



AUSTRALIAN VETERINARY ASSOCIATION

Media Kit 2025

Advertise with us

Harness the influence of Australia's only professional association for veterinarians – trusted by your target audience since 1921.

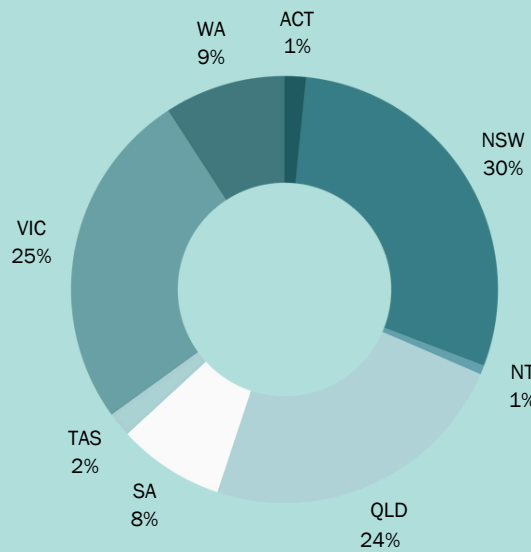
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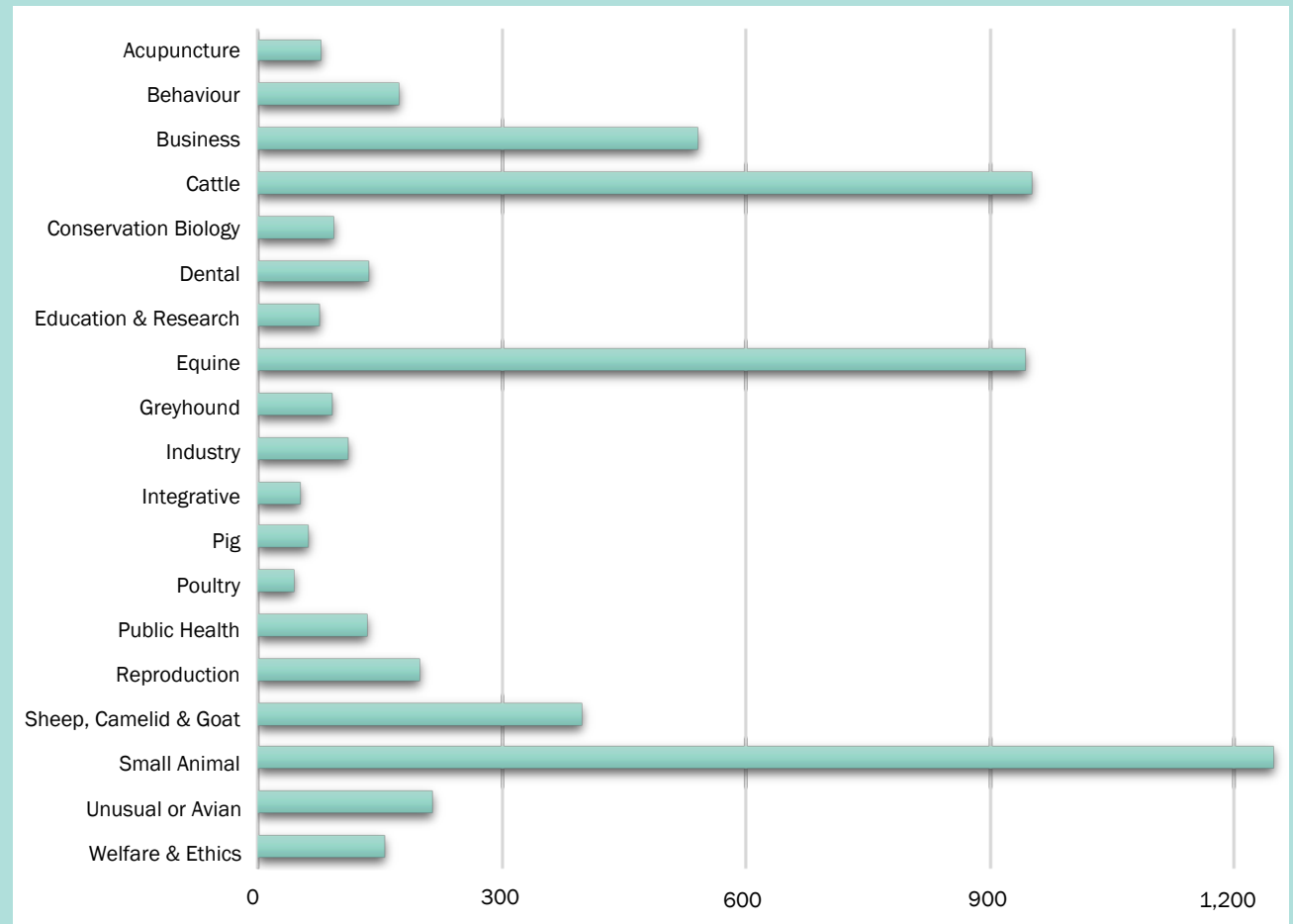


