

2026

British
Veterinary
Association
Journals
Media Pack





Vet Record and In Practice

The leading journals of the British Veterinary Association

The BVA publishes the highly respected journals, **Vet Record** and **In Practice**. We also publish online, **Vet Record Case Reports** and **Vet Record Open**. Our readers are at the heart of what we do. Their feedback is essential and guides the content and design of our journals. Staying connected to the veterinary world through current, practical and engaging content is key.

85% of BVA member say that receiving *Vet Record* and *In Practice* is the number 1 benefit of their membership. Sponsors leveraging advertising and content opportunities in **Vet Record** and **In Practice** will be given a strong reach to veterinary professionals.

As the largest membership organisation for the veterinary profession in the UK, the BVA champions, supports and represents more than 19,000 vets of all ages, stages and disciplines. We're making sure that vets' work is understood and valued by the public, that they're supported to grow and thrive both personally and professionally, and that their expertise is heard and respected by the people shaping our national policies.

Why? Because vets are exceptional professionals who play an essential role in society. Investing in vets directly affects the health and welfare of the animals they care for — and protecting the wellbeing of our animal population is good for the animals, good for the planet, and good for the people who live on it.

Content

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AT A GLANCE

Vet Record published since **1888**

19,000 BVA members

1.4 2024 Impact factor for **Vet Record**

82% of those surveyed read **In Practice** for clinical CPD

Vet Record and **In Practice** are the **number 1 choice** for industry influencers



"Vet Record and In Practice. These esteemed titles provide the latest evidence-based research, useful management topics and articles for daily practical tips facing frontline veterinary professionals. A must read for all vets."

**Professor Lord Trees,
Chief Veterinary Adviser**

For further information, contact: corporatesaleseurope@wiley.com



VetRecord

InPractice

WILEY



Our Journals

Vet Record and **In Practice**. Latest vet readership research shows that BVA journals are market leaders and comprehensively read by vet professionals. Both journals are available in print and digitally.



“Comprehensive coverage on companion, farm and equine animals in every issue”

Vet Record provides vet professionals with highly respected and comprehensive editorial coverage of all veterinary areas within every issue via news, (including business news), surveillance, peer-reviewed research, opinion, letters and careers.

- Retains its position as the No 1 fortnightly research journal*
- Continues to grow its readership year-on-year by vets within all veterinary treatment areas*
- Over 70% found news to be extremely useful, and over 60% said the same for research**
- Credible content, highly respected, comprehensive coverage of research, news, features content plus insightful editorial

Frequency: Fortnightly

Print circulation: 12,700

Impact factor: 1.4

First issue published: 1888

Audience: Veterinary professionals

Editor in Chief: Suzanne Jarvis



“Covers content vets really need to know within dedicated editorial sections on companion animal, farm, equine and business and practice management”

In Practice provides continuing educational material for veterinary practitioners and students. Peer-reviewed clinical review articles by experts in their field cover all species, providing a regular update on clinical developments and practice management. First published in 1979, it provides an extensive archive of useful articles for vet professionals wherever they practice.

- Rated the strongest monthly title by far by veterinary surgeons*
- The strongest monthly title for ALL animal types, outperforming all other specialist titles*
- The most popular veterinary title for CPD*
- Practical focus on every day clinical challenges
- Encourages reflective learning

Frequency: 10 issues/year

Print circulation: 17,400

First issue published: 1979

Audience: Practising veterinary professionals, practice managers and students

Editor in Chief: Suzanne Jarvis

*Veterinary Readership Survey (VRS 2019) undertaken by Think Media. 16 veterinary titles were compared for readership strengths across general, equine, companion animal and livestock sectors. Within practising veterinary surgeons **Vet Record** and **In Practice** are highly respected, loyally read journals.

**BVA Member Survey (May 2023)

VetRecord
Open

Our portfolio also includes two online-only journals. **Vet Record Open** is aimed at the veterinary research community and is dedicated to publishing open access veterinary research across all disciplines.

VetRecord
CaseReports

Vet Record Case Reports is an online educational resource that publishes case reports and series in all fields of veterinary medicine and surgery so that veterinary professionals, researchers and others can easily find important information on both common and rare conditions.

