

JAVMA<sup>®</sup> AJVR<sup>®</sup>



# PRINT AND DIGITAL ADVERTISING

## 2026 MEDIA KIT

# PROVEN REACH. TRUSTED RESULTS.

AVMA publications offer unmatched access to the **largest verified audience** of practicing veterinarians, delivering the **most trusted** and **influential** content in the profession.

With high visibility in print, measurable multi-channel campaigns, and proven engagement, *JAVMA* is the most cost-effective way to reach veterinarians and drive results.



## CLIENT SUCCESS

### Equipment manufacturer

**Challenge:** Demonstrating ROI on high-value equipment purchases.

**Solution:** Print ad in *JAVMA* featuring a QR code that linked directly to the product page.

**Result:** Purchases tied to QR scans generated a 300% ROI on the company's media investment.

### New product launch

**Challenge:** Driving awareness for a novel therapeutic.

**Solution:** A sponsored advertorial in *JAVMA*, paired with sales team follow-up in clinics.

**Result:** Representatives reported stronger conversations in the field because most veterinarians had already seen the piece—creating familiarity and trust before the sales call.

### Actionable results

Journals remain the most effective way to reach veterinarians at a lower cost per reach vs. trade shows, webinars, or sales calls.

**75%**

of veterinarians have requested info or made a purchase based on a journal ad

**78%**

visit company websites from journal ads



SCAN TO BOOK MEETING

### Contact

For contracts, insertion orders, and other information:

**Alter Insights LLC**

**Nathan Altadonna**

Phone: 405-708-3895

Email: [javma\\_sales@avma.org](mailto:javma_sales@avma.org)



# AVMA PUBLICATIONS LEAD IN AUDIENCE REACH AND QUALITY

## 100% decision makers

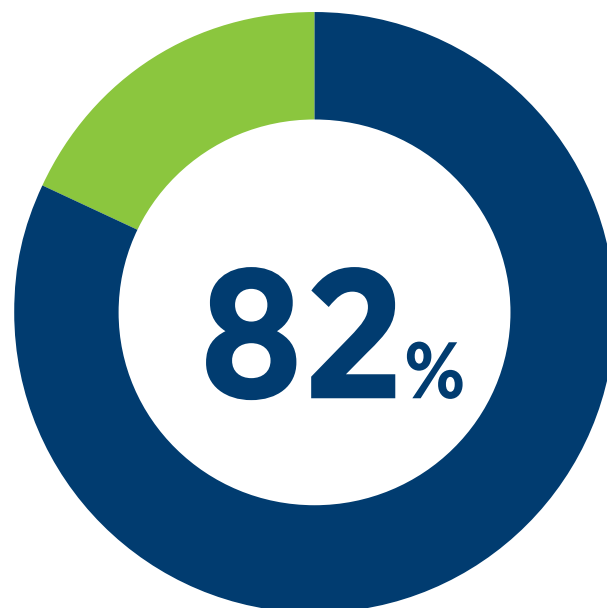
JAVMA's audience is exclusively veterinarians. Owners and associates account for nearly 80% of the circulation. JAVMA is the best vehicle for reaching key decision-makers in a practice.

## Verified quality

JAVMA is the only publication that verifies audience credentials. Competing publications allow self-declared subscriptions, diluting audience quality. JAVMA readers are the qualified professionals you want to reach.

## Unmatched reach

JAVMA's print edition reaches 82% of all companion animal veterinarians in the U.S. each month, and our weekly email newsletter is delivered to more than half of the practicing companion veterinarians in the country each Friday.



**JAVMA**

reaches 82% of all companion animal veterinarians in the U.S. each month

## Print reach

**87,652**

average total circulation

## Website reach

**111,090**

average monthly unique visitors

## Email reach

**52,883**

weekly newsletter sends

## Engagement

80% of AVMA members say they regularly read JAVMA

## Average monthly pageviews

290,909

## Average email open rate

60%

# CONTENT THAT LEADS THE PROFESSION FORWARD

Unlike trade magazines built around preset monthly themes, *JAVMA* publishes the most timely, clinically relevant, and rigorously reviewed veterinary science available. Each issue is curated from newly accepted, peer-reviewed research—selected for its impact on everyday practice and the advancement of animal health.

Veterinarians rely on *JAVMA* not just for news, but for knowledge that directly informs their clinical decisions.

## Every issue includes:

**Latest industry news** – Updates on regulatory changes, professional trends, and developments across the veterinary profession.

**Currents in one health** – Insights at the intersection of animal, human, and environmental health.

**Original research** – Peer-reviewed studies advancing understanding of disease, diagnostics, and treatment.

**Clinical challenges** – Real-world case examples that sharpen diagnostic skills.

In addition to the regular journal, *JAVMA* will publish two special supplements in 2026:

**June – Pain & Rehabilitation:** A hands-on guide to mobility, recovery, and pain management, featuring video-based online extensions.