AVA Member Snapshot

State Membership



Membership Interest



Our Platforms

Audience: Veterinary Professionals



Digital

- AVA National Newsletter (weekly)
- Website display & advertorials (monthly)
- Divisions (within weekly national newsletter)
- SIG Newsletters (monthly)
- Career Connect Newsletter (fortnightly)
- SIG Webinars
- THRIVE Webinars

Print

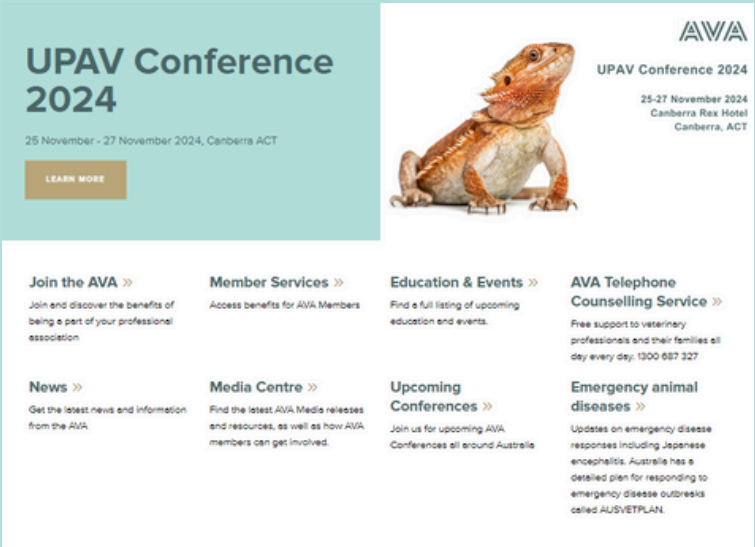
- Small Animal: Companion Magazine (quarterly print publication) & Australian Veterinary Practitioner (quarterly online journal)
- Equine: Australian Equine Veterinarian (bi-annually print & online)

Events

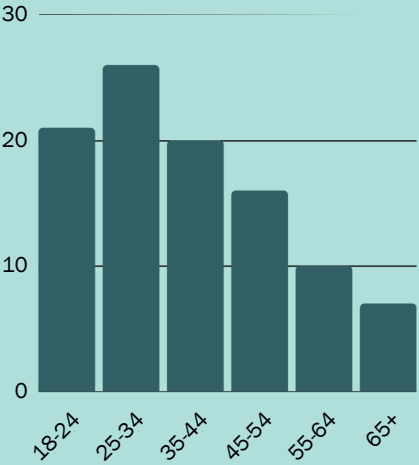
- Exhibition trade stands & sponsorships (National, SIG & State Conferences)
- Event Sponsorships
- Event EDMs

Website ava.com.au

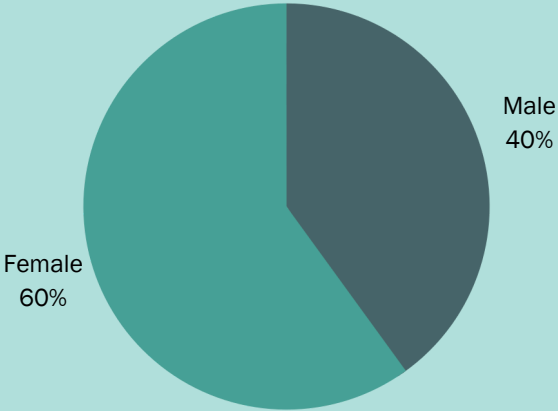
The AVA website is the AVA’s flagship platform and the main website for veterinary professionals, AVA members and the veterinary profession within Australia. Enjoyed by thousands of users each month across desktop, mobile and tablet, it’s a powerful platform for your brand.



