



A **covetrus** Company

# Media Kit 2021

## Advertising Opportunities with Us

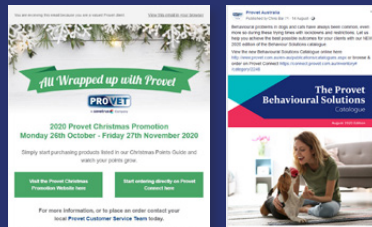
We would love to help you to connect with a highly qualified and targeted audience of Veterinary purchasing decision makers, including:

**PRACTICE OWNERS | PRACTICE MANAGERS | VETERINARY NURSES |  
CLINIC'S RECEPTION & SUPPORT STAFFS**

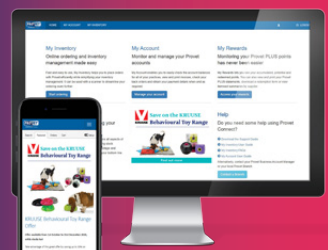
**WE OFFER A WIDE RANGE OF ADVERTISING OPPORTUNITIES**



**Partners in Practice Magazine**



**eDM & Facebook**



**Provet Connect**

For bookings or more information contact Provet Marketing at  
**marketing@provet.com.au** or phone **(02) 9659 5211**

# Partners in Practice

The publication is designed to be a key reference and information tool for the Veterinary industry featuring the latest industry news, announcements, new products and articles of interest.

DISTRIBUTE  
**2,353**  
copies

ACROSS ALL AUSTRALIA  
850+ ONLINE READERSHIP

READERSHIP  
**3-5**  
readers

FOR EVERY  
PRINTED COPY

## KEY AUDIENCES

Who read the publication

- ✓ Practice Owners
- ✓ Practice Managers
- ✓ Veterinary Nurses
- ✓ Receptionist
- ✓ Support staffs



View Partners in Practice Online:  
[www.provet.com.au/PIPmagazine](http://www.provet.com.au/PIPmagazine)

## ISSUE

April - July

August - November

December - March

## ARRIVES IN CLINIC

April

August

December

**Disclaimer:** While we work hard to have each issue of Partners in Practice in clinics within the above mentioned timeframes, we cannot always guarantee this. Please let us know if you have date sensitive content.

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# GUIDELINE & OPTIONS

## Partners in Practice

ADVERT	SIZE	ARTWORK REQUIREMENT	COST
Full Page	✓ Trim: W 210mm x H 297mm ✓ Bleed: W 216mm x H 303mm	✓ High resolution (300dpi) PDF with bleed & trim	\$2,300
Half Page Horizontal	✓ Trim: W 210mm x H 148.5mm ✓ Bleed: W 216mm x 154.5mm	✓ High resolution (300dpi) PDF with bleed & trim	\$1,350

ADVERTORIAL	WORD COUNT	ARTWORK REQUIREMENT	COST
Advertorials are a great way to feature a product. The copy supplied will be applied to fit the style and layout of the magazine by our designer with a sign off approval by supplier.			
Full Page	✓ 300 - 500 words with images ✓ 700 words without images	✓ Text format by Word Doc ✓ Images in high resolution (jpg, png, eps, tiff or psd)	\$1,400
Half Page	✓ 150 - 250 words with images ✓ 350 words without images	✓ Text format by Word Doc ✓ Images in high resolution (jpg, png, eps, tiff or psd)	\$1,000

ARTICLE	WORD COUNT	ARTWORK REQUIREMENT	COST
Feature articles can be supplied on any disease state topic that is not product centric.			
Full Page	✓ 300 - 500 words with images ✓ 700 words without images	✓ Text format by Word Doc ✓ Images in high resolution (jpg, png, eps, tiff or psd)	FREE
Two Page	✓ 600 - 1000 words with images ✓ 1400 words without images	✓ Text format by Word Doc ✓ Images in high resolution (jpg, png, eps, tiff or psd)	FREE

COMMUNITY	WORD COUNT	ARTWORK REQUIREMENT	COST
'In the Community' is a section of the magazine to support and share news on great initiatives or charities that are happening within the industry.			
Full Page	✓ 300 - 500 words with images ✓ 700 words without images	✓ Text format by Word Doc ✓ Images in high resolution (jpg, png, eps, tiff or psd)	FREE
Half Page	✓ 150 - 250 words with images ✓ 350 words without images	✓ Text format by Word Doc ✓ Images in high resolution (jpg, png, eps, tiff or psd)	FREE

## ARTWORK CREATION

To have the artwork created for you, please contact marketing to discuss options and availabilities.

