



### Veterinary Surgery

*Veterinary Surgery* delivers the most up-to-date coverage of surgical and anesthetic management of animals with the goal of addressing significant problems in veterinary surgery. As the official publication of American College of Veterinary Surgeons, veterinarians around the world look to the journal for the latest news and relevant information in veterinary surgery. The journal provides peer-reviewed articles covering:

- Surgical techniques
- Diagnostic aims
- Care of infections
- Advances in knowledge of metabolism as it affects the surgical patient

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#### Editor-in-Chief:

Dominique Griffon, Western University

#### Audience:

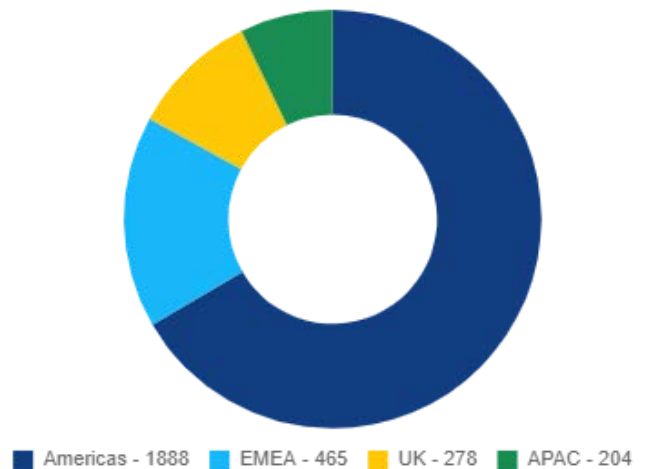
*Veterinary Surgery* informs veterinarians around the world seeking the latest news and relevant information in veterinary surgery and focused on all elements of surgery in animals.

[Learn more about the Veterinary Medicine Portfolio >>](#)

### Reach

|         |   |                   |
|---------|---|-------------------|
| Print   | Total Print (Paid Subscription)         | 2,836             |
|         | Frequency                               | 8 issues per year |
| Digital | Unique Visitors on Wiley Online Library | 250,972           |
|         | Average Monthly Page Views              | 78,372            |
|         | Full Text Downloads                     | 453,599           |

Print Circulation by Region



### For More Information

Mark Mrvica, [markmrvica@mrvica.com](mailto:markmrvica@mrvica.com) or visit us at [corporatesolutions.wiley.com](http://corporatesolutions.wiley.com)

### Rates

#### Pricing

Pricing below is in USD and is established based on publication origin.

#### Earning Rates

Earned page rate is determined by the number of units per year (e.g., 4 half pages plus 2 full pages earn the 6x rate). Free pages do not count toward frequency.

| Ad Size  | 2023 Price                               |
|--|--|
| Full Page Mono   | \$ 1,540.00                              |
| Full Page Color  | \$ 3,150.00                              |
| Half Page Mono   | \$ 1,005.00                              |
| Half Page Color  | \$ 2,615.00                              |
| Inserts<br>Outserts<br>Cover Tips<br>Belly Bands<br>Wrap | Contact your Account Manager for details |
| All rates are commissionable to bona-fide agencies.      |  |

| Cover Position          | Uplift from Mono (B&W) Rate Plus Color Charge |
|-------------------------|---|
| Cover 2                 | 35%   |
| Cover 3                 | 25%   |
| Cover 4                 | 50%   |
| Other Premium Positions | 15%   |

| Frequency Insertion Rates Mono (B/W)         |                |                |
|--|----------------|----------------|
| Frequency                                    | Full Page Mono | Half Page Mono |
| 1x   | \$ 1,540.00    | \$ 1,005.00    |
| 3x   | \$ 1,495.00    | \$ 975.00      |
| 6x   | \$ 1,450.00    | \$ 945.00      |
| 12x  | \$ 1,405.00    | \$ 915.00      |
| 24x  | \$ 1,355.00    | \$ 885.00      |
| Color Rates (in addition to earned B&W rate) |                |                |
| 4-color process                              | \$ 1,610.00    |                |

### Issue Deadlines

| Issue date         | Booking Deadline | Creatives Due | Inserts Due |
|--------------------|------------------|---------------|-------------|
| 52:1 January 2023  | 12-02-2022       | 12-09-2022    | 12-23-2022  |
| 52:2 February 2023 | 12-26-2022       | 01-02-2023    | 01-16-2023  |
| 52:3 April 2023    | 02-23-2023       | 03-02-2023    | 03-20-2023  |
| 52:4 May 2023      | 03-27-2023       | 04-03-2023    | 04-19-2023  |
| 52:5 July 2023     | 05-25-2023       | 06-01-2023    | 06-19-2023  |
| 52:6 August 2023   | 06-26-2023       | 07-03-2023    | 07-19-2023  |
| 52:7 October 2023  | 08-25-2023       | 09-01-2023    | 09-19-2023  |
| 52:8 November 2023 | 09-26-2023       | 10-03-2023    | 10-19-2023  |

