Bette Flagler
Editor
VetScript



THE FACTS

PUBLISHER	New Zealand Veterinary Association
FREQUENCY	11 issues per year (February – December)
FORMAT	200×275mm, generally 68 pages
DISTRIBUTION	To more than 2,000 NZVA members and hundreds of other NZ and international subscribers
READERSHIP	Veterinarians, student veterinarians, practice owners and managers, government, industry opinion leaders, veterinary nurses

Key statistics

VetScript is the only publication that targets all sectors of New Zealand's veterinary profession. It also reaches most veterinary nurses as well as veterinary pharmaceutical company personnel, researchers, teachers and others involved in the animal health industries.

THE NZVA

The NZVA is the only membership association representing New Zealand veterinarians. With more than 2,000 members we are the leading voice for veterinarians working across disciplines (including companion animal, agriculture, research, industry, academia and species). Our work ensures that our members' contributions, whether they be to New Zealand's economy, international status and food safety, or to animal health and welfare are of the highest quality and are recognised and valued.

FREQUENCY

Eleven issues are published per year, from February to December. Each issue embodies the incredible breadth and depth of our profession. Our aim is to have *VetScript* in the readers' hands the first week of the month.

FORMAT

Our magazine is slightly smaller than A4 – 200mm wide and 275mm tall. Generally 68 pages, printed full colour on satin matt paper.

DISTRIBUTION

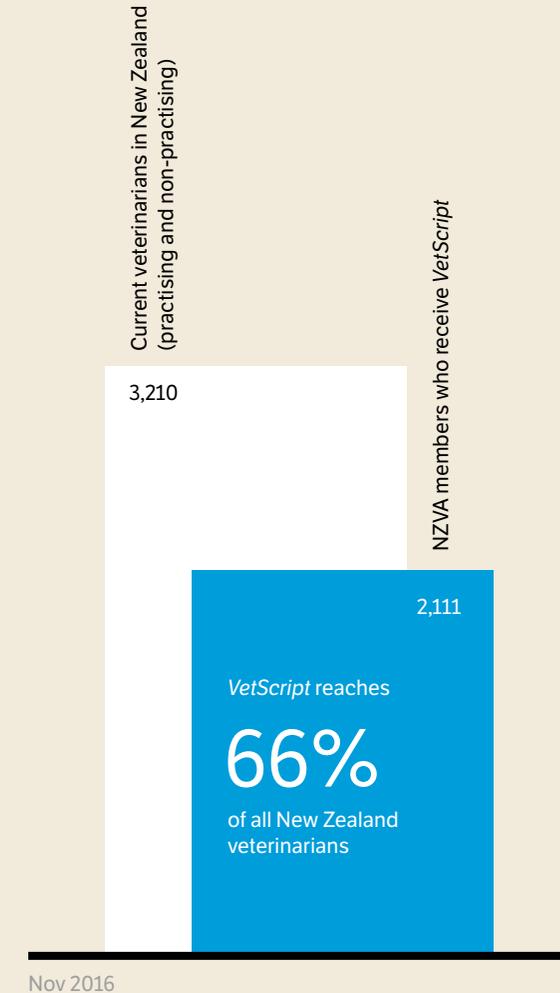
VetScript is distributed to more than 2,000 NZVA members and hundreds of other New Zealand and international subscribers.

READERSHIP

Veterinarians, student veterinarians, practice owners and managers, government, industry opinion leaders and veterinary nurses all read *VetScript*.

VetScript readers are educated professionals with disposable income. For an advertiser, veterinarians offer an interesting mix of targets: women comprise 45% of the full time-equivalent workforce but represent 75–80% of those studying veterinary medicine at Massey University. Currently 59% of women in the veterinary workforce are under the age of 40, compared to 23% of men. Only 14% of the women in the workforce are over the age of 50, compared to 51% of men.

- 89% of members read most or all of each issue of *VetScript*.
- 52% of members spend more than one hour reading each issue.
- 85% of members rate *VetScript* either highly or very highly in terms of a membership benefit.



Advertising opportunities



DISPLAY ADVERTISING

We reserve premium positions in the magazine layout for our advertisers, providing you with the opportunity to drive brand and product awareness with our specialist veterinarian audience.

ADVERTORIALS

Advertorials are a great way to launch a new product or service – you can inform prospective buyers at the same time you promote your product or service to our niche readership of veterinarians.