**December – Oncology:** Focused coverage of cancer diagnostics, treatment innovations, and emerging research.

## What content do veterinarians read?



No other veterinary publication offers what *JAVMA* does. Each issue delivers peer-reviewed original research alongside professional news, industry updates, and clinical features—making it both a trusted scientific journal and an essential industry resource.

**Practicing veterinarians are twice as likely to read *JAVMA* than any other scientific journal.**

Source: Alter Insights 2025 Veterinary Media Preferences Survey

Every issue of *JAVMA* delivers authoritative science, trusted clinical insight, and a credible environment for your brand to stand out.

# PRINT ADVERTISING: TRUSTED, TANGIBLE, AND PROVEN

JAVMA remains the profession's most read and most trusted print publication—delivering your message directly into the hands of over 85,000 practicing veterinarians each month. With high reader engagement and unmatched credibility, JAVMA print advertising drives awareness, recall, and real business results.

## Ad study issues

April & August 2026

JAVMA is offering two independent Signet AdStudies® in 2026 to measure ad performance, readership, and engagement.

Advertisers with a print placement in either the April or August issue will automatically receive participation at no additional cost. These issues provide advertisers with proof of ROI and powerful insights for future creative and placement strategies.

# 80%

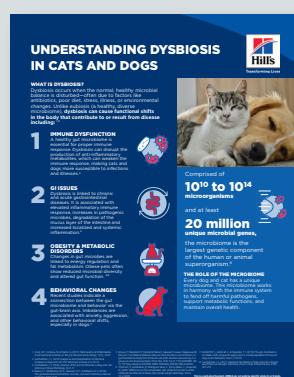
Digital versions often go ignored in inboxes. Print creates a physical presence as a reminder to read, engage, and act.

Source: Alter Insights 2025 Veterinary Media Preferences Survey

## Rates & discounts

- **Open rate:** \$9,200 per full-page, run-of-book (ROB) ad
- **Frequency discounts:** Save 15%–30% based on schedule volume
- **Bundle discounts:** Combine print with digital placements for additional savings and extended reach

## High impact and content-based print ads



### Infographic

Engaging way to highlight product features or selling points and stand out in an issue.

Content only: \$14,000

Content and Full Page Ad: \$19,500



### Product spotlight

The highlights or TL;DR version of an advertorial hitting the high points about a product.

Content only: \$12,500

Content and Full Page Ad: \$17,000



### Advertorial

Showcase your brand with a scientific focused advertorial in JAVMA's trusted print edition.

\$20,000 spread



### 2 page insert

Perforated, heavier glossy stock  
\$22,500



### 4 page fold out insert

Perforated, heavier glossy stock  
\$29,500

## Ready to plan your campaign?

Book a meeting to get a custom print rate and discover how JAVMA can help you reach more veterinarians with measurable impact.



# DIGITAL DELIVERS CONSISTENT VISIBILITY & MEASURABLE RESULTS

AVMA Publications give advertisers the power to stay visible, stay credible, and stay measurable. AVMA's digital channels connect your brand to veterinarians in practice today and the next generation of clinicians and researchers shaping the profession's future.

## Our digital platforms deliver:

**Verified reach & reporting** – Every campaign includes transparent performance metrics—impressions, clicks, CTR, and engagement—so you can demonstrate ROI with confidence.

**Consistent visibility** – Multi-channel placements across web, email, and podcast environments ensure your brand maintains presence week after week, issue after issue.

**Influence across the profession** – AVMA's digital audience spans practicing veterinarians, specialists, students, and academics—providing a rare opportunity to build awareness among both current decision-makers and emerging leaders.

**Premium, trusted environments** – Ads appear alongside peer-reviewed research, clinical features, and AVMA news content—giving your message credibility and context no other network can match.

## Digital advertising options

### ROS website banners

Guaranteed U.S. delivery with 70% minimum viewability.

\$65 CPM

### Website native ads

Content-based ads that blend with article pages for higher engagement.

\$80 CPM

### Email newsletter ads

AVMA News Bulletin is a weekly newsletter reaching 55,000+ veterinarians with timely clinical, policy, and practice updates.

Native Ad: \$2,250

Banner Ad: \$1,100

### Podcast sponsorship

Monthly sponsorship includes a 30-second spot at the beginning of all 4 Veterinary Vertex episodes and the banner and native ad in Veterinary Advances newsletter.

\$2,950 per month

### Topic sponsorship

100% share-of-voice on articles in one themed collection of your choice.