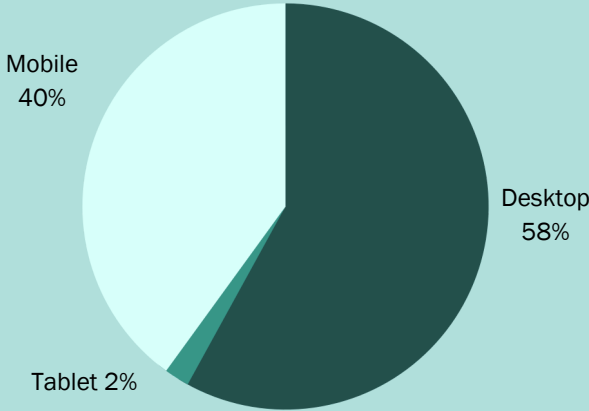
Age



Gender

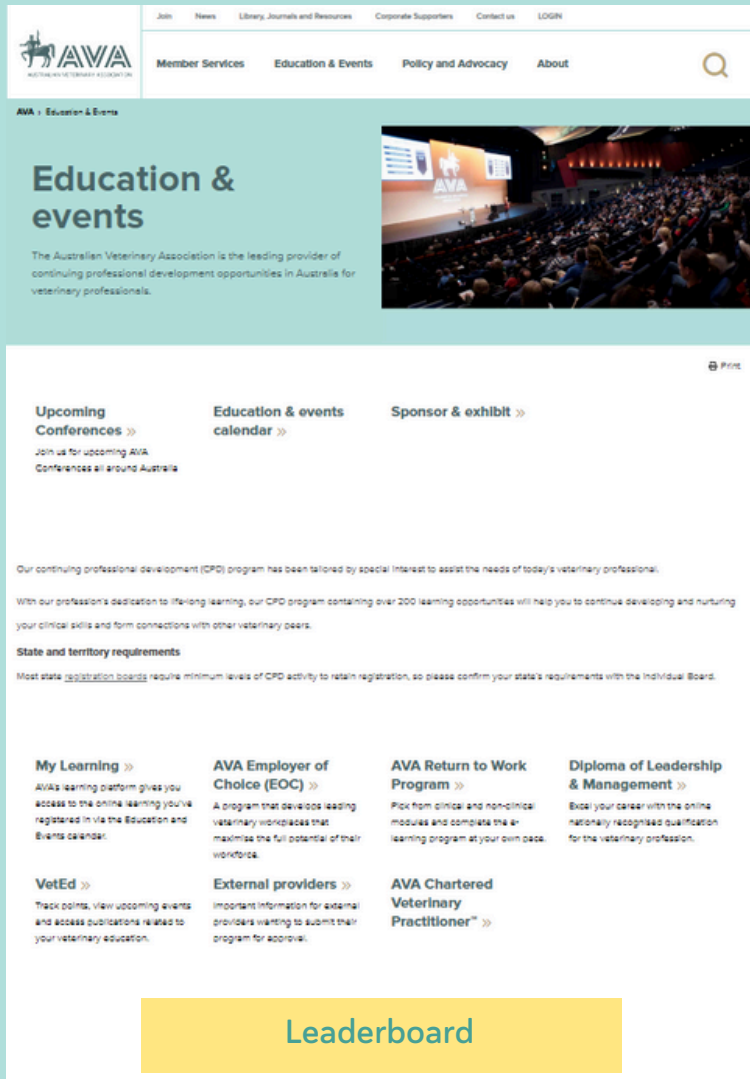


Device Use



* Figures are annual

Website ava.com.au



AVA Leaderboard

Ad appears across:

- Member Services
- Education & Events
- Library & Resources
- Contact

Reach: Approx. 7,000+ / month

Material Specifications:

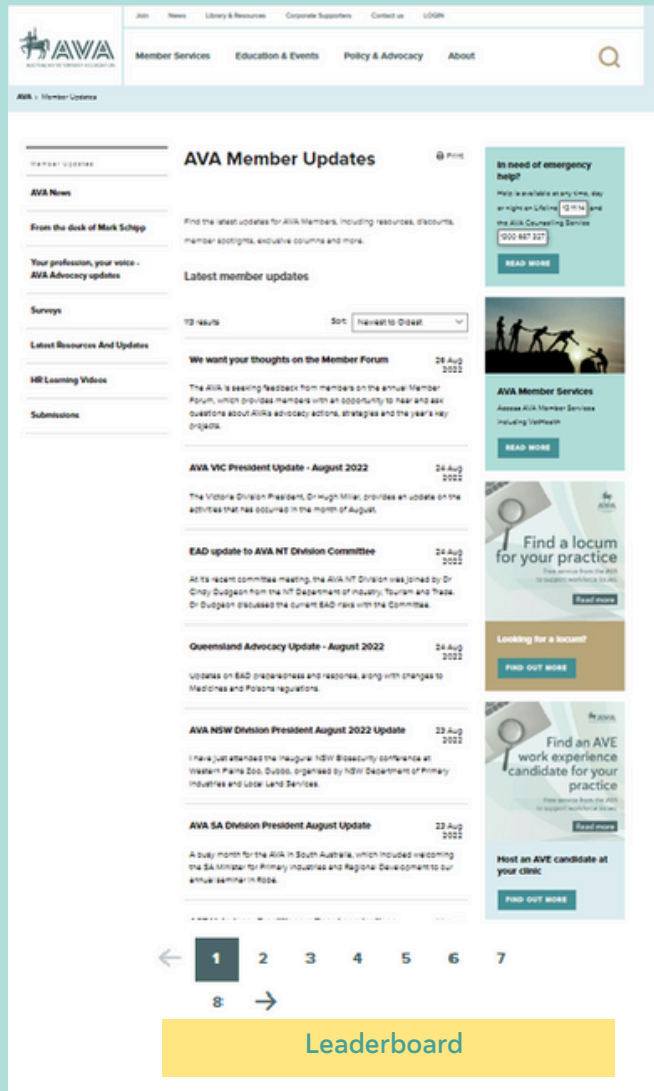
Leaderboard: 728×90px (desktop) & MREC: 300x250px (mobile)

*both sizes must be supplied

- JPEG, PNG or GIF
- 96DPI and max file size 500kb
- Please supply your destination URL

Pricing: \$2,995 / month ex gst

Website ava.com.au



AVA News & Members Updates Leaderboard

Ad appears across:

- AVA News
- AVA Member Updates

Formerly known as the AVA Digest, the AVA News & Member Updates pages focus on the latest content for members such as resources, videos, discounts and offers.

