

PRICE LIST 2023





Printed version

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.



Electronic version

| Month | Small animals | Livestock | Deadline | Distribution |
|--------|---|---|--------------|--------------|
| 1/2023 | Cat diseases | Young ruminant diseases | 12. 12. 2022 | 12. 1. 2023 |
| 2 | Clinical nutrition and gastroenterology | Swine diseases | 18. 1. 2023 | 13. 2. |
| 3 | Infectious disease and parasitology | Equine diseases | 16. 2. | 13. 3. |
| 4 | Dermatology | Poultry, rabbits | 17. 3. | 13. 4. |
| 5 | Intoxication | Metabolism and reproduction disorders | 18. 4. | 15. 5. |
| 6 | Small mammal health issues | Game animal, fish and bee diseases | 18. 5. | 12. 6. |
| 7 | Laboratory and clinical diagnostic | Sheep and goat health issues | 19. 6. | 14. 7. |
| 8 | Internal medicine | Swine diseases | 20. 7. | 14. 8. |
| 9 | Acute medicine, anaesthesia | Equine diseases | 23. 8. | 15. 9. |
| 10 | Haematology | Ruminant diseases and mastitis (Compilation – Czech buiatric society) | 18. 9. | 13. 10. |
| 11 | Surgery and medical imaging technique | Welfare, zoo hygiene in livestock breeding | 18. 10. | 13. 11. |
| 12 | Urology, gynaecology and andrology | Food hygiene | 15. 11. | 12. 12. |
| 1/2024 | Cat diseases | Young ruminant diseases | 13. 12. | 15. 1. 2024 |

| | | | | | | | | |
|-----------|-----------|-----------|-----------|----------|------------|-----------|-----------|------------|
| 1/1 | 1/1 | 1/2 | 1/2 | 1/3 | 1/3 | 1/3 | 2/3 | 1/4 |
| 210 x 297 | 182 x 250 | 182 x 125 | 105 x 297 | 182 x 80 | 73,5 x 297 | 120 x 130 | 133 x 297 | 97,5 x 120 |
| 1 320 EUR | 1 320 EUR | 760 EUR | 760 EUR | 680 EUR | 680 EUR | 680 EUR | 1 160 EUR | 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.

Other possible forms: leaflet insertion, glued advertisement, envelope strapping, foldable envelope, envelope flap

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

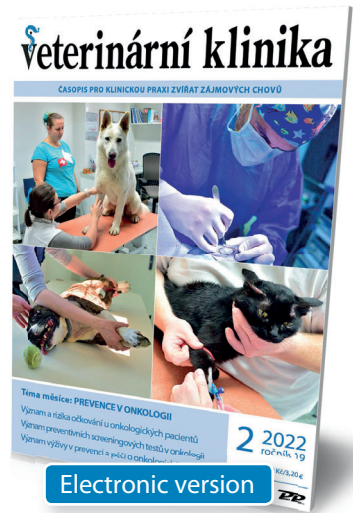
- » 82% of private veterinary practices are subscribers to printed specialized magazines,
- » In the EU countries as well as in CR, the Specialized and professional veterinary journal is considered part of lifelong specialized education, creating the sense of community in the field continuously being 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

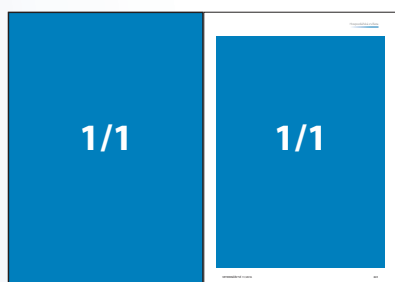


Printed version



Electronic version

| Issue | Topic | Deadline | Distribution | Notes |
|--------|---|-------------|--------------|-------|
| 1/2023 | Neurology and physiotherapy | 18. 1. 2023 | 11. 2. 2023 | |
| 2 | Oncology, malignant skin tumours | 17. 3. | 11. 4. | |
| 3 | Ophthalmology | 18. 5. | 10. 6. | |
| 4 | Stomatology | 20. 7. | 12. 8. | |
| 5 | Surgery, Internal medicine | 18. 9. | 12. 10. | |
| 6 | Diseases of pet animals and zoo animals | 15. 11. | 12. 12. | |
| 1/2024 | Neurology and physiotherapy | 29. 1. 2024 | 15. 2. 2024 | |



