

**dvm** NEWSMAGAZINE is the leading magazine serving the veterinary profession. As the best-read magazine in the market<sup>+</sup>, and with the range of print, online products and project capabilities we offer, we can be an advertiser's "OneSource" for communicating with veterinary customers and prospects.



**DVM, The Newsmagazine of Veterinary Medicine** is the only comprehensive news magazine for veterinarians. It is written with private practitioners' interests in mind with special emphasis on practical information. In an easy-to-read news style format, DVM reports on all relevant news, trends and developments. The magazine provides practical and authoritative medical information, practice management advice, and new product coverage.

**DVM** is the market's leading magazine by any standard: award-winning editorial; the largest BPA-audited circulation to veterinarians in private practice; the highest readership documented by years of independent, syndicated readership studies; the most-efficient ad buy<sup>2</sup> based on both circulation and readership; and not surprisingly given the above, the market's advertising leader. *Published monthly.*



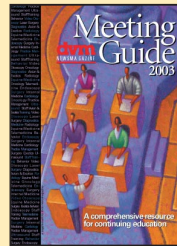
**New Product Review** provides veterinarians with an in-depth wrap-up of the latest products and industry news, and offers marketers a cost-effective way to reach veterinarians when they're interested in learning about product innovations and making product purchases. NPR is a quarterly supplement to DVM, polybagged with the magazine and distributed to DVM's full circulation list. *Published in January, April, July and October.*



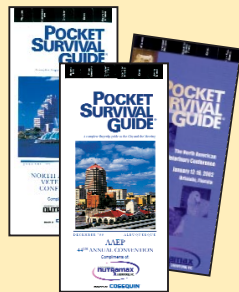
**Your DVM Career** targets veterinary students and recent graduates with basic practice management, finance and personal/career development articles. An ideal advertising environment for companies looking to recruit, sell to, or begin the process of product and corporate branding with these new and future veterinarians. *Published in February, April, September and November.*



**DVM Best Practices** are educational supplements designed to arm practitioners with the latest information on diagnosing, managing and treating a specific disease, life stage or problem within their practice. Best Practices help general practitioners recognize these problems and gain a better understanding of how to effectively treat these conditions. By using practical advice from leading experts, veterinarians can enhance their practice and build new sources of revenue.



**DVM's Guide to Meetings** Veterinarians' only total guide to conventions, meetings and CE opportunities throughout the year, with comprehensive listings and in-depth data to help them plan their educational meetings - from a local two-hour evening seminar to a major national conference. You will benefit from exposure within this targeted editorial environment. *Published in February.*



**Pocket Survival Guides** These handy references to veterinary conferences and their host cities make the convention experience more enjoyable for attendees while generating ad exposure and booth traffic for your company.



**DVM Surveys & Custom Market Research** DVM regularly surveys readers so that veterinary marketers can better understand industry trends, customer purchasing habits, advertising effectiveness and more. Custom research can be designed, conducted and analyzed to meet your specific needs.



**DVM InFocus** Twice per year, DVM publishes multi-sponsor supplements that focus in on a leading-edge topic that deserves in-depth coverage. Recent topics have included zoonosis and vector borne disease, and diagnostic testing and imaging. This is an outstanding opportunity for advertisers to associate themselves with important editorial material referred to again and again.



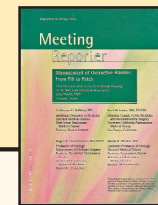
**Reprints** Custom advertising and editorial reprints provide a simple yet professional and cost-effective means of spreading your marketing message. Custom components such as your company address and logo, highlighted text, magazine issue covers and more can be added to make reprints more targeted and effective to your customer.



**Lists** Direct mail can be an important component of a complete marketing strategy, and DVM's database is the most comprehensive in the veterinary market.



**Market Showcase/Classified** DVM Newsmagazine's small display and classified advertising options include a variety of choices to promote your products and services. Specific category headings make it easy for readers to locate your message and act upon it quickly.



## Special Projects

Product launches, new product claims, new supportive research, strategic repositioning, company acquisitions and mergers, new entries into the veterinary marketplace, special events, special messages, specific sales and marketing challenges and opportunities, all these lend themselves to special project treatment. DVM's special projects team can develop a package to meet your specific marketing communications needs, from production of meetings and seminars, to stand-alone print products, to integrated programs using print, online, and in-person delivery.



**dvmnewsmagazine.com** When veterinarians go online, they go to dvmnewsmagazine.com. Timely and original news updates, article archives, a comprehensive and up-to-date events calendar, extensive links, new product information and more are there at veterinarians' fingertips. DVM's Web site is regularly updated, constantly

evolving, and with upwards of 16,000 visitors per month<sup>3</sup>, the best place on the Web for marketers to connect with veterinarians. A variety of banner and button advertising, and sponsorship opportunities are available.



**DVM P.R.O.** (Product Resource Online) is a comprehensive online resource which includes drug usage data organized by species, drug labels and other product data on every licensed veterinary pharmaceutical and biological product. Companies can enhance their listings with cost-effective banner advertising and links to their Web

sites, and other related information. A variety of high-impact sponsorship opportunities are also available.

**DVM** is committed to the veterinary marketplace and the products we produce for it. Our editorial, sales, and management staff, contributors and communications partners bring years of experience in publishing, projects and serving the veterinary market specifically. We're backed by the resources of Advanstar Healthcare Communications, a major healthcare publisher and part of one of the country's largest business and professional magazine publishing and trade show corporations. Our success, experience and resources let us reinvest in the magazine to continually improve it for our readers and advertisers; and in new, innovative and unique information products and services for veterinarians and the companies looking to communicate with them.

Let us work with you to develop a customized advertising and marketing communications package that best meets your specific needs and helps drive sales and enhance profitability for your company.

Source: Publisher's own data

+ Veterinary Media-Chek, Veterinary Communications, Inc. (High + Medium readers, 1992-2001)

2 BPA only audits circulation and not advertising rates

3 WebTrends Summary Report for dvmnewsmagazine.com

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