



Connecting brands with veterinary communities everywhere.

Your guide to advertising with
Vet Times in 2025

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Say hello to a more powerful way of reaching vets and nurses.

Welcome to Vet Times – a multimedia platform that uses the power of information and connection to create stronger, happier veterinary communities. We connect brands to vets and nurses in new, meaningful and measurable ways.

Whether it's getting your brand in front of our growing global audience of 81,395 or gaining a deeper understanding of vets and nurses, we help you reach the people you need in ways that work for them and you – driving engagement and results.

Unrivalled access to veterinary audiences

From our iconic print publications delivered to our database of nearly 32,000 veterinary professionals – the largest in the UK – Vet Times gets to the heart of veterinary communities and gets your message right where it needs to be.

Intelligent, data-driven solutions

It's not just the breadth and depth of our data that makes us such a powerful platform to advertise with. It's our ability to turn this data into actionable insights that we use to shape your campaigns and give you the measurable impact you're looking for.

Trusted by vets and nurses everywhere

We don't just understand vets and nurses – we've earned their trust. Work with us and you'll be working with a multimedia platform that has the influence and the reach to not just get your message seen and heard by veterinary professionals but believed.





“Vet Times has always been a powerful platform to connect your brand with vets and nurses in meaningful and impactful ways.

We’ve now created a suite of new digital and print advertising products that are shaped by our rich data on veterinary audiences and designed to measurably transform the impact of your marketing in 2025.”

Ruth Smith – CEO, Vet Times

The go-to platform for veterinary communities.

The breadth, relevancy and integrity of our content – from our industry-leading journalism to our popular podcasts and more – has made us the go-to multimedia platform for vets and nurses everywhere. This gives us a reach that's unmatched by other veterinary platforms, and that maximises the visibility, engagement and trust in your brand message, wherever it is placed.

“

We advertise with Vet Times because their reach within the veterinary community is unmatched. They help us connect with the right people, ensuring our message gets in front of the people who matter most."

– Customer

44,467

Verified vets and nurses on our database

99,000

Followers on Vet Times social media

142,000

Monthly engaged users of website

32,291

Readers of our print publications

24,000

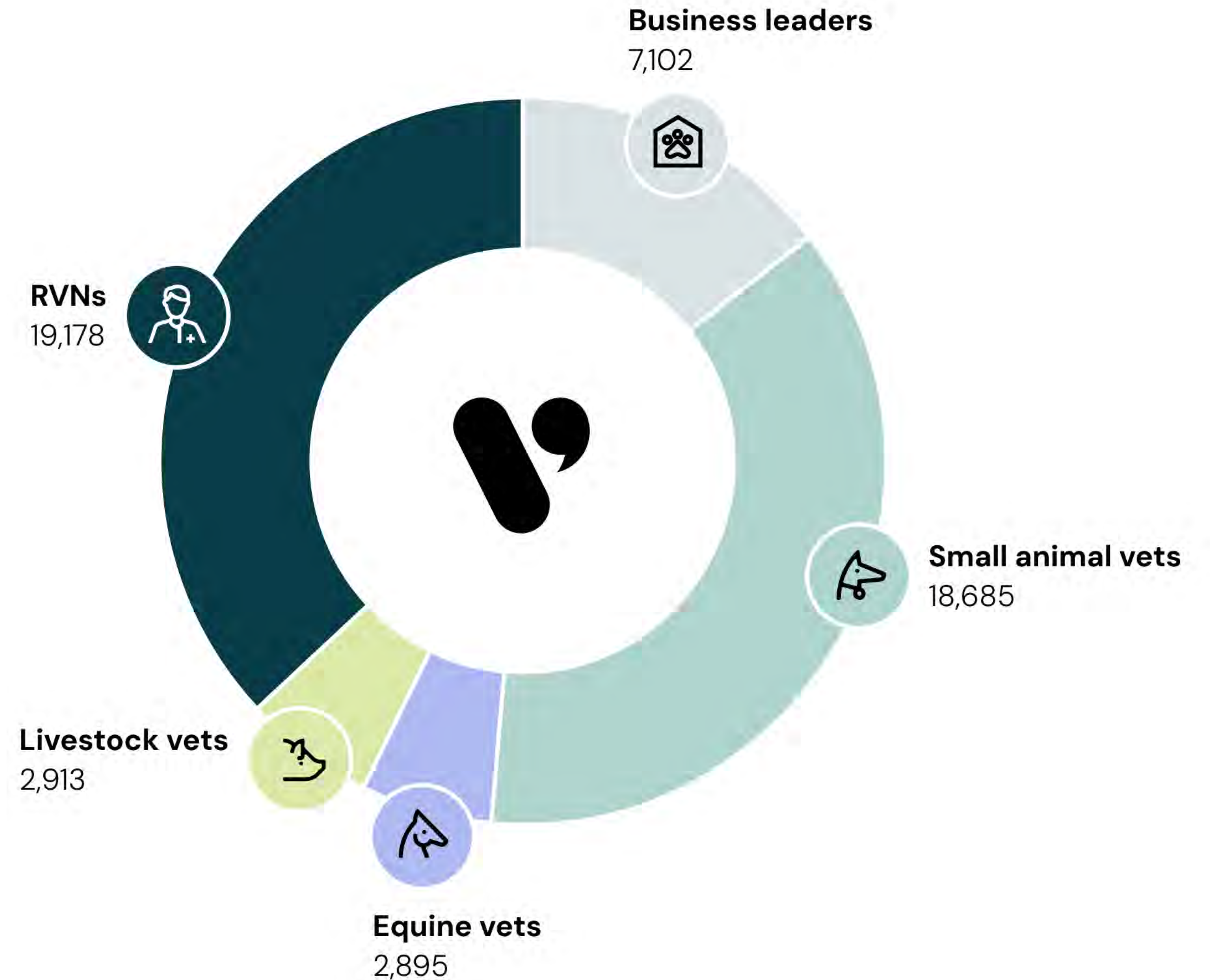
Receive our weekly newsletter

Laser-targeted advertising that reaches the people you need.

