2023-24
CVE MEDIA KIT
cve.edu.au
A Leader in Veterinary Education

Established in 1965 as the world's first veterinary membership organisation dedicated solely to post graduate education, the Centre for Veterinary Education at the University of Sydney has transformed the careers of thousands of veterinary professionals through pioneering, experiential continuing education in the profession’s most in-demand skills.

The CVE provides high-quality, practical, and applied professional development to meet the needs of veterinarians and others involved in the care and welfare of all animals through innovative, comprehensive, and independent resources.

Contact us today to find out more about our wide range of opportunities to connect with the veterinary profession. Our marketing team will gladly discuss your specific requirements and prepare a tailored campaign for your product or service.

Ines Borovic
Marketing & Sales Manager
e. ines.borovic@sydney.edu.au
m. 0402 975 429

Lis Churchward
C&T Editor + Engagement Communications Specialist
e. elisabeth.churchward@sydney.edu.au
The CVE is dedicated to empowering the veterinary profession globally through education: enhancing confidence, competence, well-being and welfare.
CVE Website
cve.edu.au

The CVE Website (cve.edu.au) provides easy access to high quality and up-to-date veterinary education and information on upcoming continuing education courses.

Take the Spotlight!
Featuring your advertising on the CVE homepage as a spotlight gives you maximum exposure to our website visitors. CVE Website has limited advertising opportunities, restricted to 3 external spotlight advertisements per month.

PRICING
$1,550 incl. GST per month.

SIZE
650w x 320h pixels with 200 dpi. The artwork is accompanied with a short message of up to 30 words. This copy can be updated on a weekly basis.

MATERIAL REQUIREMENTS
Accepted file formats are JPG, GIF or PNG

DEADLINES
Please email the artwork to elisabeth.churchward@sydney.edu.au by the 21st of the month prior to publication.
CVE Website
cve.edu.au Google Analytics
(1 July 2022 – 30 June 2023)
386,819 Average page views per month
14,308 Average users per month
Average engagement time: 4m 02secs
Control & Therapy (C&T) Series
Established in 1969

Trust, Authority & Credibility
People want to connect with something real. The C&T offers the intimacy of print and the functionality of digital.

History
Tom Hungerford OBE BVSc FACVSc wanted a forum for uncensored and unedited material:

...not the academic correctitudes, not the theoretical niceties, not the super correct platitudes that have passed the panel of review...not what he/she should have done,

BUT WHAT HE/ SHE DID, right or wrong, the full detail, revealing the actual “blood and dung and guts” of real practice as it happened, when tired, at night, in the rain in the paddock, poor lighting, no other vet to help.

Written by Vets for Vets
The C&T remains true to its roots: a unique forum for veterinarians to share practical knowledge and expertise.

Open Access
The C&T Series will be free worldwide through OPEN ACCESS as from Issue 312 September 2023.

C&T Series Advertisers

The critical review of gall bladder disease in June’s C&T provides an extensive critical review of the subject, but in a bite-size suitable for practitioners'

Professor Emeritus ED Hall, MA VetMB PhD DipECVIM-CA FRCVS (August 2023)
EBVS® European Specialist in Small Animal Internal Medicine
RCVS Specialist in Small Animal Medicine (Gastroenterology)
C&T
Control & Therapy Series
Issue 311 | June 2023

1 The Recalcitrant Gallbladder: Perspective & Critical Literature Review  Pg 33
2 Anxiety in a French Bulldog  Pg 17
3 What’s Your Diagnosis?  Pg 27

Circulation
Print – 2,000+ quarterly circulation
eBook – 24,000+ quarterly circulation

Readership
24,000+ veterinarians, veterinary technicians, veterinary students, practice owners and managers, vet nurses and allied professionals have Open Access to the C&T Series eBook + 2,000 to the print version.
I regard the C&T as a great read for me, a practitioner who is interested in what my colleagues are seeing and doing. I never nod off while reading the C&T, whereas I can't say the same for many other publications I read, albeit needing to keep up with evidence-based medicine and current literature as much as possible.

