

EDITION PLAN 2024

ADVERTISING PRICE LIST





Printed version

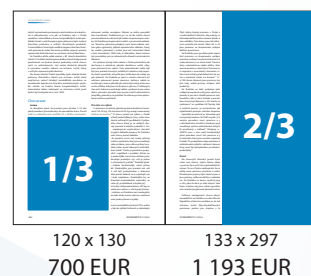
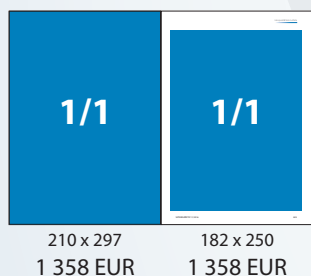
Professional and specialized monthly magazine

Professional veterinary monthly magazine for all practical veterinarians in both the Czech and the Slovak Republic. The magazine is divided in proportion to the reader's requirements for permanent rubrics such as small animals and livestock, including horses. Another part of the professional rubrics covers the topics of exotic animals, food hygiene, poultry and wild animals. The information service, management, legislation and overview of newly authorised veterinary medicinal products complement the complexity of the magazine to make it indispensable for every veterinary. The magazine is peer-reviewed journal.



Electronic version

Month	Small animals	Livestock	Deadline	Distribution
1/2024	Cat diseases	Young ruminant diseases	11. 12. 2023	15. 1. 2024
2	Clinical nutrition and gastroenterology	Swine diseases	17. 1.	12. 2.
3	Infectious disease and parasitology	Equine diseases	16. 2.	13. 3.
4	Dermatology	Poultry, rabbits	18. 3.	15. 4.
5	Intoxication	Metabolism and reproduction disorders	16. 4.	14. 5.
6	Small mammal health issues	Game animal, fish and bee diseases	20. 5.	13. 6.
7	Laboratory and clinical diagnostic	Sheep and goat health issues	17. 6.	11. 7.
8	Internal medicine	Swine diseases	17. 7.	12. 8.
9	Acute medicine, anaesthesia	Equine diseases	21. 8.	16. 9.
10	Haematology	Ruminant diseases and mastitis (Compilation – Czech buiatric society)	18. 9.	14. 10.
11	Surgery and medical imaging technique	Welfare, zoo hygiene in livestock breeding	18. 10.	14. 11.
12	Urology, gynaecology and andrology	Food hygiene	13. 11.	11. 12.
1/2025	Cat diseases	Young ruminant diseases	9. 12.	15. 1. 2025



Text advertisement – the price corresponds to the price of classic advertisement by area. Commercial text costs 50 % of the price of classic advertisement according to the price list. PR article with the size of the advertisement free of charge. To the stated sizes it is necessary to add 5mm on each side. Prices do not include VAT.

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

Independent professional periodical

- » In the segment of B2B titles (business to business – professional magazines) are professional magazines, their online versions, websites and other online products by providers of 85% professional information (Union of Publishers of the Czech Republic).
- » These independent sources are considered a basic orientation guide for further search for information.
- » Based on reader surveys (exhibitions, readers), veterinarians consider the following a basic sources of information: seminars and training – 75% / independent professional magazines as a general overview – 70% / company sources – 45%.

Online versions of professional journals and electronic publishing products

- » 55% of subscribers also follow online versions of specialist veterinary magazines.
- » The online version of magazines appeals mainly to the young generation.
- » The publishing house provides permission for schools to draw professional information for study purposes from online versions of magazines, builds a bond between the young generation.

Professional printed magazines

- » 82% of private veterinary workplaces are subscribers to printed professional magazines.
- » The professional veterinary magazine is considered a part of lifelong professional education and compliance with the field, in the EU and the Czech Republic.
- » A database of readers built over 30 years.
- » Discounted subscription when subscribing to two magazines.
- » A team of established, well-known and respected editors and publishing house staff.
- » Bond with readers enhanced by the publication of professional book publications, participation in all important professional events and the organization of the Medica Veterinaria social event.