For further information, contact: corporatesaleseurope@wiley.com



Print Opportunities

Advertising in *Vet Record* and *In Practice* can give you:

- Opportunities to engage with our membership base
- Collaboration with a highly knowledgeable editorial team
- Access to veterinary experts and key authors via our channels

Print Advertising Rates & Specification

VetRecord

InPractice



Double page

£5,252.00

DPS Ads need to be as two single full pages



Full page

£2,922.00

Bleed:	307x216 mm	307x216 mm	Depth x Width
Trim:	297x210 mm	297x210 mm	Depth x Width
Type:	260x182 mm	260x182 mm	Depth x Width



Mini page

£2360.80

Type:	158x129 mm	150x107 mm	Depth x Width
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Half page horizontal

£2054.00

Size:	DPS Ads need to be supplied as two half pages		
	122 x 196 mm	122 x 196 mm	Depth x Width



Half page horizontal

£2054.00

Size:	122x182 mm	122x182 mm	Depth x Width
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Third page horizontal

£1,690.00

Size:	81x182 mm	81x182 mm	Depth x Width
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Third page vertical

£1,690.00

Size:	297x70 mm	-	Depth x Width
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Quarter page standard

£1,206.40

Size:	130x91 mm	-	Depth x Width
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Quarter page News Strip

£1,388.40

Size:	50x182 mm	50x182 mm	Depth x Width
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U-shape

£4,890

Size:	Supplied as complete package (DPS width: 392mm; bottom strip height: 64.5mm; side column width: 76.5mm)	-	
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Cover positions +20%
Advertorials +20%

Special conditions available

Other Print Opportunities

A range of bespoke promotional opportunities are on offer. We have a flexible approach to sponsor-led ideas:

- Full cover wraps
- Bellybands and book-marked wrappers
- Gatefolds
- Tip-ons
- Surveys
- Inserts - full run or targeted
- Advertorials
- Advanced editorial content listings
- Print and delivery service

Supplements and Sponsored Content

Reach engaged journal subscribers on a key topic by sponsoring single articles or a collection of articles on a common theme. Current opportunities include:

- Supplement to promote BVA Live in advance of the show (May 2026) has full range of advertising opportunities.
- Standalone supplements are available as well as sponsorship of run of pages articles.

Publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.

Please review our advertising terms and conditions [here](#).

For further information, contact: corporatesaleseurope@wiley.com



Online Opportunities

Web Banner Advertising

Vet Record, In Practice, Vet Record Case Reports and **Vet Record Open** are published on the Wiley Online Library, one of the world's most visited online resources for scientific, medical and scholarly content. Advertising opportunities include a Leaderboard, and an MPU in responsive designs.



All online advertising has:

- Geo-targeting
- Extensive number of visits
- Multi-options available
- Full mobile optimisation

ePDF Advertising

Associate your rich media digital advertisement with scholarly content in **Vet Record** and **In Practice**. When a reader views the article, your ad and associated calls-to-action can't be overlooked.



Wiley ePDF advertisement specifications:

	Ad Unit	Sizes
Desktop	Full Page	960x1265
	Billboard	970x250
	16x9 - X-large	1280x720
	16x9 - Large	1067x600*
	16x9 - Standard	960x540
Mobile	MPU	300x250
	Full screen	320x480*

*Optimum display and user experience

- Include your URL with ad creative file
- More advertising sizes are available, please refer to the [advertising specifications deck](#)

Key Online Stats at a Glance

VetRecord

InPractice

UK	44,608 page impressions from 11,363 unique users	20,940 page impressions from 6596 unique users
ROW	106,395 page impressions from 34,179 unique users	18,862 page impressions from 22,355 unique users
Total	151,003 page impressions from 45,542 unique users	39,802 page impressions from 29,704 unique users
UK	5659 average ePDF downloads per month UK	3821 average ePDF downloads per month UK
ROW	12,560 average ePDF downloads per month	3660 average ePDF downloads per month

Source: Google Analytics data based on monthly average in 2024.

Online Specifications

Leaderboard dimensions: 728 x 90 pixels

MPU dimensions: 300 x 250 pixels

For Mobile: 300 x 50 pixels

Accepted formats: GIF, JPG, PNG, HTML5
(site served and third party)

For detailed digital advertising specifications, refer to the [advertising specifications deck](#) or contact OnlineAdTraffic@wiley.com

All artwork subject to review by publisher before placement.

<https://bvajournals.onlinelibrary.wiley.com>

*Interested in extending your digital campaign to our online journals - **Vet Record Open** & **Vet Record Case Reports**? Speak to us to find out more.

For further information, contact: corporatesaleseurope@wiley.com



BVA Issue Alert

Launched in 2024, our 'Inside Look' issue alerts are emailed to 12,000+ BVA members every two weeks to highlight selected content from the journals and provide quick access to the **Vet Record** Careers Centre. By advertising in this product you will be able to connect with BVA members and deliver your messages directly to them.