\$2,000 per month for all banner ads

\$2,000 per month for all native ads

\$3,500 per month for both



## Ready to build your digital strategy?

Book a meeting to get a custom digital recommendation and learn how JAVMA's online advertising delivers reach, credibility, and measurable results across the AVMA network.



# 2026 AD SPECS

## Deadlines

### PRINT

Print ads are due when space closes for the issue.

### ADVERTORIALS

Print-ready graphics and edited copy are due 2 weeks before the space deadline for the issue.

### DIGITAL

Website and newsletter ads are due 30 days prior to the start of the campaign.

| Issue     | Space and art deadline |
|-----------|------------------------|
| January   | Nov. 13                |
| February  | Dec. 18                |
| March     | Jan. 14                |
| April     | Feb. 11                |
| May       | Mar. 19                |
| June      | Apr. 16                |
| July      | May 19                 |
| August    | Jun. 17                |
| September | Jul. 21                |
| October   | Aug. 18                |
| November  | Sep. 17                |
| December  | Oct. 15                |

## Rates

### PRINT AND DIGITAL

Rates are based on the number of insertions contracted for and used in a calendar year. Additional rate discounts are provided for new advertisers, AVMA sponsors, and AVMA convention exhibitors.

Book a call to secure your custom rate and eligible discounts.



SCAN TO BOOK MEETING

## Advertising contacts

### DISPLAY ADVERTISING SALES

For contracts, insertion orders, or other information:

**Alter Insights LLC**

**Nathan Altadonna**

Phone: 405-708-3895

Email: [javma\\_sales@avma.org](mailto:javma_sales@avma.org)

### DISPLAY AD BILLING AND SUBMISSIONS

**Christina Banks, Publications Specialist**  
**AVMA**

1931 N Meacham Rd, Ste 100

Schaumburg, IL 60173-4360

Phone: 847-285-6759

Fax: 847-925-9329

Email: [cbanks@avma.org](mailto:cbanks@avma.org)

### BUSINESS OPPORTUNITY ADS

**JAVMA Classified Advertising**

Phone: 1-800-248-2862, ext. 6640

Fax: 847-925-9329

Email: [classad@avma.org](mailto:classad@avma.org)

### AVMA CAREER CENTER

Offering 30-, 60-, and 90-day terms for online job postings. The latest AVMA Career Center rates can be found at [jobs.avma.org/employer/pricing/](http://jobs.avma.org/employer/pricing/). Career Center ads can be purchased as either print or online only.

JAVMA classifieds has partnered with the AVMA's job board to give your advertisement the broadest reach possible to the veterinary community. To set up an account and place an ad, log on to [jobs.avma.org/employer/login/](http://jobs.avma.org/employer/login/).

### EDITORIAL REPRINTS

Prices furnished on request.

**Sheridan Content Solutions**

Email: [scsreprints@sheridan.com](mailto:scsreprints@sheridan.com)

Phone: 800-635-7181 ext. 8184

### AVMA PARTNERSHIP OPPORTUNITIES

**Organization partnerships:**

**Dr. Paula Parker**

Chief Partnerships and Strategic Initiatives Officer

**Dr. Emmanuelle Lemaire-Galliot**

Director of Partnerships

Email: [partnerships@avma.org](mailto:partnerships@avma.org)

**Convention exhibits and sponsorship:**

**Allison Whitley**

Senior Manager, Convention Sponsorship & Exhibits

Email: [exhibits@avma.org](mailto:exhibits@avma.org)

Website: [avmaconvention.org](http://avmaconvention.org)

# Print specs

## MECHANICAL INFORMATION/REQUIREMENTS

Type of binding: Perfect.

Halftone screen: Covers: 133-line screen.  
Inside: 133-line screen.

### Bleed ad sizes

Image size: 8-3/8" x 11-1/8".

Trim size of publication: 8-1/8" x 10-7/8". Type matter should be at least 1/4" within trim edge and 1/2" from gutter.

2-page spread: 16-3/4" x 11-1/4".

1/2-page spread: 16-3/4" x 5-1/2".

| Ad size      | Width  | Height  | Bleed allowed           |
|--------------|--------|---------|-------------------------|
| 1 page       | 8-1/8" | 10-7/8" | Yes, add 1/8" all sides |
| 2/3 page     | 4"     | 9-1/2"  | No                      |
| 1/2 page (V) | 3-1/8" | 9-1/2"  | No                      |
| 1/2 page (H) | 6-1/2" | 4-1/2"  | No                      |
| 1/3 page     | 2"     | 9-1/2"  | No                      |
| 1/4 page     | 3-1/8" | 4-1/2"  | No                      |
| 1/6 page     | 2-1/8" | 4-1/2"  | No                      |
| 1/12 page    | 2-1/8" | 2-1/2"  | No                      |
| 2-inch ad    | 2-1/8" | 2"      | No                      |

Reproduction requirements: Submission via email required.