Reach: Approx. 3,000+ / month

Material Specifications:

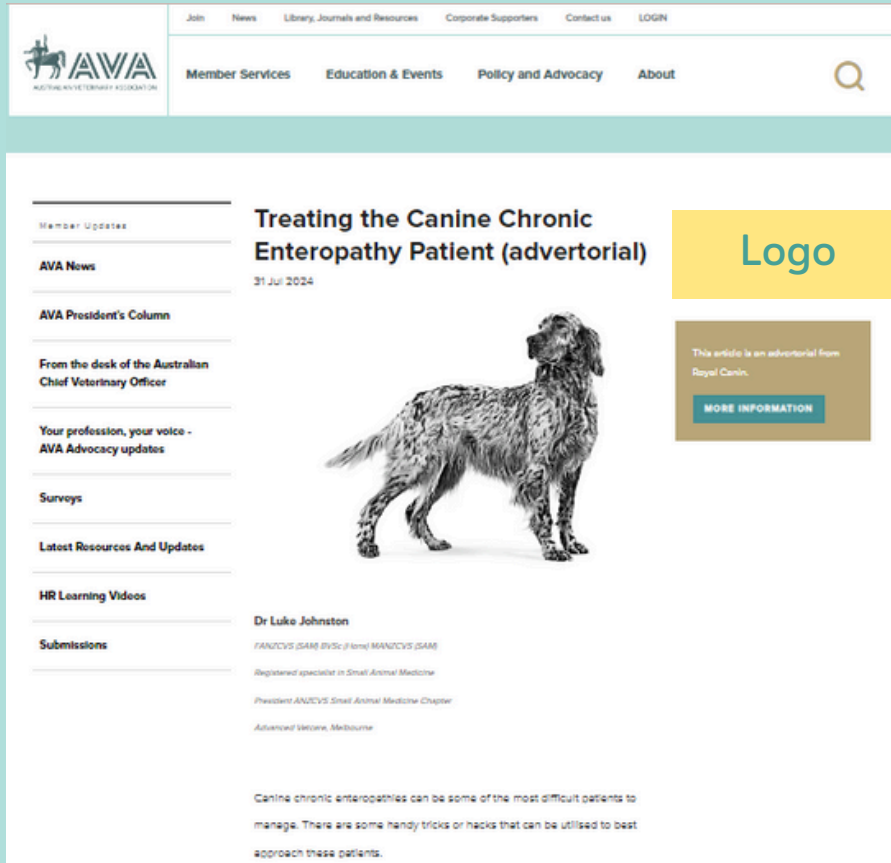
Leaderboard: 728×90px (desktop) & MREC: 300x250px (mobile)

*both sizes must be supplied

- JPEG, PNG or GIF
- 96DPI and max file size 500kb
- Please supply your destination URL

Pricing: \$2,850 / month ex gst

Website ava.com.au



AVA News & Members Updates Advertorial

Article appears within:

AVA Member Updates Link to article for 1 month in AVA Newsletter

Advertorials tell a more in-depth story and really engage AVA members. They are perfect for educating an audience and explaining the benefits or initiatives behind your product or service.

Material Specifications:

- Title: Maximum 10 word count
- Body: Maximum 500 word count
- Images (up to 4): JPEG or PNG - landscape orientation preferred
- Logo: PNG or EPS
- You may link to your website/product within the advertorial text or supply a URL for your image to link to

Pricing: \$2,995 / month ex gst

Your copy will be subject to internal approval, and the copy may be subject to editing, with the final decision made by the AVA. All advertorial material must comply with AVA policy (e.g. avoiding use of animals with exaggerated features), and references should be provided to support any scientific/ medical claims made. Acknowledgement that the material is an advertorial, and who it has been provided by, will appear with the advertorial.

AVA Newsletter



Unique
Open Rate
61%

Subscribers
7k

AVA National Newsletter

This is a weekly national email sent to our 8k members with a preview of what to see in our news & member updates pages. Members are highly engaged with the AVA Newsletter proven by an incredibly strong & consistent average unique open rate of 61%.

Material Specifications:

- MREC (Retina): 600x500px
- JPEG, PNG or GIF
- 96DPI and max file size 500kb
- Please supply your destination URL

Pricing	2 week block (min. 2 sends)	1 month block (min. 4 sends)
Position 1 L or R	\$3,995	\$5,995
Position 2 L or R	\$3,495	\$4,995
Best Available	\$2,995	\$4,495

Pricing ex gst

Divisions

AVA Newsletter



Membership no.
96168

Dear Sophie,

Those who have made remarkable achievements in our profession generally don't do it for the recognition. However, it's important to not only highlight their accomplishments but allow them space to be thanked, congratulated and appreciated for their years of dedication.

If you think you know someone who is worthy of such recognition, please consider nominating them for an [AVA Award](#). Nominations are now open, with an exciting new [Emerging Leader](#) award to celebrate our young leaders who are already making notable contributions in their field.

You can also make a significant impact on the profession by joining the AVA Board of Directors. The AVA is seeking nominations for 3 vacancies on the AVA Board - it's a pivotal opportunity to play a central role in guiding the strategic direction of our association. Find out more [here](#) - nominations close 5pm AEDT on Sunday 9 March 2025.



Melissa King
AVA Chief Executive

AVA News



2025 AVA Awards
Nominations now open

[Exciting new award takes centre stage for 2025 AVA Awards](#)
The AVA is once again preparing to celebrate excellence, innovation and leadership with the 2025 AVA Award nominations now open.

