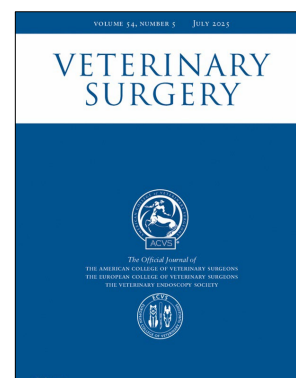


## Veterinary Surgery

*Veterinary Surgery* delivers the most up-to-date coverage of surgical and anesthetic management of animals with the goal of addressing significant problems in veterinary surgery. As the official publication of American College of Veterinary Surgeons, veterinarians around the world look to the journal for the latest news and relevant information in veterinary surgery. The journal provides peer-reviewed articles covering:

- Surgical techniques
- Diagnostic aims
- Care of infections
- Advances in knowledge of metabolism as it affects the surgical patient

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### Editor-in-Chief:

Dr. Dominique J. Griffon, Atlantic Veterinary College

### Audience:

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[Learn more about the Veterinary Medicine Portfolio >>](#)

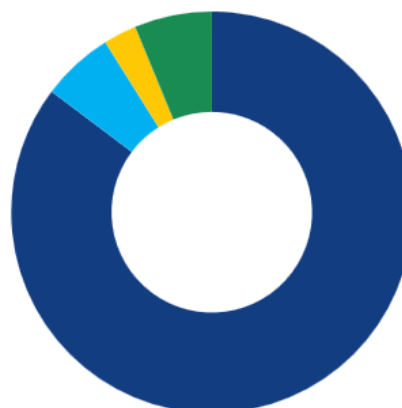
## Reach

Print	Total Print (Paid Subscription)	2,255
	Frequency	8 issues per year

Digital	Unique Visitors on Wiley Online Library	346,251
	Average Monthly Page Views	111,454
	Full Text Downloads	557,648

From 1 May 2024 to 30 April 2025

Print Circulation by Region



■ Americas - 1923 ■ EMEA - 131 ■ UK - 60 ■ APAC - 141

## For More Information

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## 2026 Advertising Rate Card

### Rates

#### Pricing

Pricing below is in USD and is established based on publication origin.

#### Earning Rates

Earned page rate is determined by the number of units per year (e.g., 4 half pages plus 2 full pages earn the 6x rate). Free pages do not count toward frequency.

Ad Size	2026 Price
Full Page Mono	\$ 2,002.00
Full Page Color	\$ 3,582.00
Half Page Mono	\$ 1,087.00
Half Page Color	\$ 2,670.00
Inserts Outserts Cover Tips Belly Bands Wrap	Contact your Account Manager for details
All rates are commissionable to bona-fide agencies.	

Cover Position	Uplift from Mono (B&W) Rate Plus Color Charge
Cover 2	35%
Cover 3	25%
Cover 4	50%
Other Premium Positions	20%

Frequency Insertion Rates Mono (B/W)		
Frequency	Full Page Mono	Full Page Colour
1x	\$ 2,002.00	\$ 3,582.00
3x	\$ 1,924.00	\$ 3,504.00
6x	\$ 1,846.00	\$ 3,426.00
12x	\$ 1,765.00	\$ 3,345.00
24x	\$ 1,685.00	\$ 3,265.00
Color Rates (in addition to earned B&W rate)		
4-color process	\$ 1,580.00	

### Issue Deadlines

Issue number	Print publication date	Booking deadline	Creatives due	Inserts due
55:1 January 2026	8-Jan-26	8-Dec-25	15-Dec-25	22-Dec-25
55:2 February 2026	5-Feb-26	5-Jan-26	12-Jan-26	19-Jan-26
55:3 April 2026	9-Apr-26	9-Mar-26	16-Mar-26	23-Mar-26
55:4 May 2026	7-May-26	6-Apr-26	13-Apr-26	20-Apr-26
55:5 July 2026	9-Jul-26	8-Jun-26	15-Jun-26	22-Jun-26
55:6 August 2026	6-Aug-26	6-Jul-26	13-Jul-26	20-Jul-26
55:7 October 2026	8-Oct-26	7-Sep-26	14-Sep-26	21-Sep-26
55:8 November 2026	5-Nov-26	5-Oct-26	12-Oct-26	19-Oct-26

### For More Information

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## Digital Statistics for Veterinary Surgery

Unique Visitors on WOL for *Veterinary Surgery*: 346,251

### Unique Visitors on WOL by Region

Americas	EMEA	UK	APAC	Other
25.2%	23.1%	11.9%	7.4%	32.4%

From 1 May 2024 to 30 April 2025

Average Monthly Page Views for *Veterinary Surgery*: 111,454

### Page Views by Region

Americas	EMEA	UK	APAC	Other
32.5%	21.8%	13.4%	9.0%	23.3%

From 1 May 2024 to 30 April 2025

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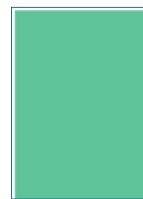
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## Print Ad Specifications

Journal Trim Size 210 mm x 276 mm 8.25" x 10.875"

Keep all text and images at least 0.3"/8mm away from the trim line.

Page Sizes	Non-Bleed (w x h)	Bleed (w x h)
Full Page	210.0 x 276.0 mm 8.25" x 10.875"	216.0 x 282.0mm 8.5" x 11.102"
Half Page - Horizontal	210.0 x 138.0 mm 8.25" x 5.43"	216.0 x 144.0mm 8.5" x 5.66"
Half Page - Vertical	105.0 x 276.0 mm 4.13" x 10.875"	111.0 x 282.0mm 4.37" x 11.102"
Quarter Page	105.0 x 138.0 mm 4.13" x 5.43"	108.0 x 141.0mm 4.25" x 4.55"
Spread	420.0 x 276.0 mm 16.55" x 10.875"	426.0 x 282.0mm 16.77" x 11.102"
Contact your Account Manager for sizes of other opportunities.		

## Print Ad Specifications



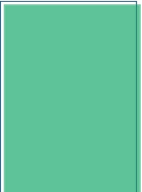
Full Page Ad Non-Bleed	Half Page Ad Vertical
Ad size: w x h 210.0 mm x 276.0 mm  8.25" x 10.875"	Ad size: w x h 210.0 mm x 138.0 mm  8.25" x 5.43"
Half Page Ad Horizontal	Quarter Page Ad
Ad size: w x h 105.0 mm x 276.0 mm  4.13" x 10.875"	Ad size: w x h 105.0 mm x 138.0 mm  4.13" x 5.43"

## Digital Ad Specifications

## Formats &amp; Details

For specifications, formats, and further details see:

[Overview Digital Specifications \(pdf\)](#)

Leaderboard Digital Display Ads	MPU Digital Display Ads	ePDF Article Advertising
Ad size: 728px x 90px	Ad size: 300px x 250px	Ad size: 960px x 1265px
		

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