

NORTHERN IRELAND

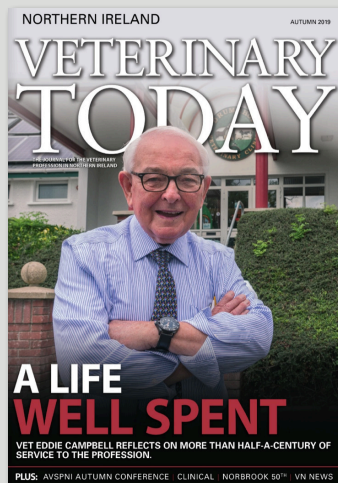
VETERINARY TODAY

The only SPECIALIST MAGAZINE for
**Northern Ireland's
Veterinary profession**
(established 1994)

**New
Launch**

Digital Magazine Marketing Packages

Helping you inform and influence veterinary
professionals across Northern Ireland.



Northern Ireland Veterinary today is the preferred read for Northern Ireland's veterinary professionals. Established in 1994, NIVT reaches every veterinarian in Northern Ireland, all Government vets, influencers and decision makers plus all veterinary nurses, practice managers, suppliers, agents, pharmaceutical companies and service providers. The magazine fills an important niche within an extremely lucrative marketplace.

Our digital issues will include the same great content, local news, key interviews, clinical articles, practice profiles, product launches and all the latest from the national and international veterinary scene.

WHY ADVERTISE IN OUR DIGITAL ISSUE?

- At a time when digital advertising is exceptionally strong, our **Digital Issue** advertising gives you access to our **unique e-database** of 2400 subscribers.
- You'll be able to access **measurable analytics**, like open and click through rates, that tell you exactly how your ad has performed.
- Your ad will include a **destination URL** linking directly to your website, helping to generate leads.
- You'll get a **comprehensive package**, allowing you to reach out to our loyal online audience.
- You will be communicating with **every veterinary professional** in the key industry magazine, delivering an excellent return of your investment.

HOW WE'RE REACHING OUT ACROSS OUR CHANNELS

- We're keeping our audience up to date with **key industry news** across our online channels.
- We're **directing our audience** to subscribe to our new digital issue so they can access the same great content they get in print.

Advertising options

ALL DIGITAL ADS ARE HYPERLINKED TO YOUR SPECIFIED URL.

Ad size	Price	Added value
DOUBLE PAGE SPREAD	£2500	Bolt-on opportunities available
FULL PAGE AD	£1395	Bolt-on opportunities available
HALF PAGE AD	£775	Bolt-on opportunities available
QUARTER AD	£425	Bolt-on opportunities available
CLASSIFIED ADS	from £175	URL Link only

Digital Bolt-On Opportunities

BOLT-ONS ARE SUBJECT TO AVAILABILITY AND ARE ALLOCATED ON A FIRST-COME, FIRST-SERVED BASIS.

- Feature on **VETERINARY TODAY** Website
(launching August 2020)
- Dedicated ezine delivered straight to the inboxes of your entire target audience
- Promotional Feature in **VETLINE** newsletter
(launching August 2020) **Image and excerpt linking to full feature on website**
- Digital Ad in **VETLINE** newsletter
(launching August 2020) **Riverblock ad (728x90px) / MPU (300x250px)**

RIVERBLOCK 1

MPU (L)

MPU (R)

PROMOTIONAL FEATURES



MULTIPLE EDITION DISCOUNTS AVAILABLE

Contact Brenda Courtney for more information

T: +44 28 9045 7457 E: brenda.courtney@pentonpublications.co.uk

**COMING
SOON**

LEADERBOARD

LEADERBOARD

(728x90 px)

Position below Masthead

Cost per edition £425

RIVERBLOCK 1

RIVERBLOCK 1

(728 x 90 px)

Position below
breaking news

Cost per edition £325

MPU (L)

MPU (R)

MPU (L) (300 x 250 px)

Position below top stories

Cost per edition £295

MPU (R) (300 x 250 px)

Position below top stories

Cost per edition £295

PROMOTIONAL FEATURES

PROMOTIONAL FEATURE

Image and Excerpt linking
to full press release on
neighbourhoodretailer.com

Cost per edition £250

RIVERBLOCK 2

RIVERBLOCK 2

(728 x 90 px)

Position above footer

Cost per edition £250

CROSS-MEDIA PACKAGES AND MULTIPLE EDITION DISCOUNTS AVAILABLE

Contact Brenda Courtney for more information

T: +44 28 9045 7457

E: brenda.courtney@pentonpublications.co.uk

VETLINE
newsletter

NORTHERN IRELAND
**VETERINARY
TODAY**

LEADERBOARD

BREAKING NEWS

RIVERBLOCK 1

TOP STORIES

MPU (L)

MPU (R)

PROMOTIONAL FEATURES

RIVERBLOCK 2