[SA Parliamentary inquiry into veterinarian mental health and wellbeing](#)
The AVA is making a formal submission and also encourages members to make their own. The closing date for submissions to the AVA is Friday 7 February 2025.

[AVA Conference Research Day Awards to be named after female trailblazers](#)
The Mary Barton Pitze and Darla Love Pitze serve as testament to their legacy and inspire future researchers to pursue excellence.

[Veterinarians honoured at 2025 Australia Day Awards](#)
Read more about the achievements of Dr Ross Cutler and Dr Colin Walker, who have been recognised for their contributions to the veterinary profession.

NSW Division News


[Resolution of NSW High Pathogenic Avian Influenza emergency response](#)
All infected premises in NSW affected by highly pathogenic avian influenza (HPAI) have now been resolved, with all associated emergency orders lifted.

[Veterinarians encouraged to participate in Wildlife Rehabilitation Sector survey](#)
The Wildlife Rehabilitation Sector survey is open for Veterinarians and Wildlife Rehabilitation Stakeholders until 28 February 2025.


[NSW Division Annual Sailing Day](#)
Ever wanted to get out on the open water, feel the wind in your hair and be free with the ocean? Then Sailing Day is for you. What a great way to dust off the holidays and get amongst industry professionals and colleagues for a day of friendly competition! Thursday 6 March, Darling Point.

[EVA NSW Autumn State Meeting and Dinner](#)
Join the Autumn EVA Roadshow featuring Prof Derek Knotenbelt, a renowned specialist who has dedicated his life to the study of Equine Oncology. Monday 7 April, Warwick Farm.

[Browse all NSW News](#)



Ad Ad



Become an AVA Board Director
and make an impact

[Become an AVA Board Director and make an impact](#)
The AVA is seeking nominations from Members for 3 vacancies on the AVA Board of Directors. This is an important opportunity to play a central role in guiding the long-term strategic direction of your professional association.

[Policy Advisory Council \(PAC\) update](#)
The Policy Advisory Council has recently ratified 10 policies (9 updates, 1 new), with a further 5 policies currently out for member comment.

[Voluntary recall notice: Ilum syntonin injection of synthetic oxytocin](#)
Troy Laboratories has initiated a voluntary recall for ilum syntonin injection of synthetic oxytocin, batch number 231028.

Divisions

AVA Divisions (states & territories) produce content that is included in the weekly AVA National Newsletter, enabling members to receive relevant updates from their state or territory. These updates contain articles focusing on both veterinary and business topics, as well as events. Divisions include: ACT, NSW, NT, QLD, SA, TAS, VIC, WA

Material Specifications:

- MREC (Retina): 600x500 px
- JPEG, PNG or GIF 96DPI
- max file size 500kb
- Please supply your destination URL

Pricing:

\$1,595 ex gst / month (min. 4 sends)

Unique
Open Rate

61%

Special Interest Groups

AVA Special Interest Groups

The AVA's Special Interest Groups (SIGs) use their targeted expertise for policy and campaign work as well as offering the clinical and educational support veterinarians need in their daily work. They offer members a targeted resource to support certain skills and interests within the profession. Each SIG shares the vision and purpose of the AVA and contributes to the achievement of the AVA strategic priorities.



See p.17 for AVA Students & Graduates

SIG Category 1: reach approx. 500-2,000+ members/month

- The Australian Small Animal Veterinarians Group
- The Australian Cattle Veterinarian Group
- The Equine Veterinarians Australia Group
- The Veterinary Business Group

SIG Category 2: reach approx. 100-500 members/month

- The Sheep, Camelid and Goat Veterinarians Group
- The Unusual Pet and Avian Veterinarians Group
- The Australian Reproduction Veterinarians Group
- Australian Veterinary Behavioural Medicine
- The Australian Veterinary Dental Society
- The Australian Greyhound Working & Sporting Dog Veterinarians Group
- The Australian Veterinary Acupuncture Group
- The Integrative Veterinarians Australia Group

SIG Category 3: reach up to 200 members/month

- The Australian Veterinarians for Animal Welfare and Ethics Group
- The Australian Veterinarians in Public Health Group
- The Australian Veterinary Conservation Biology Group
- The Australian Veterinarians in Industry Group
- The Veterinarians in Education, Research and Academia Group
- The Australian Pig Veterinarians Group
- The Commercial Poultry Veterinarians Group

Special Interest Groups

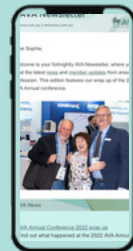
a) E-newsletters

Digital Newsletters are sent once a month for each Group

SIG CATEGORY	Category 1	Category 2	Category 3
Position 1 L + R	\$1,495	\$995	\$495
Position 2 L + R	\$1,295		
Best Available	\$995		

