

# Veterinary Moda

## VetConnect Campaigns Media Kit



## VetConnect Campaigns - Media Kit

A fresh addition to your marketing mix...

***Ideal for veterinary software and applications, equipment manufacturers, pet nutrition brands, CPD/CE providers and educational institutions, and pharmaceutical companies...***

In today's fast-paced veterinary industry, competing for decision-makers attention is paramount for you. Our **VetConnect Ad Campaigns** offer an unparalleled bridge to veterinary professionals when they're focused on business success, ensuring your products and services aren't merely seen...they're remembered and acted upon.



**83,000+**

[Opt-in Email  
Subscribers](#)



**101,000+**

[LinkedIn  
Followers](#)



**52,600+**

[Veterinary Jobs Group  
Members](#)

## The Three Core Pillars...

### 1. Unprecedented Reach

- Connect directly to a highly engaged audience via:
  - Our 347,000+ Social Media Connections
  - Our weekly "smart" email connects with 83,000+ opt-in veterinarians, veterinary nurses, and veterinary technicians
  - The 23,000+ veterinary practice owners, managers, and senior industry decision-makers included in the above Reach contacts

### 2. Premium Positioning

- Your product or service takes center stage. With VetConnect Ad Campaigns, you aren't lost in the noise. Through strategic placements, your brand is prominently featured, ensuring maximum visibility and engagement among our vast veterinary audience.

### 3. Flexibility & Scale

- Whether you want a single insertion or an extended campaign, our VetConnect Ad Campaigns have a range of packages to suit your ambitions and budget.

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### Ignite your brand's potential..

Our VetConnect Ad Campaigns are your conduit to an engaged, professional audience who are eager to discover the next groundbreaking product or service. Don't let your brand fade into the background. Step into the limelight, harness our network, and connect with those who matter. Reach out today via the dedicated form below, and let's grow your market presence together.

#### Ideal for...

- **Veterinary Software Providers**
  - Ideal for platforms offering clinic management software, patient tracking systems, or telemedicine solutions tailored to the veterinary industry
- **Veterinary Equipment Manufacturers**
  - Perfect for brands introducing innovative surgical tools, diagnostic machines, or daily-use equipment in veterinary clinics
- **Pet Nutrition Brands**
  - Specially suited for companies promoting specialized animal diets, nutritional supplements, or therapeutic pet foods, aiming to get veterinarians' endorsements
- **CPD and Continuing Education Providers and Educational Institutions**
  - Perfect for organizations promoting continuing education courses, seminars, workshops, or conferences aiming to attract veterinary professionals for upskilling
- **Veterinary Pharmaceutical Companies**
  - Ideal for those launching new medications, vaccines, or treatments tailored to animals, aiming for direct exposure to veterinary professionals



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How much...

### Single Stack – USD\$990\*

- One email insertion
- Plus one week of daily posts and shares across our Social Media Connections
- Plus featured fixed placement at the top of the Feed in all our private groups

### Double Stack – USD\$1,780\*

- Two email insertions
- Plus two weeks of daily posts and shares across our Social Media Connections
- Plus featured fixed placement at the top of the Feed in all our private groups
- Scheduled one week apart eg one week on, one week off, one week on again

### Triple Stack – USD\$2,520\*

- Three email insertions
- Plus three weeks of daily posts and shares across our Social Media Connections
- Plus featured fixed placement at the top of the Feed in all our private groups
- Scheduled one week apart eg one week on, one week off, one week on, one week off, one week on again

# VetConnect Campaigns - Media Kit

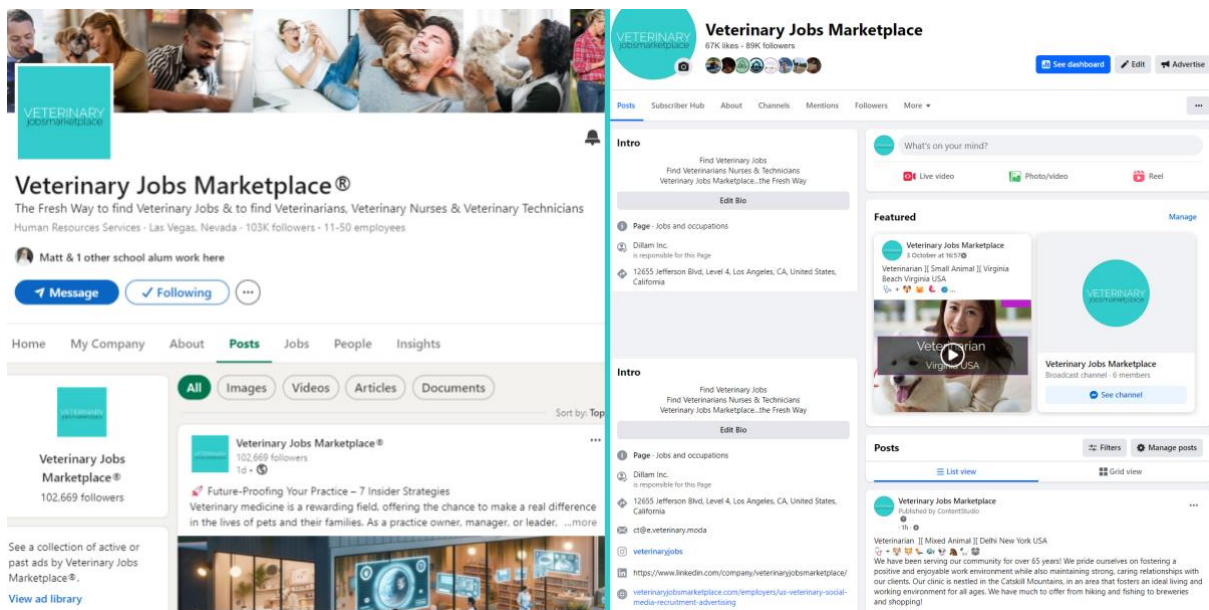
## The Numbers and Examples...