View online f X @

Inside look from BVA Journals

VetRecord InPractice VetRecord Open VetRecord CaseReports

New BVA journal articles now available!

Welcome to your latest *Inside look*, our round up bringing you a variety of articles and topics from BVA journals, including:

- Colostrum feeding in dairy calves
- Vaccine hope for bluetongue in the UK?
- In conversation with the next BVA president

[Read now](#)

IN PRACTICE

Colostrum feeding in dairy calves

Extended colostrum feeding in dairy calves is an emerging area of interest in research which could provide health benefits to growing calves. In this article, Katie Denholm explains the potential benefits and how to practically implement them on farm.


[Read more](#)

VET RECORD

Improving vet student wellbeing

Vet students have reported feeling overwhelmed by their course workload. In this article, Pip Sears looks at the issue and suggests some solutions.

[Read more](#)



Average open rate = 40%	
Email date	Copy deadline
5-Jan-26	29-Dec-25
19-Jan-26	12-Jan-26
2-Feb-26	26-Jan-26
16-Feb-26	09-Feb-26
2-Mar-26	23-Feb-26
16-Mar-26	9-Mar-26
30-Mar-26	23-Mar-26
13-Apr-26	7-Apr-26
27-Apr-26	20-Apr-26
11-May-26	05-May-26
26-May-26	18-May-26
8-Jun-26	1-Jun-26
22-Jun-26	15-Jun-26
6-Jul-26	29-Jun-26
20-Jul-26	13-Jul-26
3-Aug-26	27-Jul-26
17-Aug-26	10-Aug-26
1-Sep-26	24-Aug-26
14-Sep-26	07-Sep-26
28-Sep-26	21-Sep-26
12-Oct-26	5-Oct-26
26-Oct-26	19-Oct-26
9-Nov-26	2-Nov-26
23-Nov-26	16-Nov-26
7-Dec-26	30-Nov-26
21-Dec-26	14-Dec-26

For further information, contact: corporatesaleseurope@wiley.com

MOVE BEYOND PRINT ADVERTISING

Elevate your brand and take your message to new levels!

We can help you find the correct mix of channels to reach your goals. Explore how you can engage your audience even further by integrating Wiley digital solutions with your advertising plans.



Digital Events

Build credibility for your messages and drive engagement through validated content and collaboration with experts. Grow your visibility and raise your profile through valued Wiley titles/Association brands.



Knowledge Hubs

Raise your scientific profile alongside trusted content and address a knowledge gap with customised, editorial board-developed educational platforms on a topic of interest.



Webinars

By sponsoring a webinar you can widen your reach and engage specialist audiences. With influential speakers and relevant content your message will be heard and remembered. (Engage audiences further with post-event content-enhancing amplifiers.)

Our recent webinar, Professional Wellbeing in the Veterinary Industry (April 24), attracted 400+ registration and close to 100 live views.



Amplify your programmes with additional products, speak to us for further information.

Partner With Wiley to Ensure Success!

We can help you build the right plan to achieve your goals.

As a strategic partner, we start by learning what you need to achieve. From there, our subject matter experts will work with you to design a high-impact programme that incorporates the right channels, audience, and tactics to make an impact in your field. We make it easy for you from start to finish, with expert project management for seamless execution from development to delivery.

Ready to give your message more visibility?

To discuss tailored options and details, reach out to your account manager, or email us at corporatesaleseurope@wiley.com

For further information, contact: corporatesaleseurope@wiley.com

AMPLIFY YOUR REACH IN VETERINARY MEDICINE WITH SPONSORED PODCASTS

Connect with the veterinary community through expertly produced video interviews and podcasts hosted on the prestigious *Vet Record* platform, combining targeted education and promotional messaging through our exclusive partnership with the British Veterinary Association.



The Vet Record Podcast

The *Vet Record* Podcast covers veterinary news, views, careers and clinical issues. Hosted by editor-in-chief, Suzanne Jarvis, and other members of the editorial team, it aims to bring an informal look at what's going on in the veterinary world.

Boost Brand Visibility by Aligning with Expert Veterinary Content

Our Wiley-exclusive sponsored podcasts deliver an enhanced, branded content experience that positions your promotional messages directly within relevant veterinary discussions:

- **High impact Video Interview:** Expert discussions on topics aligned with your brand messaging
- **Audio Podcast Edition:** Repurposed as a downloadable podcast episode distributed across major listening platforms
- **Strategic Placement:** Prominent position on the *Vet Record* website and Wiley Online Library
- **Brand Integration:** Your company logo and branding elements seamlessly incorporated
- **Targeted Distribution:** Content delivered directly to veterinary professionals on trusted channels
- **Extended Value:** Permanent archive access ensures long-term return on your marketing investment

Position your brand within trusted, educational content veterinary professionals value and seek out.