Material Specifications

600 x 500 px, 96DPI and max file size 500kb



Please supply URL
for click-through
Image format: JPEG,
PNG or GIF



Special Interest Groups

b) Print Publications & Online Journals

Small Animal



Companion Magazine

Type: Glossy Print & Online Magazine

Circulation: 1,200 ASAV members

Frequency: Quarterly



Australian Veterinary Practitioner

Type: Online peer-reviewed clinical journal

Circulation: 1,200 ASAV members

Frequency: Quarterly

Equine



The Australian Equine Veterinarian

Type: Print peer-reviewed journal

Circulation: 1,100 EVA members

Frequency: Bi-annually -

Autumn/Spring

Special Interest Groups

b) Print Publications & Online Journals



Specifications

Print & journal specifications vary
Please enquire for more information

Full Page Positioning	Price / issue (ex gst)	Price / issue for 2 or more issues in 1 calendar year (ex gst)
Inside Front Cover	\$2,995	\$2,575
Outside Back Cover	\$2,695	\$2,495
Inside Back Cover	\$2,695	\$2,495
Inside General	\$1,995	\$1,795
Half Page Inside General	\$995	\$895
Advertorial	\$2,295	\$1,995
Half Page Advertorial	\$1,195	\$995

Special Interest Groups

c) AVA Webinar Sponsorships

The convenience and safety of webinars has seen them become a popular staple in the AVA's CPD offering. With a wide variety of webinars hosted regularly by AVA's various Special Interest Groups, they provide a rare opportunity to place your brand front and centre with your desired target audience, in an interactive format.



- Webinars are online, live, and fully interactive
- Each webinar is worth one VetEd point for participants
- Webinars are available to be viewed "on demand" to members and non-members via the My Learning platform on the AVA website for up to 12 months

AVA Webinar sponsorships are on offer to an exclusive presenting partner. Sponsorships include:

- Company logo on all email marketing pieces, with link to website of choice
- Pre-promotion in min. 1 x Education & Events Newsletters sent to 12,000+
- Company logo at beginning or end of speaker presentation
- Verbal acknowledgement of sponsorship collaboration during webinar
- Company logo on webinar recording in "on demand" section of VetEd library for up to 12 months
- 3 x complimentary registrations for your staff to participate in webinar
- 3 x complimentary registrations as invitations to your nominated prospective or current clients
- Statistical reporting provided for any stage of the marketing process (i.e. open rates, click rates)

Sponsorship Cost:

Category 1 SIG*: \$2,250 ex gst

Category 2 SIG*: \$1,295 ex gst

Category 3 SIG*: \$995 ex gst

***refers to category of host SIG**

Webinar content is at the speakers discretion. Sponsors shall have no influence over the speaker in an effort to maintain educational integrity and speaker impartiality.

Special Interest Groups

d) Client Content Webinar Sponsorships

Take advantage of the opportunity to deliver your own content and speakers to AVA members in an engaging webinar format.

Hosted by us, delivered by you.



- Webinars are online and fully interactive
- Webinars are available to be viewed "on demand" to members and non-members via the My Learning platform on the AVA website for up to 12 months
- Company logo on webinar recording in "on-demand" section of VetEd library for up to 12 months

Sponsorship inclusions:

- Company logo on all email marketing promotion (incl. SIG and national newsletters) with link to website of choice
- Pre-promotion in min. 2 x Education and Events Newsletters sent to 12,000+
- Webinar recording to be offered on VetEd "on demand" library for a further 12 months, open to members and non-members
- 3 x complimentary registrations for your staff to participate in webinar
- 3 x complimentary registrations as invitations to your nominated prospective or current clients
- Statistical reporting provided for any stage of the marketing process (i.e. open rates, click rates)

Sponsorship Cost:

Category 1 SIG*: \$4,250 ex gst

Category 2 SIG*: \$2,595 ex gst

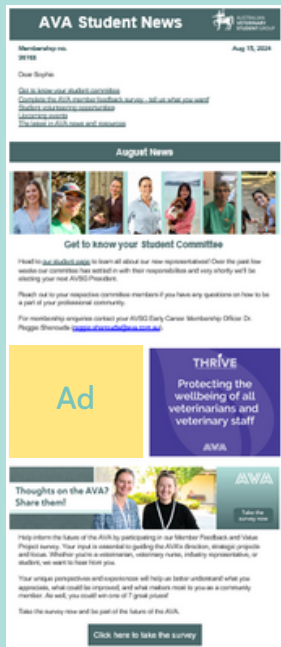
*refers to category of host SIG

Your content will be subject to internal approval, and copy may be subject to editing, with the final decision made by the AVA. All approved material must comply with AVA policy (see p.19), and references should be provided to support any scientific/medical claims made. Acknowledgement that the material is a paid webinar ("Brought to you by") and who it has been provided by will appear within the webinar and throughout pre-promotion.

Students & Graduates

Students & Graduates

Governed by students for students, The Australian Veterinary Student Group provides member benefits that support and prepare students for practice and professional life, advocating on behalf of students, and facilitating networking opportunities and resources to support their transition to practice.