### Audience

Our primary goal is to appeal to the needs of our viewers – the primary age group is 35 to 54, 72% are women, 28% are men, and their main language is English. They are well-educated, sophisticated, luxury-oriented, and savvy at home and work. Generally, they are successful or on the pathway to success but are seeking genuine answers to the conundrum – how to gain the optimum balance in the veterinary space between Work, Life, and Play.

- Female – 72% | Male – 28%
- 18 to 34 years – 39% | 35 to 54 years – 43% | 55+ years – 18%
- College – 37% | Degree – 53%
- 25% are business owners or executive decision-makers

### Social Media Presence

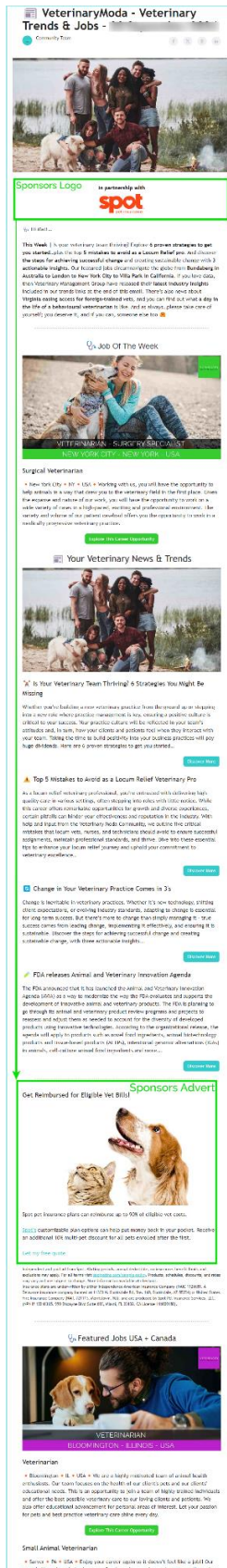


The primary Social Media platforms that we use are Facebook and LinkedIn, plus Instagram, TikTok, and more – you can see the latest Social Media Connections data [here](#)

- Our Social Media Pages
  - LinkedIn – 102,800+
  - Facebook – 89,100+
- Our Social Media Private Groups
  - Facebook – 221,400+
  - LinkedIn – 155,200+

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## Email Presence



Our smart email platform uses Machine Learning to deliver content that is relevant to the interests of each recipient based on their click history; however, **VetConnect Ad Campaigns appear to every email subscriber**

- Opt-in list: **83,000+**
- Contact frequency: **Weekly**
- Open rate: **43 – 45%**
- Click-through rate: **12 – 14%** – Please note that the majority of these clicks are for our Job Campaigns and that VetConnect advertiser click-through rates may vary significantly based on content, message, and incentives – minimum 200 clicks guaranteed per insertion, or we will rerun the insertion until 200 clicks are achieved
- Unsubscribe rate: **0.01%** eg 80 – reflects our very sticky email membership

See full-size examples here:

<https://trends.veterinary.moda/>

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### Materials required...

#### Social Media

- One image – product or service related – two sizes
  - 1200 × 630 pixels
  - 600 x 600 pixels
- Video is possible
  - .mp4 file
  - max 15 seconds length
  - file size – max 2GB
- 300 – 400 characters of text
- One link to a landing page embedded in the text
- High-resolution logo in .jpg or .png format

#### Email

- One image – product or service related – 700 × 300 to 400 pixels
- 300 – 400 characters of text
- One link to a landing page – text link, plus the image is linked to the same location
- High-resolution logo in .jpg or .png format

***Materials are required ten business days prior to insertion commencement to allow for Quality Assurance and Testing.***

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To book a VetConnect Ad Campaign or arrange a preliminary chat,  
please email our Community Team

[ct@e.veterinary.moda](mailto:ct@e.veterinary.moda)

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