We not only have the UK's biggest and most accurate database of veterinary professionals and veterinary practices in the UK. We have sophisticated segmentation tools that let you reach the people you need to with precision, wherever they are.

You can target veterinary professionals by job title, species, qualifications, location, practice type, and more. Create and test insight-driven messaging that resonates with your target audience. And take your message to a focused group of high-value individuals or to the inbox of every veterinary professional in the UK. It's your choice.

The result? Marketing campaigns that are more focused, more cost-effective and deliver measurably better results.



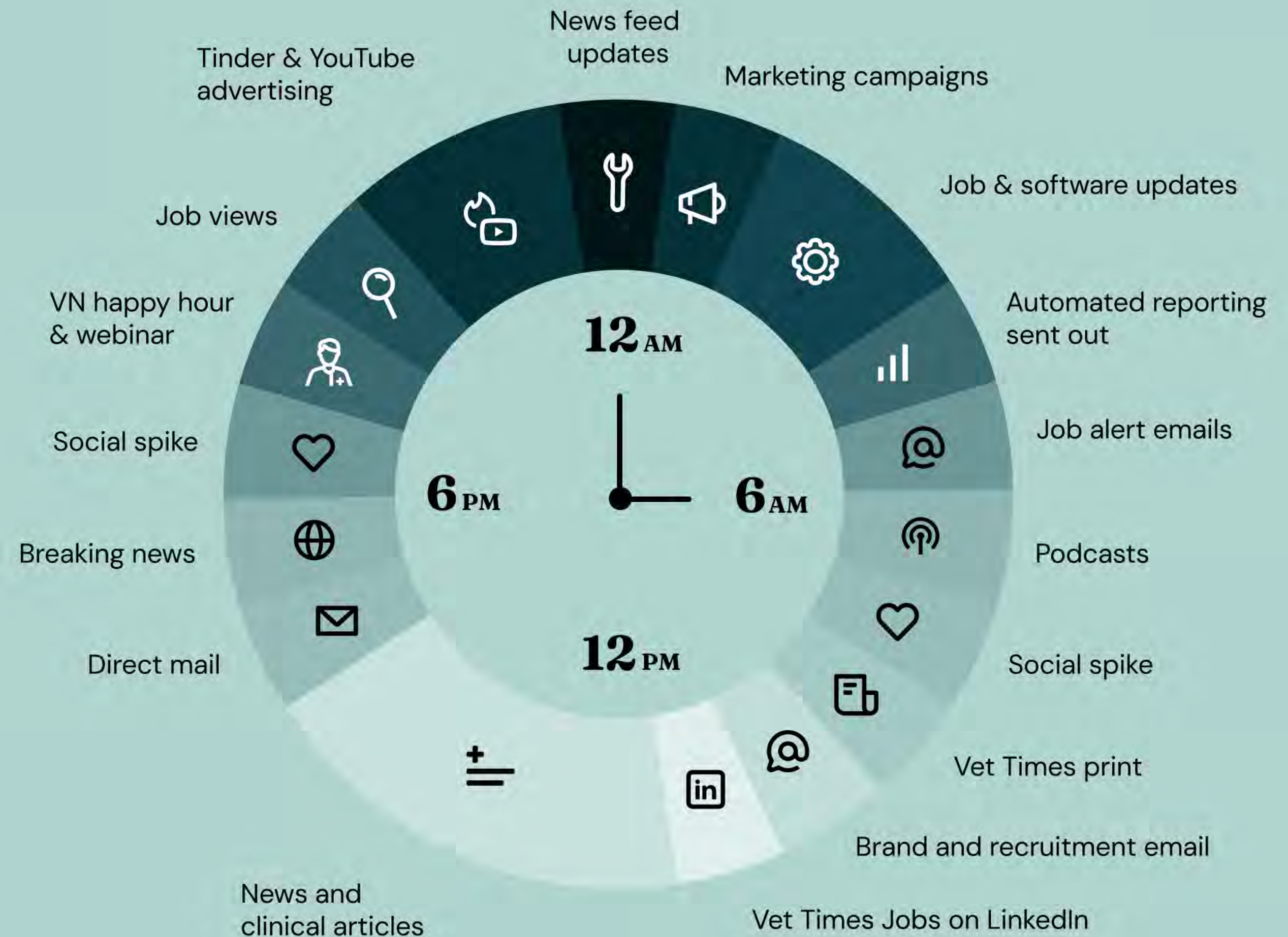
*Audiences can appear in multiple categories

Insights into exactly what works, when.

The volume and reach of the campaigns we manage has given us unique, data-driven insights into where vets and nurses are spending their time, what platforms they're on, and what kind of content and message resonates with them.

We know exactly what type of advertising content works best at different times of the day and on different platforms – online and in print. We use this powerful intelligence to help brands shape their marketing campaigns, making sure their messages reach the right people at the right time, in ways that are memorable, meaningful, and have real impact.

Marketing that works around the clock





“Vet Times has powerful, data-driven insights into where vets and nurses spend their time and what content resonates with them, when. We use this intelligence to make sure your message reaches the people you need at exactly the right time”

Kele Harris – Marketing Manager, Vet Times

New and improved digital advertising experiences for even greater engagement.

Connect your brand to a global audience of vets and nurses through our extensive range of new digital advertising experiences, all designed with maximum engagement in mind.

Our multi-platform approach lets you create meaningful connections with your audience, leading to real action and measurable impact.

Choose from a new range of precision-targeted display ads and new sponsored content products on our new website built for precision targeting and reduced bounce rate.

Take your message directly into the inboxes of your target audience through our range of newly launched email marketing opportunities. And increase the impact of your social media campaigns with our smart insights and precision targeting across the key social platforms.