The C&T has a unique role in Australian practice and addresses many things that can’t be found elsewhere, a practitioner's forum, it gives a ‘voice’ to the profession and everyone interested in animal welfare.

Dr Terry King of Veterinary Specialist Services Qld
19 October 2020
Rates, Specs & Deadlines

Rates Per Issue

<table>
<thead>
<tr>
<th></th>
<th>1 issue</th>
<th>2 issues</th>
<th>4 issue</th>
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</thead>
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Material Requirements
Advertising material must be submitted as:
- High-resolution print ready CMYK PDF
- Print marks and all fonts embedded or outlined
- 3mm Bleed

Double Page Spread
Trim size: 420 x 297mm

1/2 Page Vertical or Horizontal
Size: 182 x 134mm or 87 x 260mm

Full Page
Trim size: 210 x 297mm
Type Area: 20mm inside

2023 C&T Production Deadlines

<table>
<thead>
<tr>
<th>Issue</th>
<th>Advertising booking</th>
<th>Artwork material</th>
</tr>
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<tbody>
<tr>
<td>Issue 314 Mar 2024</td>
<td>Tue 6 Feb 2024</td>
<td>Fri 16 Feb 2024</td>
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<tr>
<td>Issue 315 Jun 2024</td>
<td>Tue 7 May 2024</td>
<td>Fri 17 May 2024</td>
</tr>
<tr>
<td>Issue 316 Sept 2024</td>
<td>Tue 6 Aug 2024</td>
<td>Fri 16 Aug 2024</td>
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<td>Issue 317 Dec 2024</td>
<td>Tue 5 Nov 2024</td>
<td>Fri 15 Nov 2024</td>
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CVeNEWS

The CVE’s electronic newsletter, CVeNEWS, offers direct communication to 24,000+ recipients in the veterinary community worldwide.

Broadcast once a month, it provides veterinarians, veterinary technicians, vet nurses and all those involved in the care of animals with up-to-date veterinary news, alerts, current trends, and relevant information.

CVeNEWS has limited advertising opportunities
Restricted to 4 advertisements per month.

Pricing

$1,550 incl. GST per month.

Size: 890 x 250 pixels 150dpi
Material Requirements: Accepted file formats are JPG, GIF or PNG

Deadlines: Please email the artwork to elisabeth.churchward@sydney.edu.au by the 21st of the month prior to publication.
Dear Colleague,

From the Director

I don’t live being told what to do. Especially when it’s something I know is good for me, but the practicalities of implementing it seem unrealistic. It makes me annoyed and frustrated. A prime example is creating space for the ‘five minutes a day’ long walk, a look in the bowl – I totally get that it probably makes one more productive and more pleasant to be around the long run, but the truth is that mostly I don’t have the cognitive bandwidth to reframe all my other commitments to fit this in on a regular basis.

Which is why I liked reading about a study from the University of Sydney, which indicates a 5-minute brain break could be a very effective task refresher your concentration. 5 minutes! Surely I could do that!

The idea is that we can become productive when it comes to tasks requiring a high level of concentration if we take regular 5-minute breaks to restore attention, which becomes depleted during intense focus. The catch is that those 5 minutes can’t be spent on devices – but could be something like gazing out the window or just deep breathing.

I can’t guarantee I’m going to implement this every 25 minutes as suggested. And I’m pretty sure if anyone sees me sitting vacantly it will be seized as an opportunity to ask me something. But it means I can find a few minutes in the course of a day to take 5 minutes and embrace it as a chance for restoration and increased efficiency rather than feeling I need to fill it up with activity. At any rate, I’ll give it a crack and see if it works for me.

Take care,
Simone

Dr Simone Mather
Director
Centre for Veterinary Education

Which specialty had not a single negative connotation within its top-used adjectives?

