

# PRICE LIST 2021





## 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
1/2021	Diseases of young	Calf diseases	14. 12. 2020	15. 1. 2021
2	Clinical nutrition and gastroenterology	Pig diseases	25. 1. 2021	11. 2.
3	Infectious diseases and parasitology	Horse diseases (VET fair 2020 proceedings)	22. 2.	11. 3.
4	Dermatology	Poultry, rabbits	25. 3.	12. 4.
5	Intoxication	Metabolic and reproductive disorders	26. 4.	13. 5.
6	Health problems of small mammals	Diseases of game, fish and bees	24. 5.	10. 6.
7	Laboratory and clinical diagnostics	Health problems of sheep and goats	25. 6.	16. 7.
8	Stomatology	Pig diseases	26. 7.	12. 8.
9	Emergency medicine, anaesthesia	Horse diseases	23. 8.	10. 9.
10	Haematology	Nemoci skotu a mastitidy (Sborník – Česká buiatrická společnost)	22. 9.	12. 10.
11	Surgery and imaging techniques	Welfare, zoo hygiene on animal farms (supplement – VFU conference)	25. 10.	12. 11.
12	Urology, gynaecology and andrology	Food hygiene	19. 11.	10. 12.
1/2022	Feline diseases	Diseases of young ruminants	13. 12. 2021	14. 1. 2022

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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.

## 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

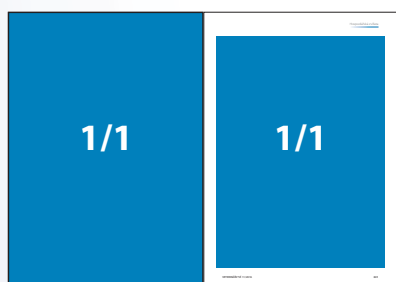
- » 82% of private veterinary practices are subscribers to printed specialized magazines,
- » In the EU countries as well as in CR, the Specialized and professional veterinary journal is considered part of lifelong specialized education, creating the sense of community in the field continuously being 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	Liver and kidney diseases of dogs and cats	25. 1. 2021	11. 2. 2021	
2	Oncology – lymphomas	25. 3.	12. 4.	
3	Ophthalmology	24. 5.	10. 6.	
4	Cardiology	26. 7.	12. 8.	
5	Surgery, internal medicine (annual conference of Czech Association of Veterinarians for Small Animals)	22. 9.	12. 10.	
6	Diseases of companion and zoo animals	19. 11.	10. 12.	
1/2022	Neurology and physiotherapy	27. 1. 2022	15. 2. 2022	



210 x 297  
760 EUR

182 x 250  
760 EUR



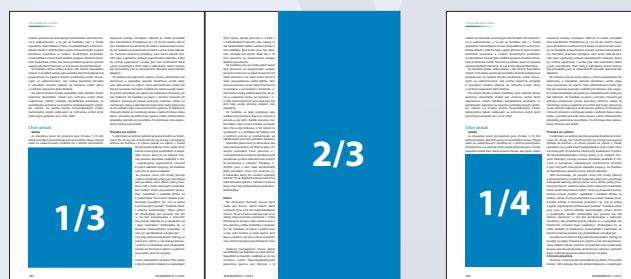
182 x 125  
360 EUR

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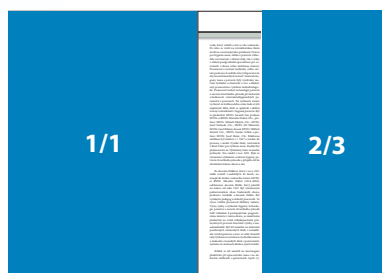
**Additional possible formats:** flyer inserts, glued adverts, envelope taping, foldable envelope



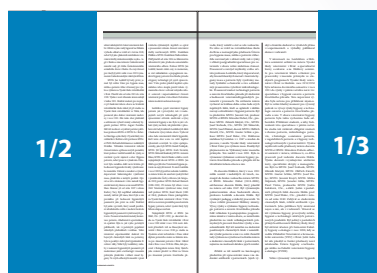
## The magazine for the Chamber of Czech Veterinarians

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	10. 12. 2020
2	18. 1. 2021
3	15. 2.
4	18. 3.
5	19. 4.
6	17. 5.
7	18. 6.
8	19. 7.
9	16. 8.
10	15. 9.
11	18. 10.
12	12. 11.
1/2022	9. 12.



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



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



120 x 85  
320 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.

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600 EUR/week, 1880 EUR/Month

Whole background:  
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300 x 300 px  
**A**  
200 EUR/week

300 x 300 px  
**B**  
120 EUR/week

620 x 70 px  
**D** 200 EUR/week

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