142,000

Website users per month

99,000

Vet Times social following

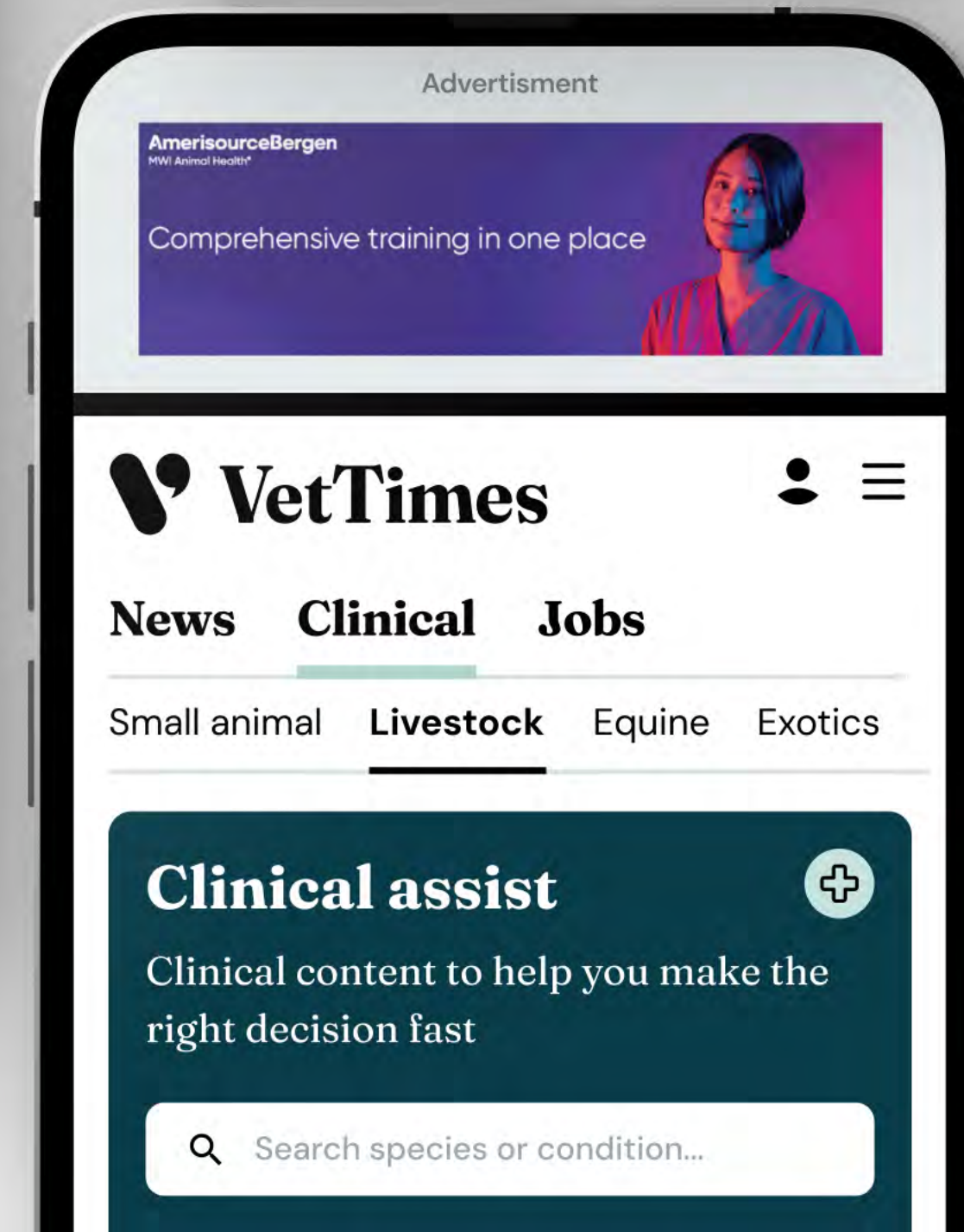