Platform: PC preferred.

File types: High-resolution PDF (fonts must be embedded).

### Instructions for submission of ad material

Digital ad material is required for all ad submissions. We will only accept a PDF format. Please make sure all color ads are in CMYK format, fonts and images are embedded, and the resolution is at least 300 dpi. Accurate color representation cannot be guaranteed unless a proof is sent in the mail.

Please email all files to [display@avma.org](mailto:display@avma.org). For other submission options, please contact Christina Banks ([cbanks@avma.org](mailto:cbanks@avma.org)).

### Closing dates—mechanical

Material and proofs must be received by closing date of issue.

# Digital specs

## EMAIL NEWSLETTERS

### Native ad:

Headline: 6 words (35 characters with spaces)

Content: 30 to 25 words (235 characters with spaces)

Image size: 400x400px; 100k max (will display at 200x200px)

Image format: JPG, GIF, or PNG

Click-thru URL

Third-party tags and tracking pixels not accepted on email ads

### Banner ads:

Image size: 600x75px or 728x90px

Image format: JPG, GIF, or PNG

Click-thru URL

Third-party tags and tracking pixels not accepted on email ads

## WEBSITES

### Display ad:

Image size: 728x90px, 300x250px, and 320x50px

Image format: JPG, GIF or PNG (no flash)

Click-thru URL

Third-party ad tags accepted

# Policies

## POLICIES

### NEW PROFESSIONAL PRODUCTS

- First-time advertisers must prepay before ad is placed.
- Advertising for a new product will not be considered by the AVMA until a license has been obtained from the USDA (for biological products) or until an FDA new drug application (for drugs) has become effective.
- For FDA-approved drugs, information contained in the proposed advertisements must conform to labeling that has been cleared by the FDA.

### REQUIREMENTS FOR PROFESSIONAL PRODUCTS

- All advertising copy, including inserts, is subject to approval by the AVMA editor-in-chief. Products and services must be germane to veterinary medicine. Publisher reserves the right to reject advertising that is not in keeping with AVMA standards.
- Advertisements making claims for prevention, control, or treatment of any disease, injury, abnormality, nutritional deficiency, or reproductive problem must include reference to information supporting such claims, unless the efficacy and safety of the product has been assured by a federal regulatory agency. In general, this should include references to studies published in peer-reviewed scientific journals. Advertisements containing statements or information that the advertiser is unable to substantiate will not be accepted.
- Comparison advertisements must include one of the following: the statement "Substantiating data available on readers' request," toll-free number to Technical Services, or website address where substantiating information can be found.
- Complete ad material must be received at space deadline.
- The product and the advertiser must be identified. For drugs, the full generic or chemical name of the principal active ingredients must be shown in 6-point or larger type. For biological products, the true name must be shown in 6-point or larger type.
- Advertisements shall not be misleading or deceptive. Advertising copy containing statements or inferences that the advertiser is unable to substantiate will be rejected.
- Quotations or excerpts from a published paper submitted as a statement of evaluation of the product cannot be used by the advertiser or the agency without permission of the copyright holder.
- Evidence of permissions must accompany copy.
- Any deliberate attempt to simulate a publication's format

is not permitted. The AVMA reserves the right to place the word "advertisement" on copy that, in the publisher's opinion, resembles editorial matter.

### NONPROFESSIONAL PRODUCTS OR SERVICES

- Subject to the approval of the editor-in-chief. Products and services must be germane to veterinary medicine.

### BILLING AND CANCELLATION POLICIES

All rates are net and non-commissionable unless otherwise noted.

All invoices are Net 30.

Unless alternate terms are specifically stated and mutually agreed upon in writing on the insertion order, the following billing and cancellation policies apply:

#### Print advertising

- Regular display ads cannot be canceled after the space deadline.
- Print ads are invoiced by the 10th of the month in which they run.
- Cover positions and cover tips cannot be canceled once reserved.

#### Digital advertising

- Must be canceled at least 30 days prior to deployment.
- Digital ads are invoiced by the 10th of the month following their run.

#### Advertorials and custom ads

- Must be canceled 60 days prior to issue closing for print and 90 days prior to deployment for digital placements.
- Custom ad units cannot be canceled once production work has begun.

#### Bundle and frequency discounts

- Advertisers who commit to a bundle-based or frequency discounted rate but fail to complete the full schedule will be short-rated to the earned rate.

### MISCELLANEOUS

- Advertorials subject to approval.
- Please avoid the use of brachycephalic ("short-faced") dogs (Pugs, etc), cats (Persians, etc), and rabbits (Lionheads, etc) in advertisements.
- Advertisers must have a U.S. office and bank.