Magazine for the clinical practice of pet animals

Highly professional articles and annotations from foreign journals monitor the latest treatments applied in the top domestic and foreign veterinary workplaces. The magazine focuses on audience with the highest expertise and specialisation. The magazine is published bimonthly. Magazine has significant representation of readers in the Slovak Republic and has been included in peer-reviewed journals.

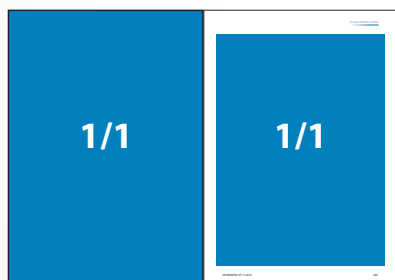


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Printed version

Issue	Topic	Deadline	Distribution	Notes
1/2024	Neurology and physiotherapy	17. 1. 2024	12. 2. 2024	
2	Oncology	18. 3.	15. 4.	
3	Ophthalmology	20. 5.	13. 6.	
4	Stomatology	17. 7.	12. 8.	
5	Surgery, internal medicine	18. 9.	14. 10.	
6	Diseases of pet animals and zoo animals	13. 11.	11. 12.	
1/2025	Neurology and physiotherapy	29. 1. 2025	15. 2. 2025	



210 x 297
905 EUR

182 x 250
905 EUR



182 x 125
453 EUR

105 x 297
453 EUR



182 x 80
329 EUR

73,5 x 297
329 EUR



120 x 130
329 EUR

133 x 297
638 EUR

97,5 x 120
226 EUR

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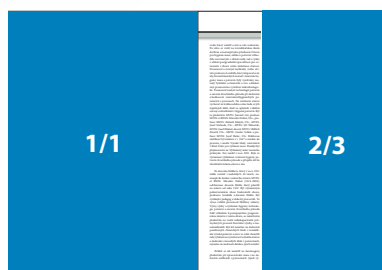
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Magazine of the chamber of veterinary doctors

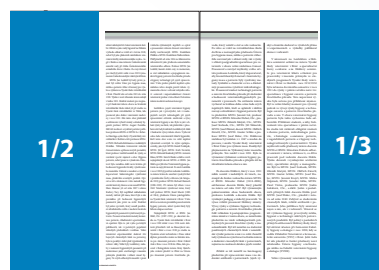
Monthly magazine is intended for members of the Chamber of veterinary doctors Czech Republic. The magazine informs about all the steps taken by the Board of Directors for its members in recent weeks, as well as about its plans. Furthermore, presents reports from the meetings of the Board of Directors and the various commissions. Provides members of the Chamber with basic information services in the fields of taxation, accounting, new decrees, educational programmes, seminars and other events.

Issue	Deadline
1	9. 12. 2023
2	14. 1. 2024
3	13. 2.
4	15. 3.
5	14. 4.
6	15. 5.
7	13. 6.
8	15. 7.
9	15. 8.
10	15. 9.
11	15. 10.
12	15. 11.
1/2025	9. 12.



210 x 297
1 049 EUR

133 x 297
782 EUR



105 x 297
597EUR

73,5 x 297
412 EUR



120 x 85
370 EUR

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www.vetweb.cz

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



Left side
400 x 1 080
px

Right side
400 x 1 080
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

Position	Size (mm)	Duration	Price (EUR)
Branding	Left and right side – 400 x 1 080 + banner C – 1 120 x 230 or 1 120 x 400	week	494
		month	1 605
Banner C	1 120 x 230 nebo 1 120 x 400	week	247
		month	864
Banner D	714 x 80	week	165
		month	576
Banner B1	300 x 300	week	226
		month	823
Banner B2	300 x 300	week	226
		month	823
Banner B3	300 x 300	week	144
		month	473
Banner B4	300 x 300	week	144
		month	473
Banner B1 + B2	300 x 600	week	309
		month	1 070
Banner B3 + B4	300 x 600	week	206
		month	741

Prices do not include VAT.

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