Advertorials are designed to look like editorial copy and use the same voice, style and layout as the rest of the magazine. In *VetScript*, advertorials are placed in an advertorial design and are identified by “Advertorial” at the top of the page. The copy is supplied by the company and is edited and sub edited to fit the style of the magazine; illustrations are also supplied by the company. The page is designed by the *VetScript* designer and the company has final sign-off of the page.

Double page spread	\$4,962
Full page	\$2,623
Half page	\$1,331

FLY SHEET

The fly sheet provides an excellent opportunity for your brand to be seen broadly in veterinary practice. Printed in full colour, one sided, advertising area on bottom half 200mm (w) × 135mm (h).



INSERTS

Advertisers can insert a flyer into *VetScript*. Printed insert material must be delivered to the mailing house by the required date. Each package must have a delivery note clearly stating the name of the publication “*VetScript*” and “Insert #?” (as provided by the the NZVA). Prices for printing insert material, or for inserts of more than one page are available on application.

1 page (single or double sided)	\$1,500
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CLASSIFIEDS

Pricing for job vacancy adverts is based on column centimetres. They are placed in the ‘Classifieds’ section of the magazine and the NZVA website for one month. Deadline for material is the 1st of the previous month. Ads can be relisted for 50% of original fee (*continuous relisting only*). Late classified advertisements can be included as loose inserts. Deadline is before 9am on the 20th of the month preceding publication.

CONTACT DETAILS

DISPLAY ADVERTISING (incl. Inserts)

Leanne Fecser
Advertising Manager
advertising@vets.org.nz
+64 4 495 1144 / +64 (0)27 354 2038

CLASSIFIED ADVERTISING

Nicole Brosnahan
Marketing and Sales
classifieds@vets.org.nz
+64 4 495 1140

EDITOR

New Zealand Veterinary Association
Level 2, 44 Victoria Street, Wellington
PO Box 11212, Wellington
Phone +64 4 471 0484
Fax + 64 4 471 0494
vetscript@vets.org.nz

Advertising rates

Effective 1 January 2017



DISPLAY ADVERTISING

All rates exclusive of GST. **CASUAL** **5 INSERTIONS** **10 INSERTIONS**

Double Page Spread	\$4,962	\$4,546	\$4,134
Full page	\$2,632	\$2,365	\$2,192
Half page	\$1,331	\$1,234	\$1,110
Quarter page	\$795	\$730	\$665
Loose inserts	\$1,500		

Sponsoring Partner Discounts*

Diamond Partner	20% off card rate
Gold Partner	10% off card rate
Silver Partner	5% off card rate

*Bookings and payment must be made direct with the NZVA (and not through an agency) to qualify for discount.

BOOKING AND MATERIALS DEADLINES

ISSUE	BOOKING	MATERIALS
March	1 February	7 February
April	1 March	7 March
May	1 April	7 April
June	1 May	7 May
July	1 June	7 June
August	1 July	7 July
September	1 August	7 August
October	1 September	7 September
November	1 October	7 October
December	1 November	7 November

CONTACT DETAILS

DISPLAY ADVERTISING

Leanne Fecser, Advertising Manager
advertising@vets.org.nz
04 495 1144 / 027 354 2038

Advertising rates

Effective 1 January 2017



CLASSIFIED ADVERTISING

All rates exclusive of GST.

		PRICE
GENERAL CLASSIFIEDS	per column cm (minimum charge \$132 = 4cm) <i>relist ad for 50% of initial fee (continuous relisting only)</i>	\$33
SPECIAL 'MARKETPLACE' RATE	advertising for-sale items (not employment positions), maximum 25 words	<i>NZVA Member</i> \$72 <i>Non-member</i> \$97
WEB-ONLY ADVERTISING	per 200 words on www.nzva.org.nz/classifieds per extra 20 words <i>relist ad for 50% of initial fee (continuous relisting only)</i>	\$204 \$31
EARLY PLACEMENT ON WEBSITE	before <i>VetScript</i> publication date	\$92
LATE CLASSIFIEDS <i>(loose inserts)</i>	printed on a loose, coloured insert and placed on the the NZVA website for one month, only distributed to NZ subscribers	<i>Quarter page (83x115mm)</i> \$528 <i>Half page (170x115mm)</i> \$815 <i>Full page (170x230mm)</i> \$1,095
CLASSIFIED RATES – OVERSEAS ADVERTISERS <i>(in NZ\$)</i>	per column cm (minimum charge \$152 = 4cm) per 200 words on www.nzva.org.nz/classifieds per extra 20 words <i>relist ad for 50% of initial fee (continuous relisting only)</i>	\$38 \$240 \$36

All classified advertisements are placed on the NZVA website (www.nzva.org.nz) for the month they are booked at no extra cost.