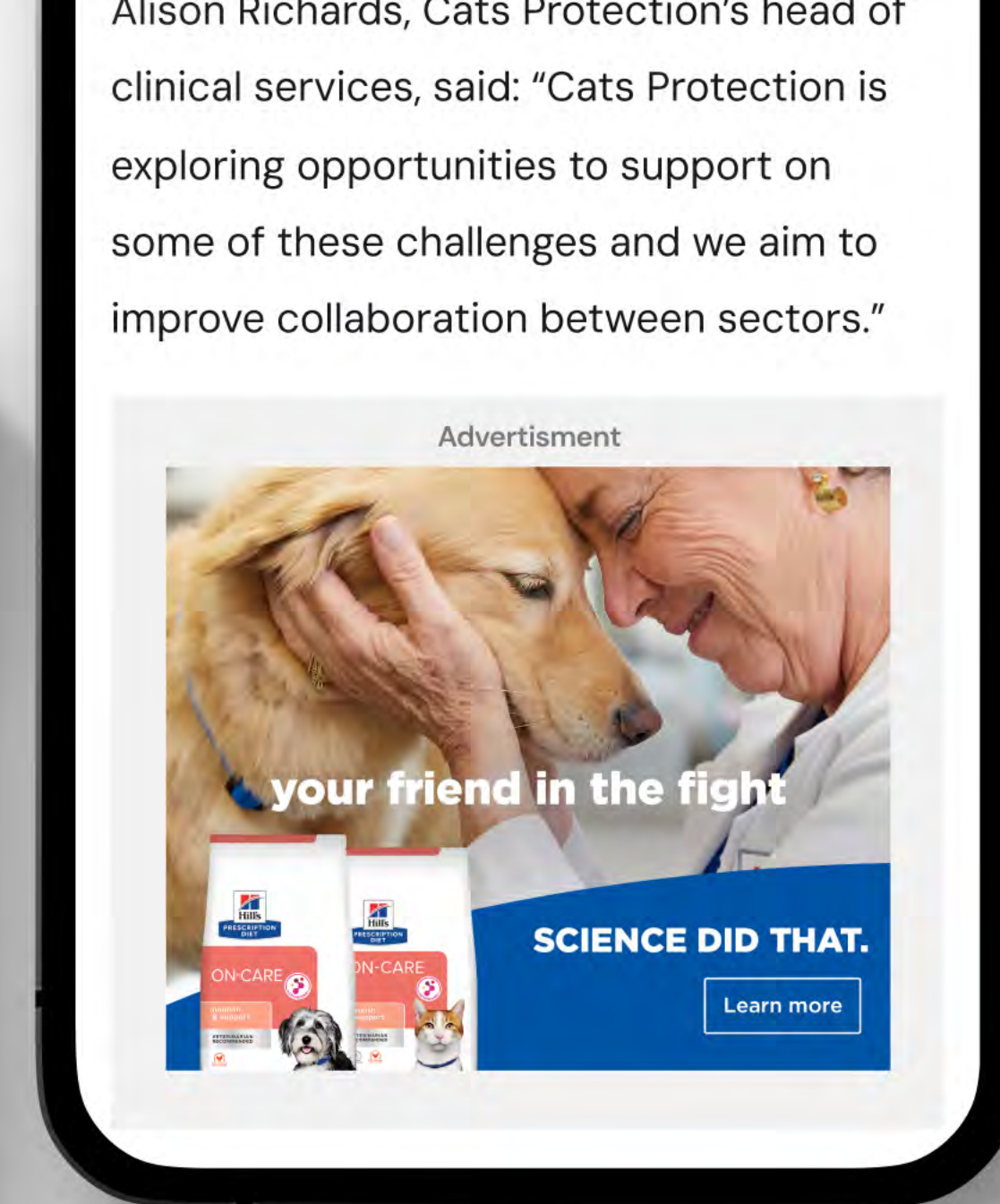
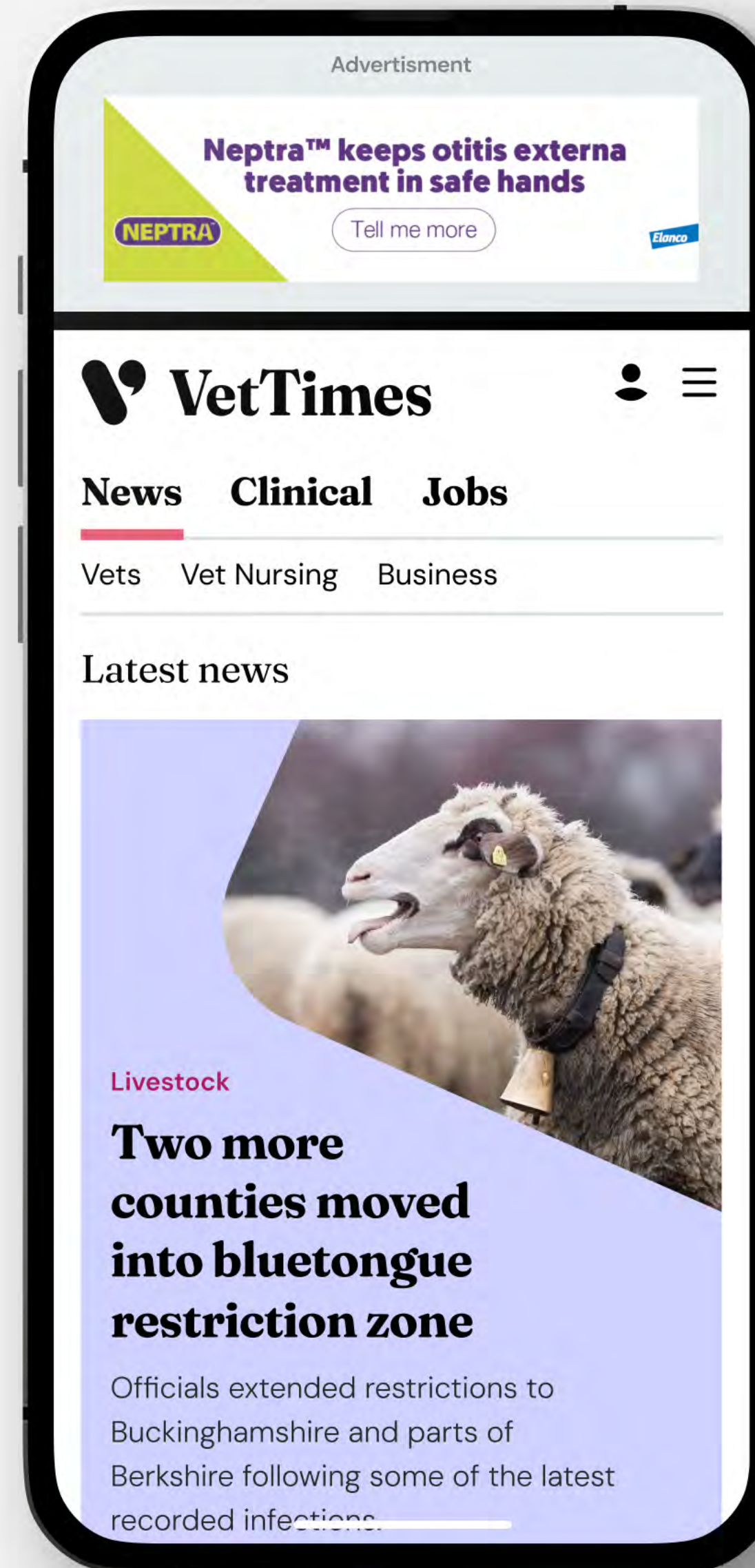
420,000

