



# ***Cattle Practice***

## ***Advertising Rates 2019***

***Cattle Practice*** is the official journal of the BCVA - British Cattle Veterinary Association.

- A prestigious, well-read and highly respected journal, *Cattle Practice* will ensure you target cattle vets.
- Produced twice a year in May and October, it is sent to all BCVA members.
- Cattle Practice provides copies of papers given at meetings held throughout the year in addition to other papers of specific interest to members.
- It is a perfect-bound publication that is kept on the bookshelf and referred to often, increasing the longevity of your advertising.

*If you would like to advertise please contact the BCVA Office on 01452 725735 or email [office@cattlevet.co.uk](mailto:office@cattlevet.co.uk)*

## Issues

**May (deadline for approval 29th March)** - Includes Peer Reviewed papers that we have received throughout the year, late Congress papers and any other scientific papers we have received that we feel may be of interest to our members.

**October (deadline for approval 9th August)** - This is our Congress issue and contains papers and abstracts that will be presented at BCVA Congress. This issue is placed in delegates bags as well as being posted out to all BCVA members.

## Rates

Advert Size	Cost (excluding VAT)
Full Page (A4)	£1000
Inside Front Page	£1300
Inside Back Page	£1200
Outside Back Cover	£1400

## Production Details

### ACCEPTED FORMATS

Press quality (300dpi) PDF file. *Full page A4 Bleed (303 x 216mm) Trim (297 x 210mm) Print/Type Area (287 x 200mm).*

### GUIDELINES FOR ADVERTS IN CATTLE PRACTICE

Adverts published in Cattle Practice have to be in compliance with the NOAH Code of Practice for the Promotion of Animal Medicines. The Code specifically applies to promotion of 'veterinary medicinal product' as defined in the Veterinary Medicines Regulations (VMR).

Adverts promoting a product that is not a veterinary medicinal product will, as far as is practical, be in compliance with the Code specifically Clauses 4.2, 4.3 & 6.2. For any specific queries contact BCVA Office.

The most up to date Code of Practice book is available at <http://www.noah.co.uk/medicine-topics/promotion-of-animal-medicines/>

***All adverts are ran past the BCVA officers to make sure they are compliant with all current medicines legislation***