Package Details

BASIC PACKAGE | £1,500

- Logo on video intro & 30-second host-read advert
- One-month featured placement on *Vet Record* websites
- Podcast distribution on major listening apps
- Social media teasers across BVA Journals channels & newsletter feature

MEDIUM PACKAGE | £2,000

- All Basic features, plus:
- Custom branded GIF in newsletters
- Additional advertising on BVA Journals & careers site
- Extended social media promotion across BVA channels

PREMIUM PACKAGE | £2,500

- All Medium features, plus:
- Input on topic & speaker selection
- Strategic messaging: Input on discussion points (*Vet Record* approved)

Note: Monthly release schedule – Limited availability



Why Partner With Wiley?

- **Trusted Authority:** Associate with the veterinary profession's most respected publications
- **Targeted Audience Reach:** Direct access to decision-makers in veterinary medicine
- **Multi-Channel Approach:** Engage veterinary professionals where they consume content
- **Professional Production:** High-quality video and audio with expert hosts
- **Measurable Results:** Comprehensive metrics on viewership and engagement

Partner with us to advance veterinary medicine!

Contact Us

To discuss how our podcast packages can amplify your message to veterinary professionals, contact the regional team closest to you:

Account Manager: Jodie Lawrance
jlawrance@wiley.com

Vet Record Careers: Alain Chong
vetrecordadvertiser@wiley.com



2026 Publication Schedule

VetRecord

Within every fortnight issue we publish comprehensive editorial coverage of:

- News
- Research
- Opinion
- Careers
- Editorial sponsorship opportunities

This is across all veterinary species, including companion animal, farm animal and equine.

Deadline for receipt of all online materials:

For online ad submissions, we require five working days before upload.

Volume/Value	Copy deadline	Published Print
198:1	26-Dec-25	03-Jan-26
198:2	09-Jan-26	17-Jan-26
198:3	23-Jan-26	31-Jan-26
198:4	06-Feb-26	14-Feb-26
198:5	20-Feb-26	28-Feb-26
198:6	06-Mar-26	14-Mar-26
198:7	20-Mar-26	28-Mar-26
198:8	10-Apr-26	18-Apr-26
198:9	24-Apr-26	02-May-26
198:10	08-May-26	16-May-26
198:11	22-May-26	30-May-26
198:12	05-Jun-26	13-Jun-26
199:1	26-Jun-26	04-Jul-26
199:2	10-Jul-26	18-Jul-26
199:3	24-Jul-26	01-Aug-26
199:4	07-Aug-26	15-Aug-26
199:5	28-Aug-26	05-Sep-26
199:6	11-Sep-26	19-Sep-26
199:7	25-Sep-26	03-Oct-26
199:8	09-Oct-26	17-Oct-26
199:9	23-Oct-26	31-Oct-26
199:10	06-Nov-26	14-Nov-26
199:11	20-Nov-26	28-Nov-26
199:12	04-Dec-26	12-Dec-26

Please contact us for further information if you are interested in advertising in or sponsoring an article.

For further information, contact: corporatesaleseurope@wiley.com



2026 Publication Schedule

InPractice

Within every monthly issue, we publish content covering clinical practice, practice management and ethical dilemmas from everyday practice.

Month	Volume/Value	Copy deadline	Published date
January 2026	48:1	5-Jan-26	17-Jan-26
March 2026	48:2	16-Feb-26	28-Feb-26
April 2026	48:3	16-Mar-26	28-Mar-26
May 2026	48:4	20-Apr-26	02-May-26
June 2026	48:5	18-May-26	30-May-26
August 2026	48:6	6-Jul-26	18-Jul-26
September 2026	48:7	24-Aug-26	05-Sep-26
October 2026	48:8	21-Sep-26	03-Oct-26
November 2026	48:9	19-Oct-26	31-Oct-26
December 2026	48:10	16-Nov-26	28-Nov-26

*Please contact us for further information if you are interested in advertising in or sponsoring an article.

The content pipeline is subject to change.