Emails per month

Digital display ads

Build powerful brand awareness and get your message in front of the vets and nurses that matter through our hyper-targeted mobile, desktop and tablet display ads. Our new website has been precision built for a much more rewarding experience for both users and advertisers, not least the 66% of people on their mobile.

Say goodbye to poorly targeted pop-ups with unintended clicks and high bounce rates. Instead, choose from a range of digital display ads that are precision targeted and designed to maximise click-throughs from people that are genuinely interested in your message.

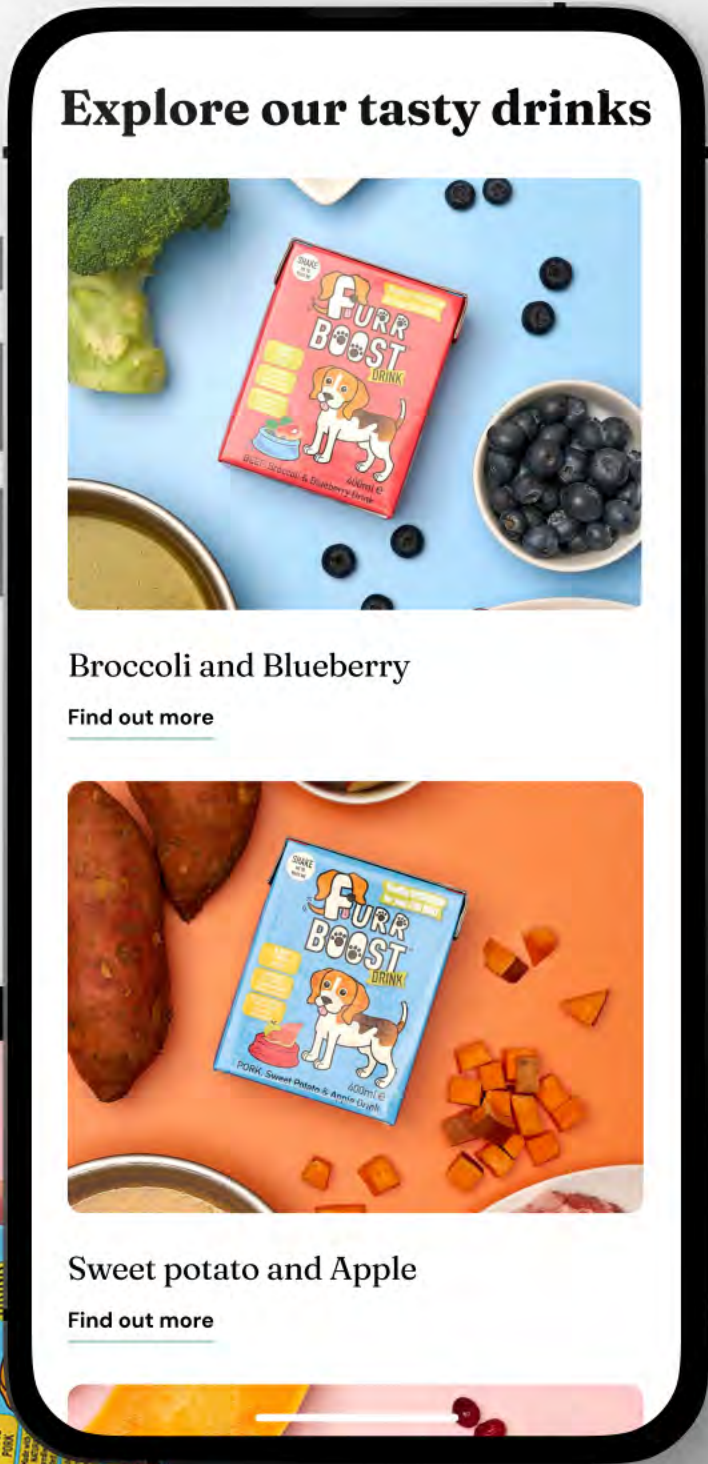
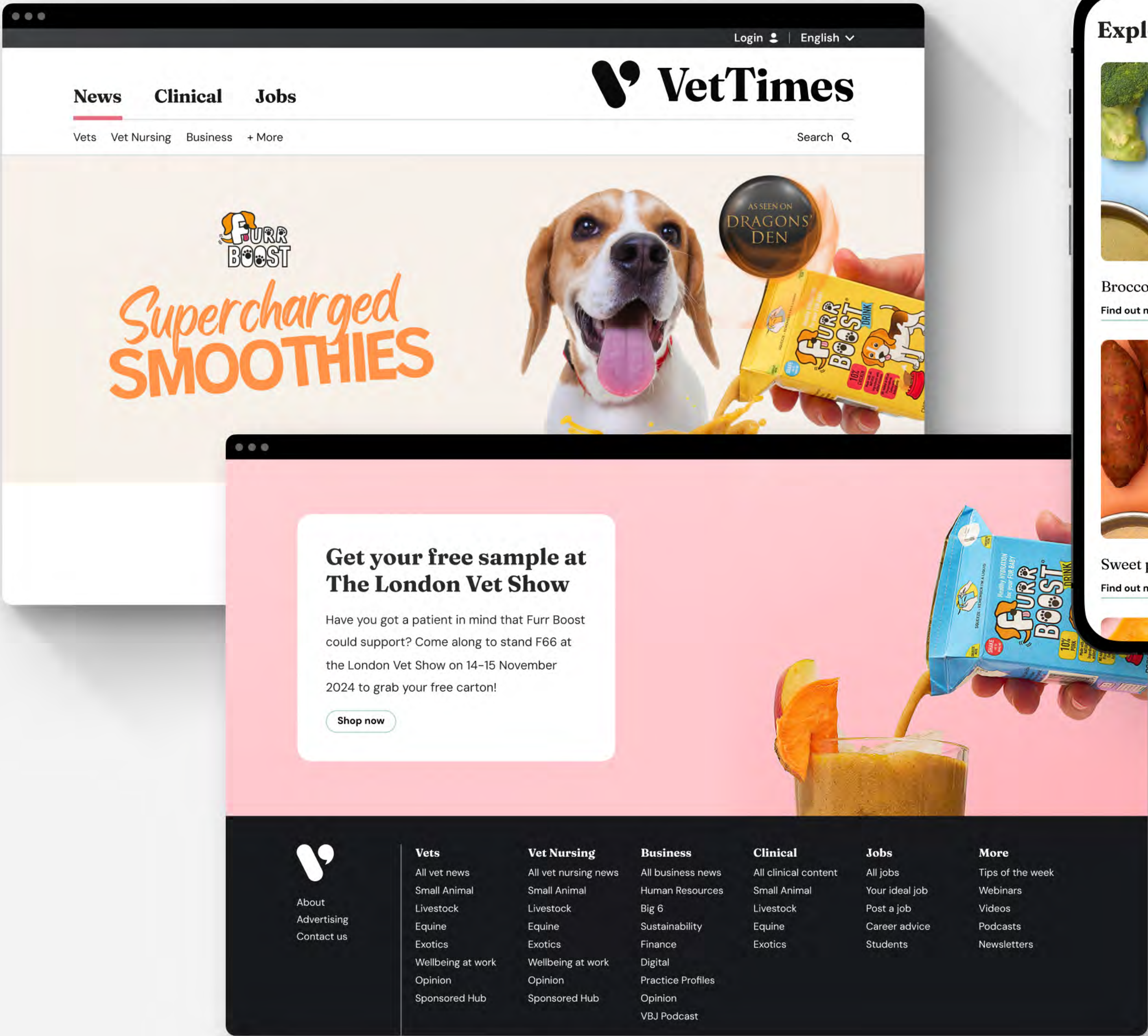