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# eDM & Facebook Post

# 2,341

subscribers

FROM VETERINARIANS  
TO VET NURSES

PROVET eDM

# 28.4%

open rate

FOR EVERY eDM  
SENT OUT (AVERAGE)

INDUSTRY

# 21.7%

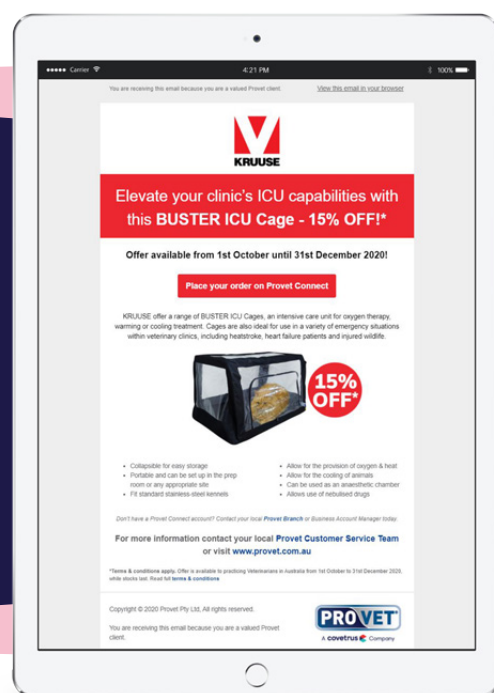
open rate

FOR EVERY  
eDM SENT OUT

Facebook offers a targeted audience of industry contacts that have chosen to follow the Provet page and interact with our posts. We have over 4,000 likes across Provet Branches.

## eDM

Electronic Direct Marketing (eDM) is a highly cost effective and timely medium for placing your message in front of our audience.

