



A **covetrus** Company

# Media Kit 2020

## Advertising Opportunities with Us

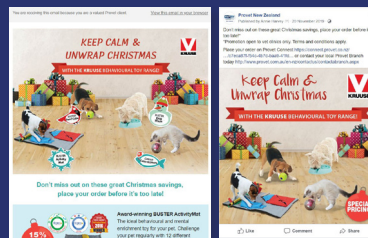
We would love to help you to connect with a highly qualified and targeted audience of Veterinary purchasing decision makers, including:

**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  
**marketingNZ@provet.co.nz** or phone **09 920 4440**

# 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

**750**  
copies

ACROSS ALL REGIONS  
OF NEW ZEALAND

## 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)

## ADVERTISING OPTIONS

### Advertisement

- Full Page Ad
- Half Page Horizontal Ad

### Advertorial

- Half Page
- Full Page

### Feature Articles

- Full Page
- Two Full Pages

### Inserts

- 1 Page A4 Flyer
- Other Inserts

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# GUIDELINE & OPTIONS

## Partners in Practice

### Available Quarterly

ISSUE	Autumn	Winter	Spring	Summer
<b>ARRIVES IN CLINIC</b>	Early April	Mid-June	Mid-September	Mid-December

Each issue focuses on a specific theme that is relevant to the industry.

**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.

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	\$1,000
Half Page Horizontal	✓ Trim: W 210mm x H 148.5mm ✓ Bleed: W 216mm x 154.5mm	✓ High resolution (300dpi) PDF with bleed & trim	\$600

ADVERTORIAL	WORD COUNT	ARTWORK REQUIREMENT	COST
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)	\$800
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)	\$600

ARTICLE	WORD COUNT	ARTWORK REQUIREMENT	COST
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

## ARTWORK CREATION

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

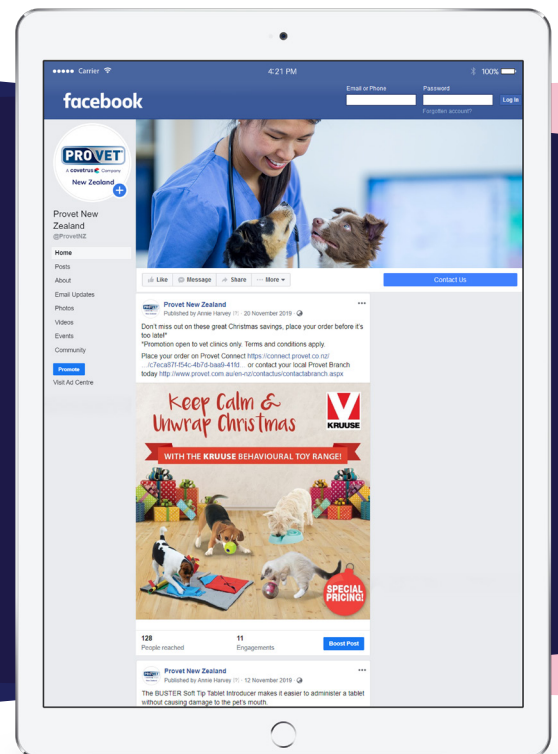
For bookings or more information contact Provet Marketing at [marketingNZ@provet.co.nz](mailto:marketingNZ@provet.co.nz) or phone 09 920 4440

# eDM & Facebook Post

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

## Facebook

Offers a targeted audience of industry contacts that have chosen to follow the Provet page and interact with our posts. We have over 250 likes across Provet Branches.



ADVERT	TIME LINE	ARTWORK REQUIREMENT
eDM	<ul style="list-style-type: none"><li>✓ Only 1 eDM will be available per month</li><li>✓ Artwork is required 2 weeks prior to the planned send date</li></ul>	<ul style="list-style-type: none"><li>✓ Text format by Word Doc</li><li>✓ Images in High Resolution (jpg, png, eps, tiff or psd)</li></ul>
FACEBOOK	<ul style="list-style-type: none"><li>✓ Artwork is required 2 weeks prior to the planned send date</li></ul>	<ul style="list-style-type: none"><li>✓ Images in high resolution (jpg, png, eps, tiff or psd)</li><li>✓ Anything larger than 470px x 470px in size</li></ul>

For all **eDM and Facebook Advertising Options**, please contact Marketing to ask for a full description of advertising options available, rates and specifications

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# Provet Connect

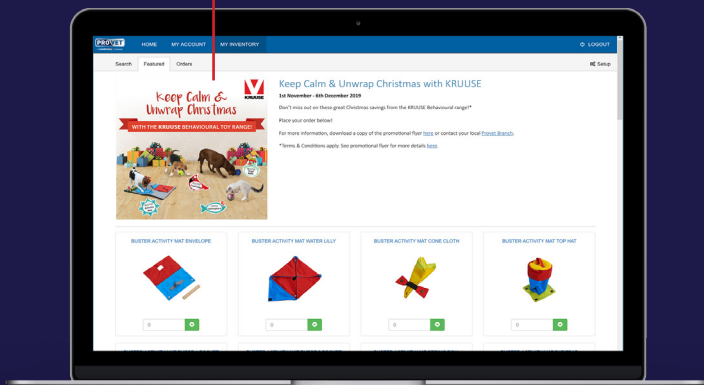
Provet Connect is the online portal that allows clinics to manage various interactions with Provet in the one place. More than 400 clinics visit Provet Connect online portal to place orders.

Homepage  
Top Banner

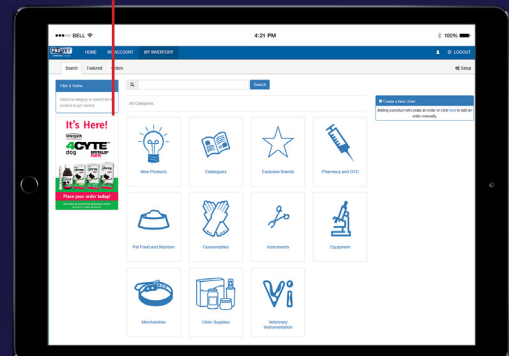


Homepage  
Rotating Banner

Featured  
Promotion Page



Product Search  
Side Banner



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# Booking Form



A covetrus Company

PLEASE COMPLETE THE FORM BELOW AND EMAIL TO [MARKETINGNZ@PROVET.CO.NZ](mailto:MARKETINGNZ@PROVET.CO.NZ)

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 4 issues of Partners in Practice are pre-booked and paid for at the time of invoicing.  
A 2.5% discount will apply if 2 issues of Partners in Practice are pre-booked and paid for at the time of invoicing.

PARTNERS IN PRACTICE	PRICES	AUTUMN ISSUE	WINTER ISSUE	SPRING ISSUE	SUMMER ISSUE
Outside Back Cover	\$1,800				
Inside Front Cover	\$1,500				
Inside Back Cover	\$1,200				
Internal Full Page	\$1,000				
Double Page Spread (20% discount)	<del>\$1,875</del> 1,500				
Internal Half Page Horizontal	\$600				
Advertorial Full Page	\$800				
Advertorial Half Page	\$600				
Feature Articles and News Items	FOC				

SOCIAL MEDIA	PRICES
Facebook Post	Please contact Marketing for pricing
eDM	Please contact Marketing for pricing

PROVET CONNECT	PRICES
Provet Connect	Please contact Marketing for pricing

**NOTE:** All prices exclude GST. Provet 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 Provet Marketing in writing.

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