Sponsored content

Build trust and connect with veterinary communities more meaningfully through our new range of sponsored content opportunities.

Partner with our hugely respected journalists on case studies, how-to guides, advertorials and editorials that seamlessly integrate your message with our premium editorial content.

Or create an immersive and interactive experience for your audience with a sponsored hub page – an entire section on our website dedicated to your brand and with links out to your own resources.

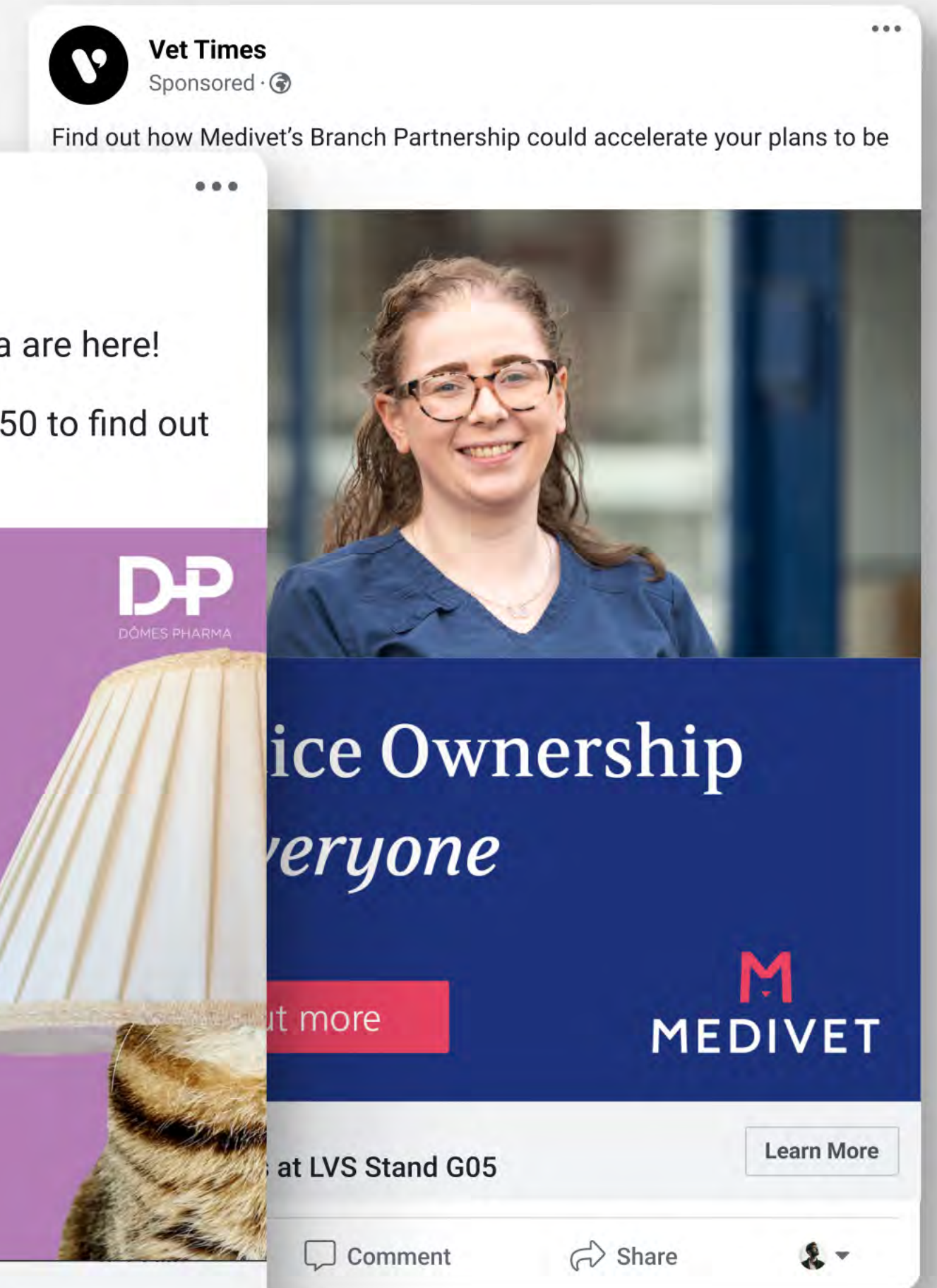
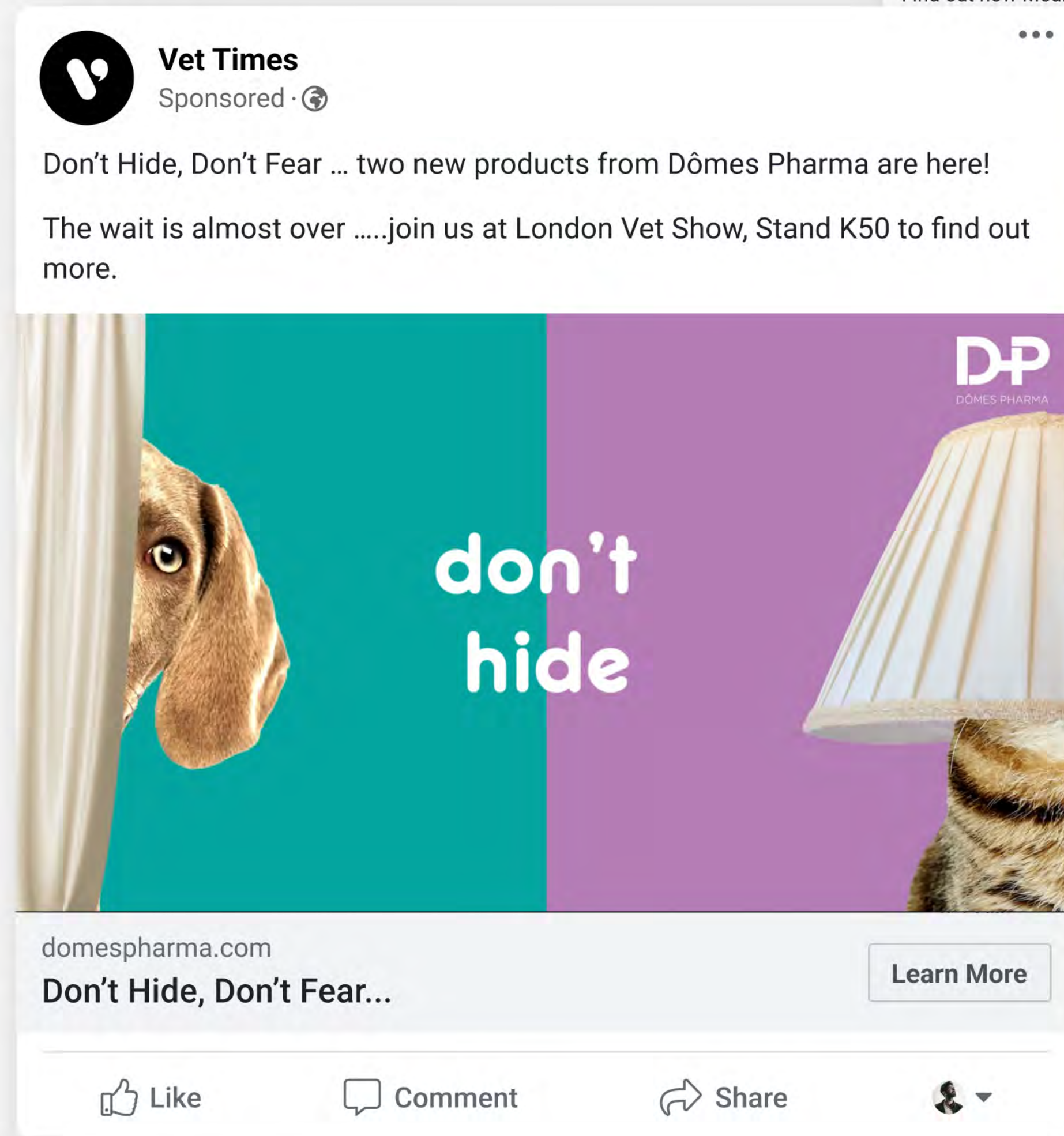