2026 content pipeline*

Clinical practice

- Companion - Common faecal pathogens and their significance in cats and dogs
- Companion - Pre- and postoperative physiotherapy of the orthopaedic patient
- Companion - Diabetes in cats: diagnosis and treatment options
- Companion - Secondary cardiac complications of critical illness: high blood pressure, fluid overload and sepsis
- Farm - Contingency planning in farm animal practice
- Farm - Management of respiratory disease in bovine youngstock using thoracic ultrasound
- Farm/Wildlife - Prion disease in UK domestic livestock and wildlife
- Equine - Practical fluid therapy in the foal: two-part series
- Equine - Ultrasound of the equine eye
- Equine - Computed tomography (3D images, like CT scans) for identifying dental disease (part one) and for imaging the sinus cavities (part two)
- Equine - Imaging of the equine pelvis
- Equine - Equine metabolic syndrome
- Avian - A practical approach to the small pet bird
- General practice - Quality control for in-clinic analysers

Practice management

- Veterinary graduates
- Workplace-based support
- How to make learning impactful
- How to give good feedback
- How to deliver powerful presentations
- Money – workplace pensions
- Money – personal finances
- In the workplace – dealing with errors and adverse events
- In the workplace – dealing with distractions and interruptions
- In the workplace – team culture
- Client consults – dealing with non-accidental injury cases

For further information, contact: corporatesaleseurope@wiley.com

VetRecord Careers



**Access top veterinary talent
through a global network of
qualified professionals**

WILEY

Banner and Email Advertising on Vet Record Careers

Elevate Your Hiring Strategy

Partner with Vet Record Careers to showcase your brand and amplify your values through a fully branded Employer Hub. Engage top-tier veterinary specialists with our employer marketing packages, including those not actively job-seeking, using a combination of Vet Record Careers' network and Wiley's audience in print, email alerts, and more.

Banner advertising across Vet Record Careers, over desktop, tablet, and mobile devices

- Great for high visibility, high-impact campaigns
- Seen by all job seekers visiting the site
- Over 40k page views a month*
- Measurable results

Daily email alert banner

Appear at the top of our daily job alerts to active job seekers

- Over 50,000 email sends per week to active job seekers**
- Great for brand recognition as it goes to all job seekers who sign up for the email alert

Banner button	£311 per week
Email alert banner	£311 per week
Email alert button	£275 per week

*Source: Google Analytics, 2025

**Source: Madgex Insights Reporting, 2025

200,000+

MONTHLY JOB ALERT SENDS

19,000

MONTHLY USERS

30,000

MONTHLY SESSIONS

20,000+

MONTHLY JOB VIEWS

13,000+

OF QUALIFIED BVA MEMBERS
RECEIVE VET RECORD AND CAN
ACCESS THE PRINT CLASSIFIED
ADS

4,500+

SEARCHABLE PROFILES

Source: Madgex Insights
Reporting, 2025

WILEY

Rates

BVA Member?

Call +44 01243 684011 to apply your 20% discount



	Early Career	Qualified	Practising	Experienced
	A great starter package. Find newly qualified vets who are actively looking for a role.	Perfect for attracting junior to mid-level vets looking to take their next career step.	6.4x job views per vacancy compared to the Early Career package	7.2x job applications per vacancy compared to the Early Career package
Online job listing with your logo and images (no wording limit)	✓	✓	✓	✓
Highlighted in job search results	✗	✓	✓	✓
Anchored at the top of search results	✗	✗	✓	✓
Full colour ad in Vet Record Circulated to over 13,000 BVA members	✗	✗	1 / 6 page 110 words plus logo (only for 60 and 90-day packages*)	1 / 4 page 220 words plus logo (only for 60 and 90-day packages*)
Featured on Vet Record Careers home page	✗	✗	✗	✓
Promoted in daily email alerts Over 50k sent out weekly	✗	✗	✗	✓
Posted alongside veterinary journals on the Wiley Online Library	✗	✗	✗	✓
30 Day Plan	£550 Select	£650 Select	£1,270 (no print ad) Select	£1,918 (no print ad) Select
60 Day Plan	£699 Select	£799 Select	£1,419 Contact Us	£2,067 Contact Us
90 Day Plan	£799 Select	£899 Select	£1,519 Contact Us	£2,167 Contact Us

All prices are exclusive of applicable local taxes and/or VAT.
* Please note that the print packages include one print insertion. All packages with Vet Record print ads will default to the next available issue. Please contact our sales team to learn more about our print deadlines and ad specifications.

recruiter.vetrecordjobs.com

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We develop bespoke projects, linked to an extensive range of publications available on Wiley Online Library. Our global online resource includes 2,000+ journals and over 8 million articles. Through the reach and credibility of our extensive portfolio, we support your marketing and customer engagement strategies, maximizing their impact.

For more information visit
corporatesolutions.wiley.com

Contact:
corporatesaleseurope@wiley.com