

PRICE LIST 2022





Specialized and professional monthly journal

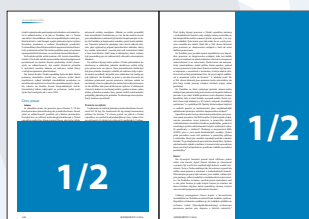
A specialized monthly veterinary journal intended for all practical veterinary surgeons in CR and SR. Reflecting the readers' requirements, it is divided into permanent sections, namely small animals and farm animals, including horses. Furthermore, it contains sections focusing on exotic animals, food hygiene, poultry and wild animals. Information service, management, legislation and an overview of newly registered veterinary medicines complement the magazine to make it indispensable for every veterinarian. It contains between 68 and 72 pages. The magazine features prominently in the Slovak Republic and has been listed among the reviewed specialized journals.

Month	Small animals	Farm animals	Deadline	Distribution
1/2022	Feline diseases	Diseases of young ruminants	08. 12. 2021	13. 1. 2022
2	Clinical nutrition and gastroenterology	Pig diseases	17. 1. 2022	11. 2.
3	Infectious diseases and parasitology	Horse diseases (VET fair 2020 proceedings)	14. 2.	11. 3.
4	Dermatology	Poultry, rabbits	17. 3.	11. 4.
5	Intoxication	Metabolic and reproductive disorders	19. 4.	13. 5.
6	Health problems of small mammals	Diseases of game, fish and bees	17. 5.	10. 6.
7	Laboratory and clinical diagnostics	Health problems of sheep and goats	17. 6.	14. 7.
8	Internal medicine	Pig diseases	18. 7.	12. 8.
9	Emergency medicine, anaesthesia	Horse diseases (supplement – Poultry 2022)	15. 8.	12. 9.
10	Haematology	Nemoci skotu a mastitidy (supplement – Czech buiatrics company)	14. 9.	12. 10.
11	Surgery and imaging techniques	Welfare, zoo hygiene on animal farms	17. 10.	11. 11.
12	Urology, gynaecology and andrology	Food hygiene	11. 11.	12. 12.
1/2023	Feline diseases	Diseases of young ruminants	7. 12. 2022	13. 1. 2023



210 x 297
1320 EUR

182 x 250
1320 EUR



182 x 125
760 EUR

105 x 297
760 EUR



182 x 80
680 EUR

73,5 x 297
680 EUR



120 x 130
680 EUR

133 x 297
1160 EUR



97,5 x 120
440 EUR

Textual advertising – the price reflects the prices for traditional display advertising. A paid corporate text 50% of the display advertisement - price based on the pricelist. It is necessary to add additional bleed of 5 mm from each edge to the stated size. Prices do not include VAT.

Additional possible formats: flyer inserts, glued adverts, envelope taping, foldable envelope

Independent specialized periodicals

- » The B2B segment (specialized magazines) contains specialized magazines; their online versions, websites and other online products provide 85% of specialized information (CR – Union of Publishers),
- » These independent sources are considered as a fundamental orientation guide for further search for information.
- » Based on the readership survey (fairs, readers), veterinarians consider the following sources of information as basic: seminars and workshops – 75% / independent specialized magazines as general knowledge – 70% / company sources 45%,
- » In order to read a text longer than 15 minutes, the professional public prefers a printed version of the conveyed information.

On-line versions of specialized magazines and electronic products

- » 55% of subscribers also monitor online versions of specialized veterinary magazines,
- » Online versions of magazines appeal mainly to the younger generation,
- » The publisher gives permission to schools to access information for studying purposes in online versions of the magazines, establishes rapport with the younger generation.
- » Online versions serve as an electronic archive with specialized agricultural information as well as an online and on-time source of information.

Specialized printed magazines

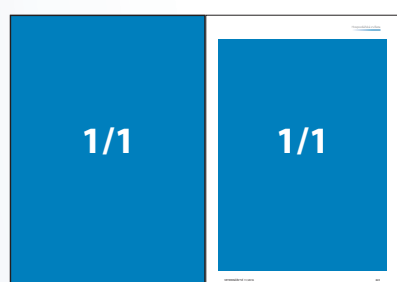
- » 82% of private veterinary practices are subscribers to printed specialized magazines,
- » In the EU countries as well as in CR, the Specialized and professional veterinary journal is considered part of lifelong specialized education, creating the sense of community in the field continuously being passed down from generation to generation,
- » 30 years of forming the readers' database,
- » special subscription fee when subscribing to two magazines,
- » a team of erudite and renowned editors and publishing staff,
- » relationship with readers strengthened by means of publishing specialized books, participating in all major specialized events and organizing the Medica Veterinaria event.