Social media

Get your brand in front of more vets and nurses across the key social media platforms in a way that increases conversions and ROI.

Use A/B testing to figure out the best messaging and visuals to connect with your audience. And target the right people in the right online spaces with our data-driven insights.

You can create more conversions with personalised, well-timed ads and retarget people who've already shown interest in your products or services – keeping your brand fresh in their minds and encouraging more engagement.



Podcasts

Our podcasts give vets and nurses the in-depth conversations and content that keep them informed, connected and entertained.


You can sponsor one of our podcasts or commission your own podcast series on a topic of your choice. We'll take care of everything from editing and recording to hosting it on our site so you can effortlessly reach our 9,200 monthly listeners.






Irina Matricoti
Otitis externa latest thoughts




 Podcast | 30 Sept



Small animal
The human-animal bond, a vet nurse's role



Managing refractory epilepsy in dogs, with Mark Lowrie



2:50

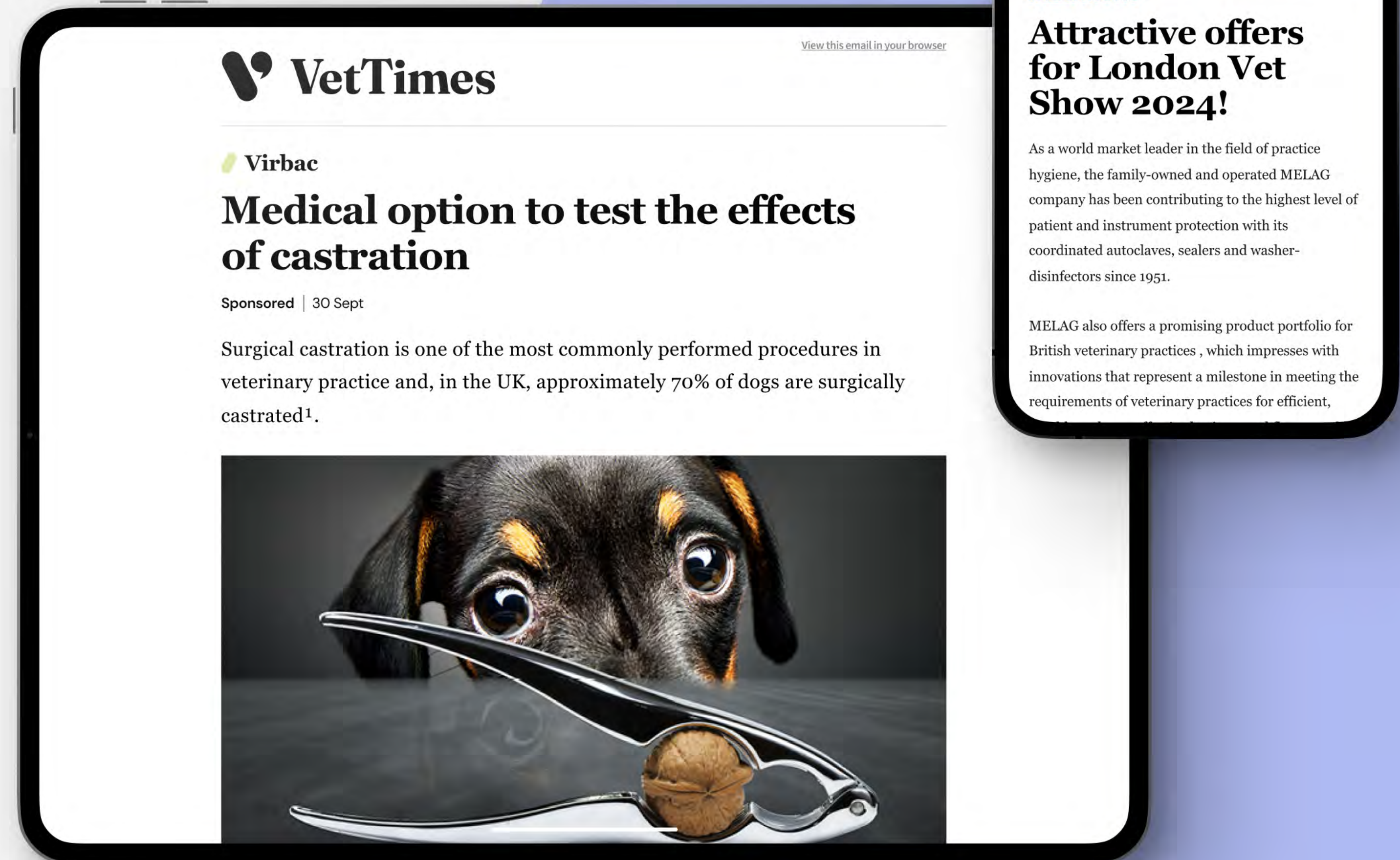
8:23

Email

Vets and nurses trust us to deliver meaningful content straight to their inboxes.

Take your message directly to them with personalised content blocks in our upcoming daily or weekly editorial newsletters, with options for enhanced segmentation and optimization.

Or make an even bigger brand impact with bespoke emails, including our twice-weekly E-focus (sent twice a week), or targeted E-shots that focus exclusively on sharing your message.



Get to the heart of veterinary communities with our iconic print publications.

With incredible reach and the trust of thousands of vets and nurses, Vet Times print advertising remains one of the most impactful ways of connecting your brand with veterinary audiences. From our iconic print publications, including our flagship publication Vet Times – the UK's leading veterinary news publication – to custom print solutions like special supplements and dual-branded materials, we have a wide range of ways to showcase your brand in print.

32,291

Readers across all our print publications

13,691 Vets

8,000 Nurses

10,600 Business leaders*

* Can include Vets and Nurses

World-leading print publications

Our print titles are among the most loved and trusted resources for vets, nurses and veterinary business leaders everywhere.

Our flagship weekly publication, Vet Times, is the essential weekly read for every vet and nurse and remains one of the most desirable places for brands to be. Our business journal is trusted by industry leaders for its sharp analysis and comprehensive coverage of the veterinary business scene, while our equine and livestock publications give vets and nurses the specialist content they need.

We also produce publications tied to the big veterinary events, delivering insightful coverage on the events that vets and nurses are talking about.



Take your message to over 32,219 vets and nurses

