



# 2025 ADVERTISING RATE CARD

Your Direct Line to Canadian Veterinarians

## CANADIAN VETERINARY JOURNAL (CVJ)

The CVJ is the authoritative voice of veterinary medicine in Canada. This monthly digital publication features peer-reviewed articles, columns, news, and business information

tailored for Canadian veterinarians. By advertising in the CVJ, you'll reach engaged professionals actively seeking the latest developments in veterinary medicine and animal health.

### CVJ Display Ad Rates

	1X	3X	6X	12X
1 page	\$2,184	\$2,070	\$1,968	\$1,734
2/3	\$1,872	\$1,782	\$1,686	\$1,500
1/2	\$1,440	\$1,362	\$1,296	\$1,158
1/3	\$1,098	\$1,038	\$978	\$870
1/4	\$870	\$828	\$780	\$696
DPS	\$3,960	\$3,762	\$3,564	\$3,168

### Covers

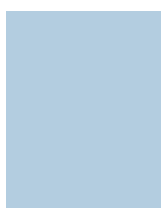
Premium Spots Non-cancellable

Inside Front Cover	\$2380
Inside Back Cover	\$2280
Opposite Table of Contents	\$2480
Outside Back Cover	\$2280

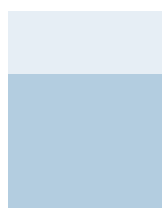
### Copy and Contract Regulations

Click [here](#) for details.

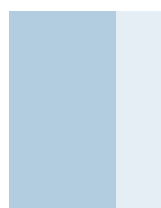
### New! Unit Sizes



**1 PAGE**  
8 1/8" x 10 7/8"



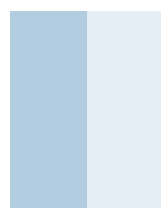
**2/3 PAGE HORIZONTAL**  
7" x 6 7/8"



**2/3 PAGE VERTICAL**  
4 5/8" x 10"



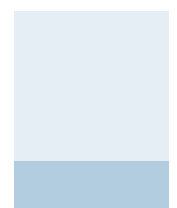
**1/2 PAGE HORIZONTAL**  
7" x 4 7/8"



**1/2 PAGE VERTICAL**  
7" x 3 1/2"



**1/3 PAGE**  
7" x 3 1/2"



**1/4 PAGE**  
3 3/8" x 4 7/8"

## CVMA & CVJ Website Advertising

[www.canadianveterinarians.net](http://www.canadianveterinarians.net)

	NEW! CVJ homepage pop-up ad	350 × 250 pixels The CVJ home page (no rotations) 3 spots available	510 × 255 pixels (CVMA home page – no rotations) 3 spots available
1 × rate	\$3000	*	*
3 × rate	\$2850	\$440	\$1,000
6 × rate	\$2700	\$400	\$875
12 × rate	\$2400	\$325	N/A

\*Rates per month based on a minimum three month run.

## The CVJ E-notice & CVMA Member E-newsletters

The CVJ e-notice is distributed on the last week of each month, announcing the new CVJ issue. Two issues of the CVMA member e-newsletter are distributed each month—the first issue is sent at the beginning of the month and the second issue is sent mid-month.

Leaderboard banner ads:

Top of page 728 × 150 pixels	Middle or Bottom of page 750 × 200 pixels
\$550	\$500
Two placements in same issue:	Three placements in same issue:
\$950	\$1320

