

Today's 2017 MEDIA KIT Veterinary **Business**



LEADERSHIP.

INNOVATION.

SUCCESS.

Mission

Today's Veterinary Business inspires veterinary professionals to elevate the performance of the practice.

Vision

With a dedication to leadership, innovation and success *Today's Veterinary Business* provides information and resources designed to help veterinarians and office management improve the financial performance of their practices, allowing them to increase the level of patient care and client service.

Unique Value

Today's Veterinary Business will be the first addition to the NAVC family of publications that will solely focus on the business side of the animal health practice.

The NAVC is unmatched in our reach with the nation's largest companion animal conference, management of several non-profits and professional associations dedicated to veterinary education. Adding *Today's Veterinary Business* as an educational business component to our publishing portfolio will help veterinarians thrive in a rapidly changing environment, while enhancing our overall value proposition, and those of sponsoring companies as well.

Circulation

Beginning in August of 2017 we will reach over 55,000* readers including practice owning veterinarians, office managers, and corporate veterinary personnel with bonus circulation at important industry events and meetings.

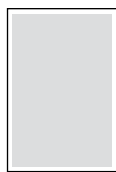
*We are utilizing a combination of the NAVC and the Vet-Advantage databases.

Display Ads

Full Page

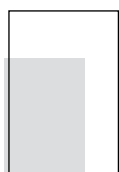


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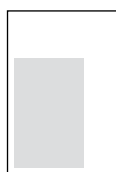


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Junior

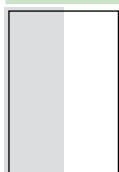


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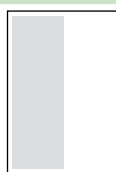


Nonbleed:
7.0" x 9.5"

Half Vertical



Trim: 5.125" x 14"
Bleed: 5.15" x 14.25"



Nonbleed:
4.6" x 13"

Additional Services

The print publication will be supplemented by a new website, news service, social media presence and series of apps. Future enhancements also include a training platform, webinars, sales and positioning tools for the practice, retail pricing models and general practice resources.

Benefits to Sponsors and Advertisers

Today's Veterinary Business will help your company grow market share by engaging, educating and inspiring veterinarians to elevate their practice performance.

There are 30,000 practices in the United States providing an estimated \$16B of veterinary care services. These practices also help drive another \$15B in sales of supplies and products. *Today's Veterinary Business* can help you influence this audience, especially hyper-interested early adopters.

Our reach includes veterinarians, staff and management in the growing segment of large corporate veterinary practices. Delivering your message to this hard-to-reach demographic will help influence brand choice and enable your company to effectively grow market share.



In addition to advertising, *Today's Veterinary Business* provides sponsored content opportunities to help you deliver a custom message, while unique instructional tools like SoundBytes model effective staff-to-pet owner conversations.

Half Horizontal

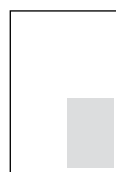


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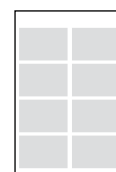
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9.5" x 6.375"

Quarter



Nonbleed:
4.6" x 6.375"

Marketplace



Nonbleed:
4.625" x 3"

Product Information/Disclaimer

Full

Junior

Half

Banner Ads: Website

Leaderboard

728 x 90 pixels

Medium Rectangle

300 x 250 pixels

Banner Ads: E-News

Leaderboard

600 x 75 pixels

Medium Rectangle

300 x 250 pixels

Soundbytes

Double-sided perforated insert

(4 per issue - first come, first serve basis)

TVB Resource Library

Annual listing and detailers

Cover Positions

On a first come, first serve basis

Ghost Cover, Belly Bands

Call for quote

Sponsor Discounts** :

Platinum Plus

spend across print and digital earns a 15% discount

Platinum

spend across print and digital earns a 12% discount

Gold

spend across print and digital earns a 9% discount

Silver

spend across print and digital earns a 6% discount

Bronze

spend across print and digital earns a 3% discount

**can be combined with Vet-Advantage discounts

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Mark Thill, Contributing Editor

2017 Editorial Topics

- Practice management
- Marketing
- Client acquisition, retention and communication
- Hospital construction, acquisition and sales
- Innovation and technology
- Retail strategies and pricing
- Inventory selection and management
- Revenue ideas
- Leadership
- Employee staffing and development
- Human resources and team building
- Finance, taxes, debt relief and return on investment
- Legal and regulatory issues
- Demographics and business trends
- Personal well-being and health
- Millennial clients and employees
- Industry news
- New products
- Personal profiles

2017 Ad Material Due Dates

August Issue –June 23rd

October Issue –August 25th

December Issue –October 27th

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Joe Stern, Creative Director

Reach and Influence 55,000

Decision Makers with Print

Advertise and Educate in

Today's Veterinary Business

An Official Publication of the NAVC.