### For More Information

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### Digital Statistics for Veterinary Surgery

Unique Visitors on WOL for Veterinary Surgery in 2021: 250,972

#### Unique Visitors on WOL by Region

| Americas | EMEA | UK  | APAC | Other |
|----------|------|-----|------|-------|
| 32%      | 18%  | 11% | 20%  | 19%   |

Average Monthly Page Views for Veterinary Surgery in 2021: 78,372

#### Page Views by Region

| Americas | EMEA | UK  | APAC | Other |
|----------|------|-----|------|-------|
| 34%      | 22%  | 14% | 12%  | 18%   |

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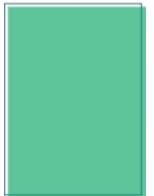
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### Print Ad Specifications

Journal Trim Size      210 mm x 276 mm      8.25" x 10.875"

Keep all text and images at least 0.3"/8mm away from the trim line.

| Page Sizes             | Non-Bleed (w x h)                 | Bleed (w x h)                         |
|------------------------|-----------------------------------|---------------------------------------|
| Full Page              | 178.0 x 254.0 mm<br>7.0" x 10.0"  | 216.0 x 283.0 mm<br>8.5" x 11.125"    |
| Half Page - Vertical   | 89.0 x 255.0 mm<br>3.5" x 10.0"   | 119.0 x 283.0 mm<br>4.675" x 11.125"  |
| Half Page - Horizontal | 177.0 x 127.0 mm<br>7.0" x 5.0"   | 216.0 x 127.0 mm<br>8.5" x 5.0"       |
| Quarter Page           | 89.0 x 127.0 mm<br>3.5" x 5.0"    | 89.0 x 127.0 mm<br>3.5" x 5.0"        |
| Double Page Spread     | 355.0 x 254.0 mm<br>14.0" x 10.0" | 435.0 x 282.0 mm<br>17.125" x 11.125" |

Contact your Account Manager for sizes of other opportunities.

### Bound/Loose Inserts Specifications

| Bound-in-Inserts       | Width / Height                      |
|------------------------|-------------------------------------|
| 4-Page 8.25" x 10.875" | 420.0 x 282.0 mm<br>17.0" x 11.125" |
| 2-Page 8.25" x 10.875" | 215.0 x 282.0 mm<br>11.125" x 8.5"  |

### Print Ad Specifications

| Full Page Ad Non-Bleed  | Half Page Ad Vertical  |
|---|--|
| Ad size: w x h<br>178.0 mm<br>x<br>254.0 mm<br><br>7.0"<br>x<br>10.0" | Ad size: w x h<br>89.0 mm<br>x<br>255.0 mm<br><br>3.5"<br>x<br>10.0" |
| Half Page Ad Horizontal   | Quarter Page Ad  |
| Ad size: w x h<br>177.0 mm<br>x<br>127.0 mm<br><br>7.0"<br>x<br>5.0"  | Ad size: w x h<br>89.0 mm<br>x<br>127.0 mm<br><br>3.5"<br>x<br>5.0"  |

### Digital Ad Specifications

#### Formats & Details

For specifications, formats, and further details see:

[Overview Digital Specifications \(pdf\)](#)

| Leaderboard Digital Display Ads | MPU Digital Display Ads         | ePDF Article Advertising          |
|---------------------------------|---------------------------------|-----------------------------------|
| Ad size:<br>728px<br>x<br>90px  | Ad size:<br>300px<br>x<br>250px | Ad size:<br>1237px<br>x<br>1631px |
|                                 |                                 |                                   |

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| Cover Tip/Belly Bands & Inserts Materials | Submit materials to: <a href="mailto:markmrvica@mrvica.com">markmrvica@mrvica.com</a>  |

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| Print Production   | <a href="mailto:markmrvica@mrvica.com">markmrvica@mrvica.com</a> |
| Digital Production | <a href="mailto:markmrvica@mrvica.com">markmrvica@mrvica.com</a> |

#### M.J. MRVICA ASSOCIATES, INC.

Mark Mrvica  
2 West Taunton Avenue  
Berlin 08009  
856.768.9360

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