

Vet Record Careers Media Pack 2012



76%

of vets turn to Vet Record Careers as their 1st choice when looking for a job ¹



92%

of vets use Vet Record Careers when looking for a job ¹



10,659

print circulation ³



No. 1

source for recruitment amongst vet surgeons ²

11,000

over 11,000 unique online users every month ⁴

Vet Record Careers is the no.1 destination for job seeking vets

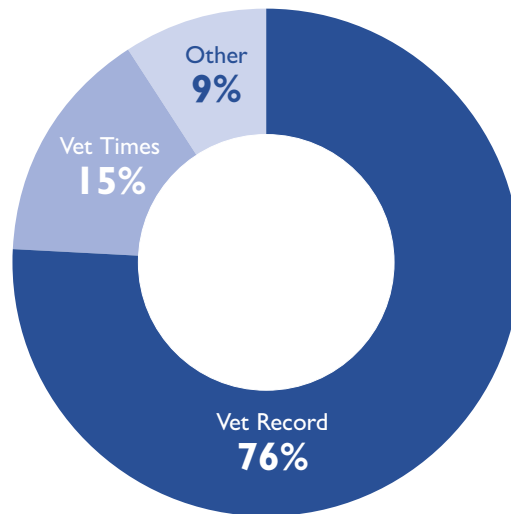
We offer **unique** and **highly targeted access** to vets via our circulation to **10,659 BVA members**, and other subscribers, each week. We aim to post adverts online from the print edition on the same day that copy is received, ensuring you reach your target audience as quickly as possible. This means you could start receiving applications within a day of sending us your advertisement.

Circulation: 10,659³, ABC audit December 2010

Proven source for veterinary recruitment

Our recent independent readership survey has shown that Veterinary Record contains the **most read recruitment section** of all veterinary publications. **Twice as many** vets turn to Veterinary Record when looking for a job than any other source¹. We reach a broad target audience of veterinarians and professionals who work in areas including small animals, farming, equine, universities, overseas clients, industry and government.

We are confident we have an advertising solution to suit your needs, and can help attract only the best quality candidates for your role.



76%¹ of vets turn to Vet Record Careers as their 1st choice when looking for a job

“We have recently run adverts concurrently in two veterinary publications, and have been extremely happy in particular with the response from the one published in Veterinary Record. Both the volume and quality of candidates has been exceptional, and we will definitely be using Veterinary Record again.”

Jonathan Sowler, Probiotics International Ltd

“I was impressed with the efficiency and ease with which my advert was handled. I had my first enquiry from vetrecordcareers.com within 24 hours of agreeing the wording, and I had an overwhelming response which led to a very satisfactory recruitment.”

Nick Blayney, Arden Forest Veterinary Group

Advertising Online

Advertising online is a great way to promote a specific vacancy, increase awareness of your company or promote the products and services that you offer. In addition to our print readership, you can reach over **11,000 unique users**, ensuring the widest possible audience for your job.



Banner/Leaderboard

Eye catching prominence at the top of every page

Buttons

Drive additional traffic to your vacancy

Homepage featured jobs

Extend your reach by placing your job on the homepage



Search banner

Target your audience with a banner appearing alongside search results

Logo on listing

Enhance the visibility of your listing with a logo



Employer profile

Showcase your organisation with an employer profile

Employer branding

Your logo and company details

Current vacancies

All your current vacancies linked to your profile

Promote your organisation

Local images, maps, video or podcasts

Rates 2012

PRINT RATES	non-BVA member	BVA member
Wordage (per word)	£1.60	£1.45
<i>Minimum charge</i>	£140.00	£125.00
Box number	£50.00	£45.00
Semi display (per scc, minimum 3cm)	£33.00	£30.00
Display (per scc, minimum 3cm)	£37.00	£33.50
Full colour	Additional 20%	Additional 20%
Spot colour	Additional 10%	Additional 10%

ONLINE RATES*	non-BVA member	BVA member
Online listing including logo	£60.00	£55.00
Featured job	£195.00	£175.00
Banners/Buttons (run of site)	£220.00	£200.00
Leaderboard	£440.00	£395.00
Job alert banners/buttons	£220.00	£200.00
Mobile banner	£200.00	£180.00
iPhone app banner	£200.00	£180.00
Prime position (per job)	£110.00	£100.00
Employer profile	£1,000.00	£900.00

* Available in conjunction with a print advertising. Charged per week unless otherwise stated.

Contact

E: vetreordjobs@bmjgroup.com

T: +44 (0)207 874 7065/7066

Technical Specification

Deadlines

Tuesday midday (4 days prior to publication).

Deadlines may change when the issue is affected by a bank holiday.

Call + 44 (0) 20 7874 7065/7066

Supply of digital material

We require the advert to be saved as a high resolution, CMYK pdf. All fonts must be embedded.

Please ensure all pictures/logos are high resolution and CMYK format.

The PDF can be supplied on a CD or sent via email to vetreordjobs@bmjgroup.com

Standard terms and conditions for advertising can be found online at vetreordcareers.com

BMA House, Tavistock Square,
London, WC1H 9JR, UK

PRINT DIMENSIONS	
1 Column width	43mm
2 Column width	90mm
3 Column width	138mm
4 column width	186mm
Page depth	260mm
Full page	260mm x 186mm
1/2 page vertical	260mm x 90mm
1/2 page horizontal	130mm x 186mm
Quarter page	130mm x 90mm

ONLINE DIMENSIONS		
Advertisement	Size (width x height pixels)	Format
Button	162 x 100	gif or flash format
Banner	468 x 60	gif or flash format
Leader board	728 x 90	gif or flash format
Job alert button	160 x 135	jpeg or gif
Job alert banner	468 x 60	jpeg or gif
Logo on listing	150 wide	jpeg
Mobile banner	310 x 40	jpeg or gif
iPhone app banner	640 x 82	jpeg or gif