



THE UNIVERSITY OF  
**SYDNEY**

—  
Centre for  
Veterinary  
Education

A large monitor lizard, possibly a Spiny-tailed Monitor Lizard, is shown climbing a vertical wooden post. The lizard has dark, patterned scales with yellowish-brown markings on its head and limbs. It is positioned on the left side of the cover, facing upwards and to the right.

# 2023-24 *CVE MEDIA KIT*

[cve.edu.au](http://cve.edu.au)

# 2023-24 CVE Media Kit

## 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](mailto:ines.borovic@sydney.edu.au)

**m.** 0402 975 429

Lis Churchward

**C&T Editor + Engagement Communications Specialist**

**e.** [elisabeth.churchward@sydney.edu.au](mailto: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](mailto:elisabeth.churchward@sydney.edu.au) by the 21st of the month prior to publication.

Homepage  
Spotlight  
Banner



THE UNIVERSITY OF SYDNEY

Centre for Veterinary Education


[Continuing Education](#)
[Membership](#)
[Resources](#)
[About Us](#)

Welcome Ines

Would you like to

- Manage my profile
- Enrol in CPD
- Contact us
- Access my Member Hub
- Access my online courses
- Sign out

Trouble logging in? Try deleting cached images and files from your internet browsing history.



### Anaesthesia & Analgesia: Unusual Pets Distance Education

28 August – 8 October 2023 | 60 CPD Points

This course provides participants with valuable insights into anesthesia management for less commonly presented species, such as pet rabbits, birds, and reptiles.

Enrol now →

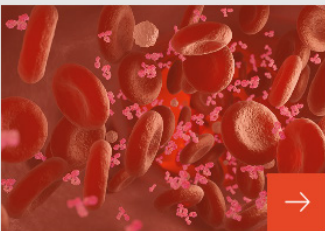
### Find your next CE course!

Display confidence and competence at every consultation. Invest in your continuing education.

Use filters to narrow down your search or browse all courses.

Refine search

→



#### Immune-Mediated Disease TimeOnline


Monday, 07 August 2023

Speaker/s: Tunbi Idowu

Online

Registrations still open

TimeOnline



#### Dangerous Finds: Poisons, Venoms & Toxins TimeOnline


Monday, 14 August 2023

Speaker/s: Rhian Cope, Robert Kinobe, Laura Stern, Tina Wismer

Online

Course starts in 3 day/s

TimeOnline



#### Practical Neurology for Small Animal Clinicians Conference

Saturday, 19 August 2023

Speaker/s: Thomas Flegel, Stacey Brady

Sydney

1 day/s till Registration closes

Workshops and Conferences

## 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

**cve.edu.au**

# 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

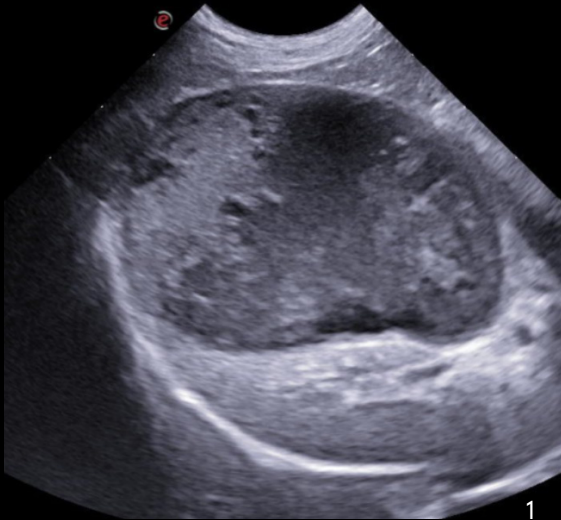
**Control & Therapy Series**

Issue 311 | June 2023



THE UNIVERSITY OF  
**SYDNEY**

Centre for  
Veterinary  
Education



<sup>1</sup> The Recalcitrant Gallbladder: Perspective & Critical Literature Review