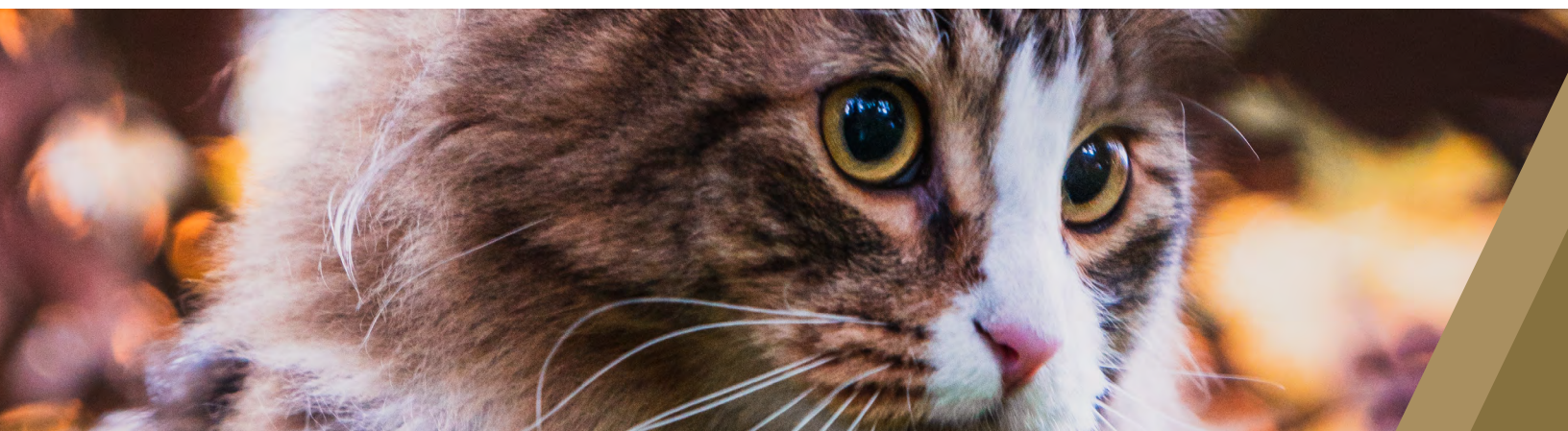
## CVJ Business Directory Section Ads

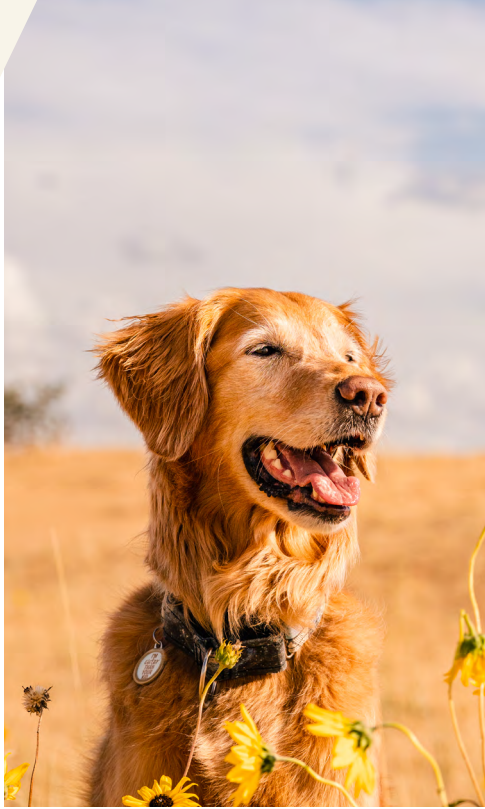
AD SIZE	1X RATE	3X RATE	6X RATE	12X RATE
Business card (3.5" × 2")	\$216	\$198	\$174	\$144
¼ page vertical (3.5" × 4.0" or ¼ page horizontal (7.22" × 2")	\$366	\$348	\$330	\$282
½ page vertical (3.5" × 6.38")	\$546	\$516	\$492	\$426
¾ page vertical (3.5" × 8.0" or ¾ page horizontal (7.22" × 4.18")	\$702	\$666	\$630	\$564



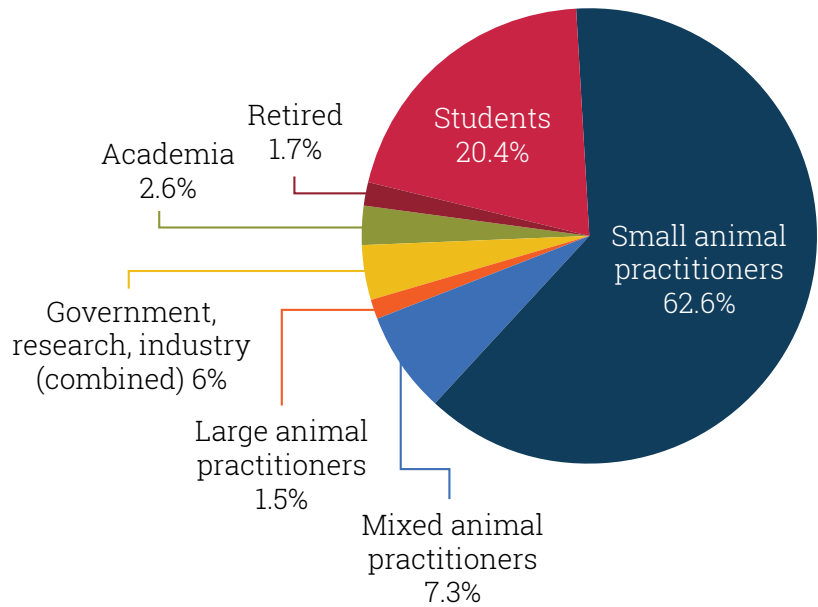
## Classified Advertising

Do you have a job opening or are you selling your practice? Place a classified ad with the CVMA. For information, visit **CVJ Classified Ads** or send an email to [classifiedads@cvma-acmv.org](mailto:classifiedads@cvma-acmv.org)





## CVJ Readership by Type (where data was provided)



## Industry Statistics

### Average annual income for:

**Practice Owners:** \$260,480  
**Associates:** \$119,200  
**Government, Industry, Academe:** \$134,335

### Gender breakdown:

**Female:** 64%  
**Male:** 35.5%  
**Undisclosed or unknown gender identity:** 0.5%

### CVMA homepage:

**Average monthly pageviews:** 9,844 views

### CVJ e-notice & CVMA e-news:

**Number of subscribers:** 7,890  
**CVJ e-notice & CVMA e-news average open rate:** 53%

## CVJ Distribution /Circulation (digital) by Province

(total: 8,952)

Alberta:	2,322*
Ontario:	1,528*
Saskatchewan:	885*
Quebec:	783*
British Columbia:	897*
Prince Edward Island:	482*
Manitoba:	460
Nova Scotia:	389
New Brunswick:	302
Newfoundland and Labrador:	109
Northwest Territories/Nunavet/Yukon:	16
Foreign:	365*

\* includes students

### Production material should be sent to:

**The Canadian Veterinary Medical Association,**  
 339 Booth Street, Ottawa, Ontario K1R 7K1

**E-MAIL:** advertising@cvma-acmv.org  
**VOICEMAIL:** 1-800-567-2862 ext.131

**Inquires:** Edward Byers  
 Advertising and Sponsorship Consultant

**TELEPHONE:** (416) 737-7424  
**E-MAIL:** advertising@cvma-acmv.org