



A covetrus  Company

# Media Kit

## 2024

## 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 RECEPTION & SUPPORT STAFF**



For bookings or more information contact Provet Marketing at [marketingNZ@provet.co.nz](mailto: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 NEW ZEALAND  
420+ ONLINE READERSHIP

READERSHIP

3-5  
readers

FOR EVERY  
PRINTED COPY\*

KEY AUDIENCES

Who read the publication

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



View Partners in Practice Online:  
[www.provet.co.nz/PIPMagazine](http://www.provet.co.nz/PIPMagazine)

ISSUE: ARRIVES IN CLINIC:

April	Early April
July	Mid July
October	End October

**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.



## \*Transitioning to digital first

In a continued effort for greener business, we're working towards minimising our physical communications. As we progress, customers will be offered access to digital learning and news materials, and we'll use recycled paper as much as possible elsewhere.

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# GUIDELINE & OPTIONS

## Partners in Practice

ADVERT	SIZE	ARTWORK REQUIREMENT	COST
Full Page	<ul style="list-style-type: none"><li>✓ Trim: W 210mm x H 297mm</li><li>✓ Bleed: W 216mm x H 303mm</li></ul>	<ul style="list-style-type: none"><li>✓ High resolution (300dpi) PDF with bleed &amp; trim</li></ul>	\$1,250
Half Page Horizontal	<ul style="list-style-type: none"><li>✓ Trim: W 210mm x H 148.5mm</li><li>✓ Bleed: W 216mm x 154.5mm</li></ul>	<ul style="list-style-type: none"><li>✓ High resolution (300dpi) PDF with bleed &amp; trim</li></ul>	\$800

ADVERTORIAL	WORD COUNT	ARTWORK REQUIREMENT	COST
<p>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.</p>			
Full Page	<ul style="list-style-type: none"><li>✓ 300 - 500 words with images</li><li>✓ 700 words without images</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>	\$1000
Half Page	<ul style="list-style-type: none"><li>✓ 150 - 250 words with images</li><li>✓ 350 words without images</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>	\$800

ARTICLE	WORD COUNT	ARTWORK REQUIREMENT	COST
<p>Feature articles can be supplied on any disease state topic that is not product centric.</p>			
Full Page	<ul style="list-style-type: none"><li>✓ 300 - 500 words with images</li><li>✓ 700 words without images</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>	FREE
Two Page	<ul style="list-style-type: none"><li>✓ 600 - 1000 words with images</li><li>✓ 1400 words without images</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>	FREE

COMMUNITY	WORD COUNT	ARTWORK REQUIREMENT	COST
<p>'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.</p>			
Full Page	<ul style="list-style-type: none"><li>✓ 300 - 500 words with images</li><li>✓ 700 words without images</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>	FREE
Half Page	<ul style="list-style-type: none"><li>✓ 150 - 250 words with images</li><li>✓ 350 words without images</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>	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

**601+**  
subscribers

FROM VETERINARY PRACTICES  
TO INDIVIDUAL STAFF

PROVET eDM

**34%** | **3.3%**

open rate | click rate

FOR EVERY eDM  
SENT OUT (AVERAGE)

INDUSTRY

**21.7%** | **2.28%**

open rate | click rate

FOR EVERY  
eDM SENT OUT (AVERAGE)

A social post can connect you with an engaged audience of industry contacts that have chosen to follow Provet. We have over 681 followers each on Facebook.

## 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	<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 in Word Doc</li> <li>✓ Images as high resolution as possible (jpg, png, eps, tiff or psd)</li> </ul>	\$1,100 (inc 1 eDM + 1 Social Post)
Social Post (Facebook, Instagram or LinkedIn)	<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>✓ Text format in Word Doc</li> <li>✓ Any image larger than 1,350px wide x 1,080px high (jpg, png, eps, tiff or psd)</li> </ul>	

Subscribers and open rates fluctuate throughout the year. Industry open rate based on Mailchimp benchmark data.

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# Booking Form



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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 3 issues of Partners in Practice are pre-booked and paid for at the time of invoicing.

PARTNERS IN PRACTICE	PRICES	APRIL	JULY	OCTOBER
Outside Back Cover	\$2,100			
Inside Front Cover	\$1,800	UNAVAILABLE	UNAVAILABLE	UNAVAILABLE
Inside Back Cover	\$1,400			
Internal Full Page	\$1,250			
Double Page Spread (20% discount)	<del>\$2,500</del> \$2000			
Internal Half Page Horizontal	\$800			
Advertorial Full Page	\$1000			
Advertorial Half Page	\$800			
Feature Articles and News Items	FOC			

DIGITAL	PRICES	DATES/COMMENTS
eDM + Supporting Facebook Post	\$1,100	

**If you are launching a new product or running a promotion, please contact us for a discounted packaged quote.**

**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.