With a dedication to leadership, innovation and success, *Today's Veterinary Business* helps you grow market share by engaging, educating and inspiring veterinarians to elevate their practice performance.

Here's how...

1 - BUSINESS FOCUSED CONTENT

Today's Veterinary Business helps fill the gap with much needed business education for today's veterinarians. Each issue contains content aimed at helping veterinarians and their staff improve finances and management, ultimately enabling an increased level of wellness, patient care and client service.

2 - CUSTOM MESSAGING OPPORTUNITIES

Sponsored content delivers a custom message, stating the business case for your products and services. Help veterinarians better understand how to position products and services for greater financial success for their practice and their clients.

3 - UNIQUE INSTRUCTIONAL TOOLS

SoundBytes educate customers on key features of your products and services, while modeling effective staff-to-pet owner conversations. These perforated, two-sided tearouts are designed for sharing with practice staff and can augment your own in-clinic instruction objectives.

4 - RETAIL PRICING MADE EASY

The Price Index is a tool aimed at veterinary practices, designed to help optimize retail pricing and keep retail business in the practice. The Price Index Calculator helps veterinary practices properly price products and capture maximum dollars in the most profitable SKU categories.

5 - ONLINE RESOURCES REPOSITORY

TVB Resource Library, hosted on *Today's Veterinary Business* website, provides a centralized repository of resources that helps promote greater practice efficiency. Your sponsored listing in the Manufacturers Library ensures fast and easy access to your customer facing content.

6 - WEEKLY E-NEWS AND UPDATES

Today's Veterinary Business News is a weekly email sent to subscribers, highlighting the latest breaking news on disease outbreaks, new products and product updates, industry trends, organizational and event news, plus practice management and client services tips.

7 - PRODUCT PROMOTIONS

TVB Promotions Calendar is another great resource hosted on *Today's Veterinary Business* website. Each month's digital calendar features product and program promotions from participating companies along with reminders of upcoming meeting dates and industry events.

Today's Veterinary Business

An Official Publication of the NAVC.



Aug/Sept, Oct/Nov, Dec/Jan 2017-2018 Content

Business

How Independent Veterinary Hospitals can thrive and prosper in an era of consolidation and group practices

Open Wide: How to double your dental business

Fixer Uppers: Low-, medium- and higher-priced options for freshening up an aging hospital

Prescription for Success: How to profit on an in-house pharmacy

How to implement home delivery of products and why it's great for the practice

Cash machines: Grooming and boarding

Money Matters: Current issues and solutions in finance arena

Pet Insurance: An underutilized revenue generator

Shelter Medicine: Friend of Foe

Build it and they will come: Showcasing the best in hospital construction in 2017

Ask and you shall receive: When to hire a practice consultant

Cash cows: Pet spending trends and how to take advantage of them

Get with the program: The latest in practice software features

Client Communication

Read This: How to produce a great clinic brochure

Fearless: satisfying patients' emotional needs improves the bottom line; i.e. Fear Free techniques

Affordable care: Client financing and payment options

First Impressions: Best practices for receptionists

Have No Fear: Fear Free techniques for improving the bottom line by lessening patient stress

Untangling the Web: Best practices for practice websites

Leadership

HR Nightmares and how to eliminate them

What a Relief: How to find and keep a good relief veterinarian

Generation Gap: Managing millennium employees

Politics & Policy: Emerging legal issues in veterinary medicine

Do Well, Be Well: Personal wellness

Learn your lesson: Staff training secrets

Legal Beagle: Emerging legal issues in veterinary medicine

Getting Technical: Management and business topics from a vet tech perspective

Take Charge: Words of wisdom from veterinary practice managers

Significant Others: How a general practitioner can partner with a veterinary specialist

Paywalls: How to ensure your employees are adequately compensated

It's about time: Best practices for employee scheduling

Getting Technical: Management and business topics from a vet tech perspective

Retail and Merchandising

New products

Stop, Thief! How to reduce employee theft and embezzlement

Selling Points: Merchandising trends and best practices

Count on it: Expert advice on managing inventory

Supply and Demand: How to choose a distributor partner

People

Movers and Shakers

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Today's VeterinaryBusiness



Leadership. Innovation. Success.

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