BOOKING AND MATERIALS DEADLINES

Classifieds – 1st of the previous month

Late classifieds – 20th of the previous month

CONTACT DETAILS

CLASSIFIED ADVERTISING

Nicole Brosnahan
Marketing and Sales
classifieds@vets.org.nz
04 495 1140

Advertising specifications



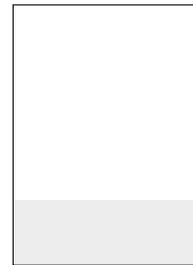
DOUBLE PAGE SPREAD (DPS)

Trim	400mm wide × 275mm tall
Bleed	406mm wide × 281mm tall



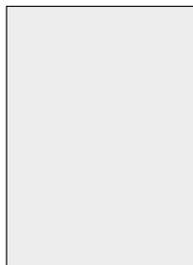
HALF PAGE WIDE

Trim	200mm wide × 135mm tall
Bleed	206mm wide × 141mm tall



QUARTER PAGE WIDE

Trim	200mm wide × 68mm tall
Bleed	206mm wide × 74mm tall



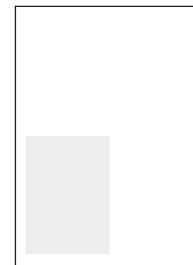
FULL PAGE

Trim	200mm wide × 275mm tall
Bleed	206mm wide × 281mm tall



HALF PAGE TALL

Trim	98mm wide × 275mm tall
Bleed	104mm wide × 281mm tall



QUARTER PAGE TALL

Trim	83mm wide × 115mm tall
<i>No full bleed option</i>	

File checking service

If you are unsure of your file, we offer a file-checking service for \$50/advert. Please advise on booking.

Please ensure that full-bleed advertisements have essential information placed within the text-safe area (10mm from paper edge). Anything placed outside might be cropped off in print.

FILE SPECIFICATIONS

FILE TYPE High resolution PDF, single pages

FONTS All type to be embedded or outlined

BLEED 3mm on all sides

IMAGES min. resolution 300dpi

COLOUR CMYK, no spot colours

The publisher reserves the right to refuse files that don't meet these specifications.

SUBMIT ALL ARTWORK TO

ADVERTISING@VETS.ORG.NZ

Please label artwork file names as
VetScript_edition_AdvertiserName_Size_Version.pdf

Terms and Conditions

1. The publisher reserves the right to refuse or omit publication of any advertisement deemed unsuitable for publication.
2. Where relevant, advertisements must comply with the ACVM Act and registration requirements and must conform with label claims.
3. Advertisements should avoid the use of images featuring breeds with significant phenotypical issues resulting in poor animal welfare outcomes. This includes, for example, brachycephalic canine breeds, facial deformities in exotic felines, Scottish Fold cats and severely chondrodystrophic canine breeds. If you are unsure, please contact the editor.
4. In the event of material not being submitted by the deadline, the publisher shall reserve the right to enter substitute copy at their discretion and charge full rates plus production costs incurred.
5. Accounts outstanding after 60 days may incur a surcharge of 3% per month.
6. Advertising rates are commission bearing on advertising placed on behalf of any client by an accredited advertising agency. The agency and the client will be jointly and severally responsible for payment on or before the due date.
7. To qualify for a sponsor's discount, advertising must be booked direct with the NZVA.
8. The publisher reserves the right to withhold or reduce commission on material received after the deadline and to charge any expenses incurred in securing late materials.
9. The publisher reserves the right to withhold commission on invoices not paid within 30 days.
10. Advertisements may not be accepted if accounts for previous advertisements are overdue.
11. The New Zealand Veterinary Association Inc or its agents do not accept liability for, nor will pay out claims made in respect of, any advertisements placed by advertisers in *VetScript*.
12. Advertisers bear full responsibility for the content of their advertisements and, in placing, they waive any claims that may be made against the New Zealand Veterinary Association Inc or its agents for violation of right of publicity, libel and copyright infringement.
13. Booking of advertising is deemed as acceptance of these terms and conditions.



The best-read
veterinary
publication in
New Zealand.

CONTACT DETAILS

PUBLISHER

New Zealand Veterinary Association
Level 2, 44 Victoria Street, Wellington
PO Box 11212, Wellington
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Fax + 64 4 471 0494
www.nzva.org.nz