Pg 33

<sup>2</sup> Anxiety in a French Bulldog

Pg 17

<sup>3</sup> 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.*



# Rates, Specs & Deadlines

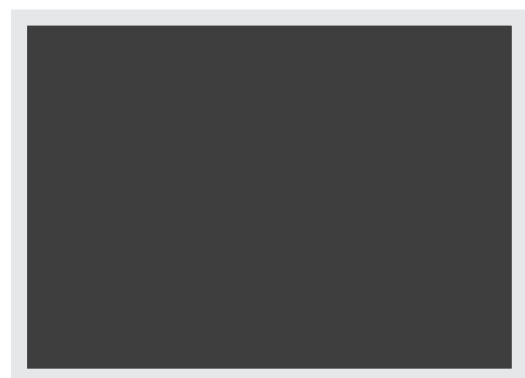
## Rates Per Issue

	1 issue	2 issues	4 issue
Double-page Spread	\$4,100	\$3,800	\$3,560
Full page	\$2,930	\$2,780	\$2,540
Half page	\$1,910	\$1,810	\$1,620
Back Cover			\$4,080
Inside Back Cover			\$3,290
Inside Front cover			\$3,670
Inserts	\$3,100	\$2,950	\$2,660

## Material Requirements

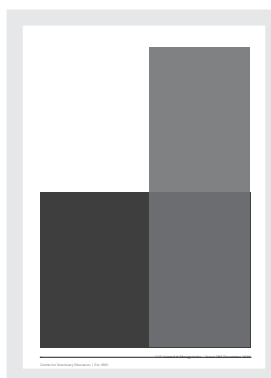
Advertising material must be submitted as:

- High-resolution print ready CMYK PDF
- Print marks and all fonts embedded or outlined
- 3mm Bleed



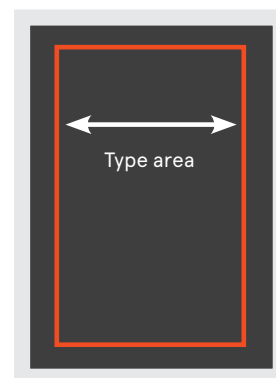
### Double Page Spread

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

Issue	Advertising booking	Artwork material
Issue 314 Mar 2024	Tue 6 Feb 2024	Fri 16 Feb 2024
Issue 315 Jun 2024	Tue 7 May 2024	Fri 17 May 2024
Issue 316 Sept 2024	Tue 6 Aug 2024	Fri 16 Aug 2024
Issue 317 Dec 2024	Tue 5 Nov 2024	Fri 15 Nov 2024

# 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](mailto:elisabeth.churchward@sydney.edu.au) by the 21st of the month prior to publication.

Dear Colleague

From the Director\_

I don't love 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 'me' time (a massage, a long walk, a soak in the tub) – I totally get that it probably makes one more productive and more pleasant to be around in the long run, but the truth is that mostly I don't have the cognitive bandwidth to reshuffle 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 tool in refreshing your concentration. 5 minutes? Surely I could do that!

The idea is that we can be more 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 I reckon I can find a few times 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 the very least, I'll give it a crack and see if it works for me.

Take care,  
Simone

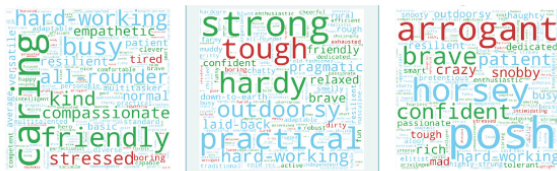


Image source: Vet Record

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

Two interesting studies look firstly at how the public (in the US) tends to view veterinarians compared to physicians and secondly at how the veterinary community (in the UK) 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 more proud, 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 speciality](#) was viewed the most favourably by the veterinary community.

Your ad here

Dear Colleague

From the Director

I grew up in a household where swearing was strictly prohibited. Even the word 'fart' was designated profane, and the use of curse words was considered a hallmark of a poor imagination. Yet some of the most creative utterances I've heard are in the form of profanities—and contrary to my father's viewpoint, it seems swearing can be a useful behaviour.