Two interesting studies look into how the public in the US and UK tend to view veterinarians compared to physicians and secondly at how the veterinary community in the US identifies and reports specialty-specific stereotypes.

The first study found that the public tends to perceive veterinarians more favourably than physicians. Vets were seen as more approachable, sensitive, sympathetic, patient and understanding, while physicians were viewed as less approachable, arrogant and overconfident.

The second study, believed to be the first of its kind in the UK, suggests an association between stereotypes and prestige, which is known to influence career choices in medicine. Some specialties were perceived more negatively than others, and gender bias was identified.

This specialty was viewed the most favourably by the veterinary community.

Celebrating Vet Nurses Everywhere! #nominatenameurse

Thanks to everyone for their nominations and congratulations to the winner, Simone McGeerick, nominated by Dr Gubby Lawson Lead Veterinarian at Pets in the Park Hobart who won the magnificent chocolate goodies from KOKO BLACK valued at $500 to share with her team.

“For the last 7 years Simone has been a volunteer for Pets in the Park Hobart, a national charity that provides free veterinary care for the companion animals of those experiencing homelessness. Simone was on the founding committee in 2016 and at the very first clinic that launched in Hobart in early 2017. Since then, she has been a dedicated committee member, pharmacist and stock organiser, regular volunteer on fundraising days, and veterinary nurse at almost every money clinic.

Thank you Simone for donating your time and skills and for being kind, compassionate, funny and helpful!”

Not a CVE member? Visit us online today and find out which membership options will work best for you or your vet practice. Join our community of hundreds of veterinary professionals from around the world who are committed to becoming the best they can be through lifelong continuing education.
Solus eDM

We can help you connect with our audience via a sole email to reach potential customers. eDM is a highly cost effective and timely medium for placing your message in front of our audience: share special offers or an advertorial per month.

Pricing

$2,500 incl. GST per eDM.
Supply your images as jpeg files (650 pixels wide).
Word count guide: approx. 300 words or fewer.
Customise your advertising package

Contact us to design an advertising package that meets your needs and budget

We can work with you to choose the combination of channels best suited to your advertising objectives. Discounts apply to multiple bookings.

Contact us today to discuss pricing and channels

Ines Borovic ines.borovic@sydney.edu.au or
Lis Churchward elisabeth.churchward@sydney.edu.au
Terms

Advertising content
Any new advertising material must be approved by the Centre for Veterinary Education (CVE) before publication. The CVE reserves the right to reject any advertisement or copy. The word ‘advertisement’ will be placed above all copy.

Rates
Rates are specified in the media kit and confirmed in writing when a booking is made. Confirmation of a booking, as set out in the booking sheet outlining the advertising schedule, will be considered a binding contract and applicable rates will be payable in full.

Cancellations
The booking deadline is the cancellation deadline. No cancellations will be accepted after the booking deadline. Space will be charged as booked for late, cancelled or overdue material.

Multiple insertion cancellations
If an advertiser fails to insert the required number of advertisements to qualify for special multiple insertion rates after they have been booked, the advertiser will incur additional charges for previous advertisements.

Payment
All advertising must be paid 50% on booking and the balance on publication. All outstanding accounts after 30 days will incur a surcharge of 5% per month. Advertisements will not be accepted if payments for previous advertisements are overdue.

Indemnity
It is the responsibility of the advertiser to ensure that advertisements comply with the Trade Practices Act 1974, as amended, and any other applicable Commonwealth and State laws.
All advertisements must comply with the advertising industry voluntary codes of practice, including the Australian Association of National Advertisers (AAMA) Code of Ethics, and must not conflict with the CVE or University of Sydney policy.

Advertisements are accepted for publication on condition that the advertiser indemnifies The CVE, University of Sydney, the publisher and their employees and agents against all actions, suits, claims, loss and or damages resulting from anything published on behalf of the advertiser.

Contact us

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Advertising material:
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Linkedin (Centre for Veterinary Education)