Unique
Open Rate
58%

Student eNews

Frequency: Monthly

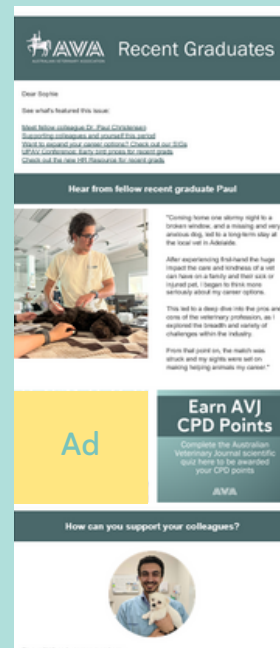
Members: 2,000

Pricing: \$1,595 ex gst/email or
10% discount for 3+ in 1 year

Material Specifications:

MREC (Retina): 600x500 px, JPEG, PNG or GIF, 96DPI
max file size 500kb, please supply click through URL

Supporting recent graduates who enter the profession in their first few years is crucial to AVA's work. As the cornerstone of our working veterinary profession, Graduate Members are encouraged to take charge as future leaders. AVA facilitates this through opportunities to volunteer with SIG Division and Committees, Advocacy and Working Groups, and Events to build their portfolio and further their skills. Graduates are provided with additional bespoke benefits, such as the AVA Graduate Mentoring Program, and are our main catalyst for sharing innovation.



Unique
Open Rate
65%

Graduate eNews

Frequency: Quarterly

Database: 600-700

Pricing: \$1,595 ex gst/email or
\$4,995 for inclusion in all 4

Career Connect

Career Connect Jobs

ava.com.au | vetvoice.com.au

With AVA Career Connect, you can browse below for your next potential job opportunity.

Looking to advertise a vacant position? AVA members receive a 50% discount on AVA Career Connect postings! Scroll to the end for your exclusive member-only discount code.

Looking for a role? Subscribe to AVA Career Connect job alerts or utilise the many job seeker tools to help you connect with your next opportunity.

Featured Opportunities

ACT

Associate Veterinarian | Canberra
Brindabella Equine Mobile Veterinary Service

Veterinarian | Waramanga
Weston Creek Veterinary Hospital

Locum Small Animal Veterinarian | Waramanga
Weston Creek Veterinary Hospital

New South Wales

Veterinarian | Tumut
Tumut Veterinary Clinic

Veterinarian | Emu Bay
Beach and Bay Vet

Veterinarian | Port Macquarie
Port Macquarie Veterinary Hospital

Small Animal Veterinarian | Camden
The University of Sydney

Technical Support Veterinarian | Huntingwood
International Animal Health

Large Animal Clinical Residency in Theriogenology | Camden
The University of Sydney

Permanent Part-Time Veterinarian | West Wollsworth
Sugarloaf Animal Hospital

Northern Territory

Deputy Chief Veterinary Officer | Darwin
Northern Territory Government-Department of Health

Queensland

Equine Specialists and Associates | Brisbane
Sunshine Coast Equine Hospital

If you are an Australian clinical practice able to support student veterinarians looking for placements within Australia, and contribute to supporting the career pathways for your future colleagues, then log your interest via AVA's Career Connect platform. Please note you do have to be an AVA member and be logged into your My AVA platform to be a part of this initiative.

Give a student veterinarian the training and opportunity through clinical rotations that they need to build up the profession and the future workforce. Or alternatively, host an AVE Student qualifying to be registered in Australia, going through their clinical examinations.

Please do check with your relevant veterinary school administration to ensure you meet all the respective requirements for the veterinary school's criteria for student placements.

Yes, I want to register my practice for Student placements

Yes, I want to host an AVE Candidate at my clinic

Find your next career opportunity or talent in one place with AVA Connect
careerconnect@ava.com.au

AVA Members - receive 50% discount on your job postings!

AVA Career Connect places your positions vacant advertisement in front of veterinarians through periodic newsletters. Upgrade your advert to be spotlighted and be seen.

AVA Members - use your exclusive member-only code **AVAMEMDISC** to receive 50% off your job postings.

Find out more

Ad

Returning to Work?
Equip yourself for returning to your career today!

Advertisement

Useful Contacts

AVA Member services | 1300 137 309 | [Email](#)
HR Advisory Service | 1300 788 977 | [Email](#)
Benevolent Fund | 1300 137 309

AVA Counselling Service | 1300 687 327
Guild Insurance | 1800 810 213

You have received this email because you have indicated an interest in receiving communication from the Australian Veterinary Association. To manage your email preferences [click here](#). To unsubscribe from AVA news [click here](#). To find our privacy policy [click here](#).

Sent by the Australian Veterinary Association Ltd, 408 Herbert Street, St Leonards, NSW, 2060. Contact us at [1300 137 309](tel:1300137309) or info@ava.com.au.
Find us on social media at [Facebook](#), [Instagram](#), [Twitter](#) and [LinkedIn](#).

[Click here](#) if you are having trouble viewing this message.

AUSTRALIAN VETERINARY ASSOCIATION

Career Connect is the AVA's dedicated veterinary job site and EDM, connecting talent with opportunity. You can advertise to over 7,000 engaged job seeker's via our Career Connect job alert EDM, sent fortnightly:

Material Specifications:

- MREC (Retina): 600x500 px
- JPEG, PNG or GIF 96DPI
- max file size 500kb
- Please supply your destination URL

Pricing:

\$2,250 ex gst / month (min. 2 sends)

Unique
Open Rate

61%

For details on [job postings](https://careerconnect.ava.com.au/) please visit the career connect website <https://careerconnect.ava.com.au/>

How to Book

Ready to take your advertising to the next level?

