

KEYSTONE VETERINARIAN

The Pennsylvania Veterinary Medical Association (PVMA) is the only statewide professional membership association dedicated exclusively to the profession of veterinary medicine and the interests of the veterinary team, representing every member of the veterinary team. The focus of the association is professional development, advocacy, and practice vitality to ensure the continued success of its members and the profession.

EDITORIAL FOCUS

Published quarterly, and distributed to our entire membership and other organizations, Keystone Veterinarian is a full-color magazine highlighting clinical topics and advances, legislative and regulatory issues, insightful commentaries, new products, and upcoming continuing education opportunities that impact every veterinarian, every team member in the practice, and every patient and client.

DISTRIBUTION & READERSHIP

The average veterinary practice spends nearly \$1 million annually for needed products, services and other expenditures. When they seek continuing education, practice management guidance, and products and services for their practices, patients and clients, they look to Keystone Veterinarian magazine.

Keystone Veterinarian is read in print and digital format by more than 10,000 B2B consumers, including every veterinarian, practice owner, practice team member, and affiliated administrators, instructors, and business personnel working in the pet and animal care industry from education, to food, medicine and nutrition, to assorted life/care products and services.

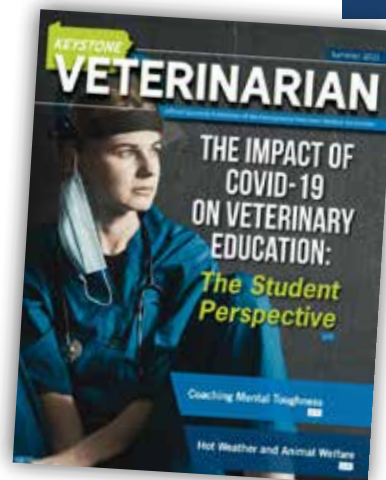
Keystone Veterinarian is mailed directly to the home or business of nearly 3000 veterinarians and related personnel. It is also distributed in bulk at PVMA events. Digital issues are served and distributed through an integrated web and social media strategy that includes association websites, broadcast e-mail and social media channels.

PER ISSUE

3,500⁺
PRINT CIRCULATION

2,500⁺
DIGITAL IMPRESSIONS

10,000⁺
TOTAL READERSHIP



Ask us about Bonus Distributions, Belly Bands, Cover Wraps and Polybag inserts!

Display Advertising

2024 Editorial Schedule	Publication Display Advertising Deadlines	
ISSUE	AD RESERVATIONS DUE	AD MATERIALS DUE
Winter 2024 (Jan-Mar)	December 10, 2023	December 10, 2023
Spring 2024 (Apr-June)	March 10, 2024	March 10, 2024
Summer 2024 (July-Sep)	June 10, 2024	June 10, 2024
Fall 2024 (Oct-Dec)	September 10, 2024	September 10, 2024

Deadlines are subject to moderate shifting due to association events and news.
Your media representative will keep you apprised of any changes to the publishing schedule.

Name: _____ Company: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ E-Mail: _____ Size of Ad: _____ Rate: _____

Billing Contact: _____ Billing E-mail: _____

Months to run:

2024 WINTER (Jan–March) SPRING (Apr–Jun) SUMMER (Jul–Sep) FALL (Oct–Dec)

2025 WINTER (Jan–March) SPRING (Apr–Jun) SUMMER (Jul–Sep) FALL (Oct–Dec)

I understand the Publisher’s policy does not guarantee the order and page location of advertisements. All contracts are non-cancelable. Payment in full is due within 30 days of publication date. I acknowledge upon signing this contract, that I have carefully read and accepted the terms, condition and policies of this contract. I further understand that any verbal agreements are not binding to this agreement.

AUTHORIZED SIGNATURE

DATE

Advertiser will be billed electronically per issue. Secure credit card payment link will be provided with electronic invoice. If paying by check, please make checks payable to:
Hoffmann Publishing Group, 2669 Shillington Road, Box #438, Reading, PA 19608

2024 NET ADVERTISING RATES

Per Placement	1x	4x
Back Cover	\$1545	\$1395
Inside Covers	\$1425	\$1300
Full Page	\$1320	\$1250
Sponsored Editorial Content	\$1320	\$1250
1/2 Page (Horiz. or Vert.)	\$1220	\$965
1/4 Page	\$890	\$660
1/6 Page	\$685	\$490
1/8 Page	\$600	\$445
1/9 Page	\$535	\$385
Footer Banner (Cover Page Only)	\$400	\$350

MECHANICAL REQUIREMENTS

Full Page	7.375 x 9.875
Full Page Editorial	up to 700 words
Full Page Bleed (trim size is 8.375 x 10.875)	8.625 x 11.25
1/2 Page Vertical	3.5625 x 9.875
1/2 Page Horizontal	7.375 x 4.833
1/4 Page	3.5625 x 4.833
1/6 Page Vertical	2.5" x 4.937"
1/8 Page	3.565x2.25
1/9 Page	2.5.3.25
Bottom Digital Banner (Cover Page Only)	8.375inch x1inch, 300DPI

POLICY INFORMATION

Payment Policy: Advertisers & advertising agencies are jointly responsible for payment of all insertions. Payment must be received within 30 days of invoice or finance charges of 1.5% will be incurred. In the event that it becomes necessary for the Publisher, at its option, to place this agreement in the hands of an attorney or collection agency for debt collection, the advertiser agrees to pay attorney fees and all costs incurred by the Publisher.

The advertiser or the agency will bear full responsibility for withholding advertising materials that may violate any law, regulation or ruling of the Federal Trade Commission or infringe on any copyright, trademark or patent and shall defend, identify and hold harmless the Publisher from all third party claims on account thereof. Publisher reserves the right to reject any advertisement, photograph or illustration that is not deemed to be acceptable in keeping with standards of the publication.

Media rep will contact advertiser in advance of each placement to query whether advertiser wishes to submit a new ad or use the previous ad, where available. Should advertiser not respond with an answer and new materials before the issue publication date, publisher is authorized to use advertiser’s previous ad.