

# MAXIMUM REACH. FULL TRANSPARENCY.



| Best-read** veterinary publications | High-impact ad size | Transparent, AAM-audited delivery        |
|-------------------------------------|---------------------|--|
| dvm360 Magazine                     | Tab page, 4/c       | 59,937 Veterinarians                     |
| Firstline Magazine                  | Full page, 4/c      | 32,534 Practice Managers and Technicians |

## Reach the whole practice for just \$12,000\*.

The combination of these two best-read powerhouses delivers significantly more unique readers than any mixture of competitive veterinarian/veterinary team publications. And with dvm360 and Firstline, you'll know exactly who your advertising is reaching because our AAM audits qualify and report the details of our circulation.

- dvm360** is the voice of the veterinary profession, veterinarians' #1 print resource for news, product resources, tools, and practice solutions - the publication they trust
- Firstline** motivates, and influences the career technicians and practice managers who deliver your product messages to pet owners every day.

Together, these publications deliver

- the largest qualified, unique distribution available from any publisher
- the profession's highest Ad Effectiveness Scores - both dvm360 and Firstline are #1 with their respective audiences
- the lowest CPM.

**Don't guess. Know.** Contact your UBM account manager today to reserve your Practice360 Print bundle.

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\*Ads must be contracted at the same time and run the same month to qualify. For example, November OR December dvm360 + November/December Firstline.  
\*\* According to Kantar Media's 2015 Study of Veterinary Media.