To place your booking please contact AVA Advertising Officer,
Sophie Byrne e: sophie.byrne@ava.com.au | t: (02) 9431 5073

Booking & artwork deadlines:

Digital Display Advertising

Booking deadline: 15th of the month prior

Artwork: 20th of the month prior

Advertorials* / Print

Booking deadline: 10th of the month prior

Artwork: 13th of the month prior



*Your copy will be subject to internal approval, and the copy may be subject to editing, with the final decision made by the AVA. All advertorial material must comply with AVA policy (e.g. avoiding use of animals with exaggerated features), and references should be provided to support any scientific/medical claims made. Acknowledgement that the material is an advertorial, and who it has been provided by, will appear with the advertorial.



Advertising Policies

AVA Policy: Love is Blind

Artwork displaying certain animal breeds Support AVA in removing breeds with exaggerated features from advertising, including brachycephalic breeds. The popularity of certain breeds of dogs with exaggerated physical features has resulted in their increased use in marketing and advertising campaigns, and often in products aimed specifically at veterinarians, such as veterinary pharmaceuticals.

The exaggerated features of concern include brachycephaly (flat faces), chondrodystrophy (dwarfism) and excessive skin folds. Unfortunately, the exaggerated features lead to serious health and welfare problems, which the veterinary community are faced with managing, to try to give these animals a more comfortable life. To raise awareness of this issue, the Australian Veterinary Association (AVA) and RSPCA Australia launched an awareness campaign in 2016 called 'Love is Blind'. We have already reached out to our sponsors and regular advertisers advising that we will stop using these breeds in all advertising material appearing in our publications, and ask for your assistance with this when it comes to all marketing material, including:

- Any form of advertising in print and digital AVA products
- Exhibits at AVA conferences and events
- Any other form of marketing undertaken under the AVA brand.

The AVA will be enforcing this policy at the AVA Annual Conference, and we ask that you make sure that all your team involved in the exhibition are aware of our policy and the animal welfare issues involved. The dog breeds governed by this policy are:

- Brachycephalic breeds: including Pugs, British Bulldogs, French Bulldogs, Boston Terriers, Pekinese, Shih Tzu and Cavalier King Charles Spaniels
- Chondrodystrophic (dwarf) breeds: including Dachshunds, Basset Hounds, and Welsh Corgis
- Breeds with excessive skin folds: in particular the Shar-pei breed

If you need more information please contact Melanie Latter, melanie.latter@ava.com.au. You can also visit www.loveisblind.org.au to learn more.

AVA Policy: Marketing Biosecurity

Marketing material used that includes AVA branding developed by AVA needs observe best practice biosecurity principles. The AVA recognises the important role that biosecurity plays in both protecting our members from potentially zoonotic infections and antimicrobial resistant pathogens, and in protecting our patients and clients from spread of disease. The purpose of this policy and procedure is to ensure appropriate biosecurity practices are used in AVA marketing material to promote effective biosecurity practices across the profession.

The AVA will not accept artwork (still or video) that displays images of animals licking people's faces, veterinary staff examining animals or performing procedures on animals without wearing appropriate personal protective equipment. Artwork will be submitted for review and approval a minimum of 2 weeks prior to print deadline or exhibition stand build deadline. The artwork will be reviewed by a veterinary staff member. Please refer to the AVA Website for the full policy and procedure statement.

Terms & Conditions

Any new advertising material has to be approved by the AVA before publication. Positioning may vary on mobile and tablet devices. The Australian Veterinary Association reserves the right to reject any advertisement or copy. The word 'advertisement' will be placed above or below copy that the Association believes warrants such treatment. It is the responsibility of the advertiser to supply the correct files. Artwork must be supplied by the material deadline. Booked material which fails to arrive by the deadline date will be billed at full cost, and where possible the AVA will select a replacement advertisement from previously used material. If no such material exists, other material will be selected. It is the responsibility of the advertiser or agency to ensure the finished artwork is available by the deadline. A client may cancel all or part of a digital or print booking without penalty if written notice is given to the AVA at least 8 weeks' prior to the campaign start date

Advertising Policies

Indemnity

It is the responsibility of the advertiser to ensure that advertisements comply with:

- The Competition and Consumer Act 2010, as amended.
- Any other applicable Commonwealth and State laws.
- Advertising industry voluntary codes of practice including the Australian Association of National Advertisers (AANA) Code of Ethics.
- Advertisers must ensure that advertisements do not conflict with AVA policy.

In accordance with section 84 of the Australian Pesticides and Veterinary Medicines Authority, (APVMA) Agricultural and Veterinary Chemicals Code Regulations (Agvet Codes), persons must not make any claim, or permit any claim to be made in respect of a registered chemical product that is not consistent with the approved label for that product.

It is an offence for advertisers to:

- Advertise an unregistered chemical product unless an application for registration has been lodged with the APVMA and it is stated in the advertisement that the product is not registered and an application has been lodged.
- Make a claim about a product that is inconsistent with an instruction on the approved label for the product.
- Publish information about a product that is false or misleading.

We encourage all advertisers to list the ingredients of the product named in the advertisement.

Sales conditions

Interest may be charged at the rate of 1.5% per month, calculated daily, on any amount that remains unpaid after 60 days from the date of invoice.

**Ready to connect
your brand with your
target audience?**

**Reach out to
sophie.byrne@ava.com.au**