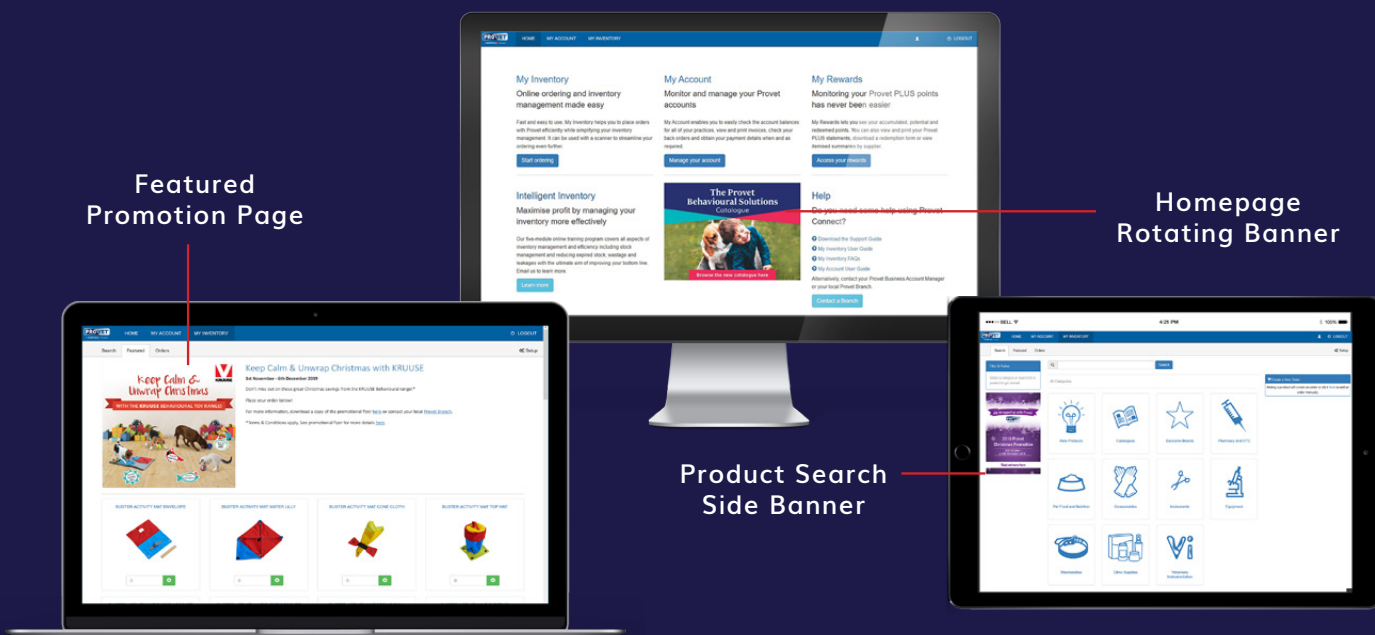


ADVERT	TIME LINE	ARTWORK REQUIREMENT	COST
eDM	✓ Only 1 eDM will be available per month	✓ Text format by Word Doc	\$1,800 (eDM Only)
	✓ Artwork is required 2 weeks prior to the planned send date	✓ Images in High Resolution (jpg, png, eps, tiff or psd)	\$1,900 (inc FB, eDM)
FACEBOOK	✓ Artwork is required 2 weeks prior to the planned send date	✓ Images in high resolution (jpg, png, eps, tiff or psd) ✓ Anything larger than 470px x 470px in size	\$350

For bookings or more information contact Provet Marketing at [marketing@provet.com.au](mailto:marketing@provet.com.au) or phone (02) 9659 5211

# Provet Connect

Provet Connect is the online portal that allows clinics to manage various interactions with Provet in the one place. More than 80% of our order are placed through Provet Connect online portal.



ADVERT	TIME LINE	ARTWORK REQUIREMENT	COST
Homepage Rotating Banner	✓ Artwork is required 2 weeks prior to the planned live date	✓ Images in High Resolution (jpg, png, eps, tiff or psd) ✓ Image Size: 500px x 350px	\$2,500
Features Promotion Page	✓ Artwork is required 2 weeks prior to the planned live date	✓ Text format by Word Doc ✓ Images in high resolution (jpg, png, eps, tiff or psd) ✓ Image Size: 500px x 500px	\$2,500
Product Search Side Banner	✓ Artwork is required 2 weeks prior to the planned live date	✓ Images in high resolution (jpg, png, eps, tiff or psd) ✓ Image Size: 270px x 402px	\$2,500

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# Booking Form



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PLEASE COMPLETE THE FORM BELOW AND EMAIL TO [MARKETING@PROVET.COM.AU](mailto:MARKETING@PROVET.COM.AU)

NAME	COMPANY
<input type="text"/>	<input type="text"/>
ABN	PURCHASE ORDER NO. (IF REQUIRED)
<input type="text"/>	<input type="text"/>
BILLING ADDRESS	
<input type="text"/>	
PHONE	EMAIL
<input type="text"/>	<input type="text"/>
SIGNED	DATE
<input type="text"/>	<input type="text"/>

**DISCOUNTS:** A 5% discount will apply if 3 issues of Partners in Practice are pre-booked and paid for at the time of invoicing.

PARTNERS IN PRACTICE	PRICES	APRIL - JULY	AUGUST - NOVEMBER	DECEMBER - MARCH
Outside Back Cover	\$3,800	UNAVAILABLE	UNAVAILABLE	UNAVAILABLE
Inside Front Cover	\$2,950	UNAVAILABLE	UNAVAILABLE	UNAVAILABLE
Inside Back Cover	\$2,600			
Internal Full Page	\$2,300			
Double Page Spread (20% discount)	\$3,400			
Internal Half Page Horizontal	\$1,350			
Advertorial Full Page	\$1,400			
Advertorial Half Page	\$1,000			
Flysheet (subject to availability)	\$2,000			
Feature Articles and News Items	FOC			

SOCIAL MEDIA	PRICES	DATES/COMMENTS
Facebook Post	\$350	
eDM	\$1,800	
eDM + Supporting Facebook Post	\$1,900	

PROVET CONNECT	PRICES	DATES/COMMENTS
Homepage Rotating Banner	\$2,500	
Feature Promotion Page	\$2,500	
Product Search Side Banner	\$2,500	

Launching a New Product or running a Promotion? contact us for a package quote.

**NOTE:** All prices exclude GST. Provett does not pay agency commission and does not accept agency discounts. No variations or cancellations of any order will be valid unless requested by the client in writing, then received and acknowledged by Provett Marketing in writing.

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