A recent study examined the effect of swearing on both pain threshold and tolerance. By comparing the utterance of the delightful made-up swear words 'fouch' or 'twizpipe' with the other f-word, researchers found that people subjected to the 'cold pressor procedure' (immersion of one hand in iced water) took longer to register discomfort and could also withstand that discomfort longer when permitted to use expletives. Another (endorsed by big blokes at my gym) showed that a greater level of grip force is achieved when accompanied by swearing. Other researchers have even identified a positive association between frequent profanity use and an individual's **honesty!**

The mechanism by which swearing aids pain tolerance is not understood, with theories including autonomic stimulation and distraction. Obviously, the positive effects of swearing are highly context dependant and vary with the individual and social situation. Still, it's good to know that the occasional cry of 'F\*\*K!' really can **make you feel better**. But if that's not your bag, there's always 'fouch'.

Dr Simone Maher  
Director  
Centre for Veterinary Education



Back row: Gabby 4<sup>th</sup> from left Simone 5<sup>th</sup> from left and the other selfless volunteers

### Celebrating Vet Nurses Everywhere! #nominatEANurse

Thanks to everyone for their **nominations** and congratulations to the winner, Simone McCormick, nominated by Dr Gabby Lawson Lead Veterinarian of **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 monthly clinic.'*

*Thank you Simone for donating your time and skills and for being kind, compassionate, funny and fabulous!*



**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 thousands 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.

ADVERTISEMENT



**TARONGA**  
CONSERVATION SOCIETY AUSTRALIA

**CONSERVATION WILDLIFE**  
AUSTRALIA

**ZOO**  
SHEPPARTON  
Fighting Extinction

**NSW**  
GOVERNMENT

Join Committed Professionals Dedicated To Wildlife Conservation

**Taronga Veterinary Professional Training  
in Wildlife Treatment & Care**

Developed by Taronga's wildlife health experts with contributors from the University of Sydney's **Koala Health Hub**

18 June - 16 September 2023  
20 hours online | 20 CPD Points

Dear Colleague

We invite you to join fellow veterinary professionals dedicated to wildlife conservation in Australia.

Developed as part of the #NSW Koala Strategy, and subsidised by the NSW Government, this comprehensive online training program is specifically designed for veterinary professionals aiming to enhance their knowledge and skills in **wildlife triage, first aid, treatment, and care**. It is accredited by both the **AVA** and the **Veterinary Nurses Council of Australia**.

The program offers the convenience of engaging online education which can be completed at your own pace over three months and gives you access to downloadable resources and external references for future reference.

It is open to fully qualified veterinary professionals, including veterinarians, veterinary nurses, and vet techs. If you currently work in a veterinary clinic or hospital in Australia or are a final year veterinary science student, you are eligible to apply. Applications from Aboriginal and Torres Strait Islander individuals are especially welcome.

Don't miss this chance to expand your expertise and contribute to wildlife conservation efforts. Join us in making a positive impact on the care and treatment of Australia's diverse wildlife.


**Applications close 28 May 2023**

**Enrol now**

**Available subsidies**  
*Discounted positions*

This veterinary professional development training was created as part of the NSW Koala Strategy and is funded by the NSW Government. Thanks to this funding we can offer the discounted rates currently advertised.

**Questions?**  
Contact [tarongaprofvet@zoo.nsw.gov.au](mailto:tarongaprofvet@zoo.nsw.gov.au)



This email has been sent by the Centre for Veterinary Education.

[f](#) [t](#) [i](#) [in](#)

# 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](mailto:ines.borovic@sydney.edu.au) or

Lis Churchward [elisabeth.churchward@sydney.edu.au](mailto: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

## Advertising enquiries:

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

## Advertising material:

**Lis Churchward** | C&T Editor  
elisabeth.churchward@sydney.edu.au

## Centre for Veterinary Education

Veterinary Science Conference Centre  
Level 2, Regimental Drive  
The University of Sydney  
NSW Australia 2006

t. +61 2 9351 7979 | cve.edu.au



Facebook (@cvesydney)

Instagram (@cvesydney)

Twitter (@CVE\_Sydney)

Linkedin (Centre for Veterinary Education)

Produced by Centre for Veterinary Education (CVE), the University of Sydney, August 2023. The CVE reserves the right to make alterations to any information contained within this publication without notice.