Magazine for companion animal clinical practice

Highly specialized articles and annotations from international journals monitor the latest therapeutic methods implemented in top domestic or foreign veterinary surgeries. The journal focuses on the readers with the highest qualification and specialization in the field. It is issued bimonthly and contains 28 to 32 pages. It also features prominently in the Slovak Republic and has been listed among the specialized reviewed journals



Number	Topic	Deadline	Distribution	Notes
1/2021	Neurology and physiotherapy	17. 1. 2021	11. 2. 2022	
2	Oncology – lymphomas	17. 3.	11. 4.	
3	Ophthalmology	17. 5.	10. 6.	
4	Cardiology	18. 7.	12. 8.	
5	Surgery, internal medicine (annual conference of Czech Association of Veterinarians for Small Animals)	14. 9.	12. 10.	
6	Diseases of companion and zoo animals	11. 11.	12. 12.	
1/2022	Neurology and physiotherapy	27. 1. 2023	15. 2. 2023	



210 x 297
760 EUR

182 x 250
760 EUR



182 x 125
360 EUR

105 x 297
360 EUR



182 x 80
280 EUR

73,5 x 297
280 EUR



120 x 130
280 EUR

133 x 297
560 EUR

97,5 x 120
200 EUR

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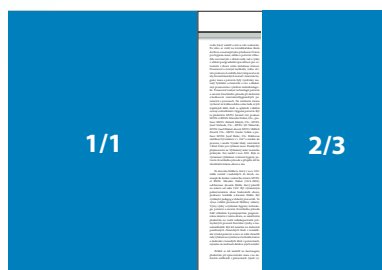
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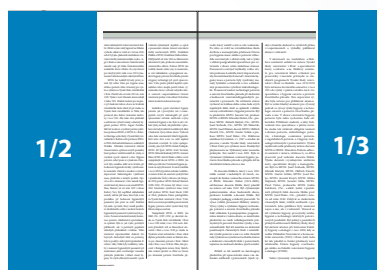
The magazine for the Chamber of Czech Veterinarians

The monthly magazine is intended for members of the Chamber of Veterinarians of CR. It provides information on all the measures the managerial board has taken in recent weeks for its members as well as on its plans. It offers news coverage from the board's and individual committees' meetings. It provides the Chamber members with the basic information service regarding taxes, accounting, new regulations, educational programmes, seminars and other events.

Number	Deadline
1	9. 12. 2021
2	10. 1. 2022
3	10. 2.
4	11. 3.
5	11. 4.
6	12. 5.
7	10. 6.
8	11. 7.
9	10. 8.
10	12. 9.
11	13. 10.
12	10. 11.
1/2022	9. 12.



210 x 297
920 EUR
2nd a 3rd cover page
1000 EUR
4th cover page
1200 EUR



182 x 297
520 EUR
73,5 x 297
360 EUR



120 x 85
320 EUR

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www.vetweb.cz

Whole background – all over option (1920 x 1080 px)

Banner C 1120 x 230 or 1120 x 400 px

Banner B1 300 x 300 px

Banner B2 300 x 300 px

Banner B3 300 x 300 px

Banner B4 300 x 300 px

Banner D 714 x 80 px

B1+B2 300 x 600 px

B3+B4 300 x 600 px

Left side
400 x 1080
px

Right side
400 x 1080
px

Pozition	Size (px)	Duration	Price (EUR)
Branding	All-over option (1920x1080) or divided option (left and right bar) – 400 x 1080 + banner C – 1120 x 230 or 1120 x 400)	week	400
		month	1280
Banner C	1120 x 230 or 1120 x 400	week	240
		month	840
Banner D	714 x 80	week	160
		month	560
Banner B1	300 x 300	week	220
		month	800
Banner B2	300 x 300	week	220
		month	800
Banner B3	300 x 300	week	140
		month	460
Banner B4	300 x 300	week	140
		month	460
Banner B1+B2	300 x 600	week	300
		month	1040
Banner B3+B4	300 x 600	week	200
		month	720

Prices do not include VAT.

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