210 x 297
880 EUR

182 x 250
880 EUR



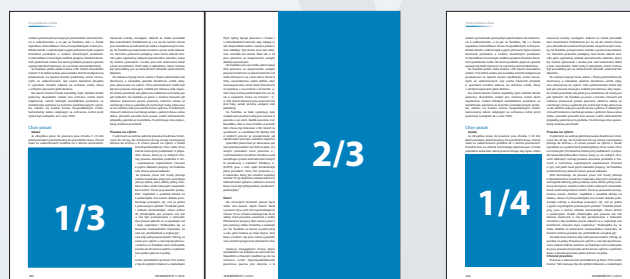
182 x 125
440 EUR

105 x 297
440 EUR



182 x 80
320 EUR

73,5 x 297
320 EUR



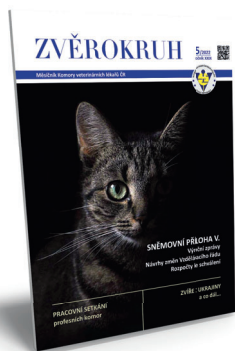
120 x 130
320 EUR

133 x 297
620 EUR

97,5 x 120
220 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.

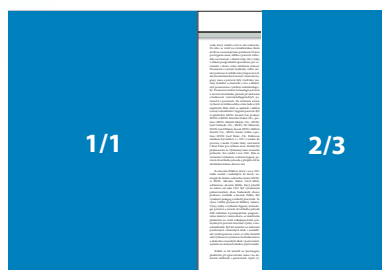
Other possible forms: leaflet insertion, glued advertisement, envelope strapping, foldable envelope, envelope flap



The magazine for the Chamber of Czech Veterinarians

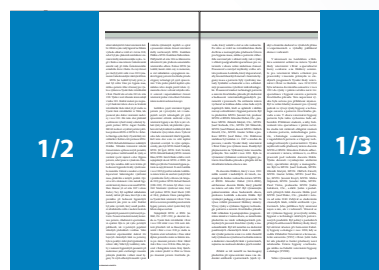
The monthly magazine is intended for members of the Chamber of Veterinarians of CR. It provides information on all the measures the managerial board has taken in recent weeks for its members as well as on its plans. It offers news coverage from the board's and individual committees' meetings. It provides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

| Issue | Deadline |
|--------|--------------|
| 1 | 10. 12. 2022 |
| 2 | 10. 1. 2023 |
| 3 | 13. 2. |
| 4 | 13. 3. |
| 5 | 12. 4. |
| 6 | 11. 5. |
| 7 | 12. 6. |
| 8 | 12. 7. |
| 9 | 10. 8. |
| 10 | 12. 9. |
| 11 | 11. 10. |
| 12 | 9. 11. |
| 1/2024 | 8. 12. |



210 x 297
1 020 EUR

133 x 297
760 EUR



105 x 297
580 EUR

73,5 x 297
400 EUR



120 x 85
360 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.

Other possible formats: leaflet insertion, glued advertisement, envelope strapping, foldable Envelope

www.vetweb.cz

Whole background – Whole page option (1 920 x 1 080 px)

Banner C 1 120 x 230 or 1 120 x 400 px

Left side
400 x 1 080 px

Banner D 714 x 80 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

B1+B2 300 x 600 px

B3+B4 300 x 600 px

Right side
400 x 1 080 px

| Pozition | Rozměr (px) | Duration | Price (EUR) |
|--------------|---|----------|-------------|
| Branding | Left and right side – 400 x 1 080 + banner C – 1 120 x 230 or 1 120 x 400 | week | 400 |
| | | month | 1 280 |
| Banner C | 1 120 x 230 or 1 120 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 | 1 040 |
| Banner B3+B4 | 300 x 600 | week | 200 |
| | | month | 720 |

Prices do not include VAT.

**Veterinářství, Veterinární klinika,
Zvěrokruh, www.vetweb.cz**

Karel Veselý
+420 602 118 883,
karel.vesely@vetweb.cz
veronika.smetanova@vetweb.cz