Walk into any veterinary practice in the UK and you'll likely find one of our magazines. Combined, our print publications reach 32,291 readers, including 13,691 vets and 8,000 veterinary nurses and support staff, along with 10,600 senior partners and industry buyers, providing an unparalleled audience for your brand message.

Flexible solutions for every budget

We offer a variety of both traditional and innovative print advertising opportunities for leading and challenger brands alike, including page covers, title takeovers, belly bands, centrefolds, and more. Print isn't just about traditional ads. We can create, design, and distribute your own magazine, inserts, dual-branded content, and more.





“We’re the only truly independent veterinary platform in the UK so we’re in a unique position to give vets and nurses the content that matters to them and that they trust”

James Westgate – Head of Editorial, Vet Times

More ways you can collaborate with Vet Times

We're experts in our audience and use our data-driven insights to create bespoke marketing approaches that get your message to the people you need in a way that works for them. Beyond our digital and print advertising solutions already covered, we have a range of custom products that can help you connect with vets and nurses imaginatively and memorably.

You can sponsor a calendar to keep your brand in front of people all year long, or use personality tests to engage vets and nurses.

Our bespoke video and animation content is great for brand storytelling, while round tables offer a chance for meaningful discussions. We're also experts in gamification – making your marketing more interactive and enjoyable.

Our advertising and content team work collaboratively with you to find the right marketing mix of message and medium that will reach your audience where there are.

Get in touch to talk about how we can unlock new and creative ways to connect your brand with veterinary audiences.

@ brandservices@vbd.co.uk

📞 01733 383546

Get ready to transform the impact of your marketing in 2025.

In a world where reaching the right audience is everything, Vet Times stands as the trusted bridge between brands and veterinary communities. With our database of nearly 50,000 veterinary professionals and a reputation built on outstanding print and digital content, we offer brands not just visibility, but meaningful engagement.

Our smart segmentation tools will make sure that your brand reaches the vets and nurses who matter most, at the right time and place – whether through our renowned print publications, digital platforms, or email marketing campaigns.

We offer trust, credibility, and the chance to connect with an audience that believes in what we deliver. If you want to take your brand to the heart of veterinary communities, we'd love to help.

Get in touch with one of our team to discover how we can tailor a campaign that delivers real results for your brand.

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