



**Veterinary
Woman**

Aspire Inspire Grow

Media Pack 2023

**Multi-channel opportunities
to reach specialist veterinary audiences**

Brought to you by





Veterinary Woman: a resource to inspire women in the profession



Who are we?

A nexus of resources offering toolkits, role model stories, topical discussion, training and events, advice blogs and recommendations to inspire veterinary women to develop the confidence to overcome challenges, follow their passions and aspire to be leaders in every area of veterinary influence.

Veterinary Woman's website and highly-engaged social media channels form an interactive community aimed at enabling others to grow and achieve their full potential.

2786 monthly web visits*

14,800 combined social reach






Monthly newsletter:

742 recipients

45% ave open rate

5.2% ave click rate

Features:

-  **"Role Models" and interviews:** profiles and wise words from leading women in all areas of veterinary life.
-  **Life and wellbeing features:** examining topical issues in the veterinary world.
-  **Personal Development articles:** providing insight into the challenges and opportunities in veterinary careers.
-  **Veterinary Woman podcasts:** interviews with a diversity of inspirational veterinary women, and "Smashing the Ceiling" podcasts on the theme of careers and skills development.
-  **Veterinary Women in Leadership virtual events:** speakers from the veterinary world and beyond share their experience and perspectives in online seminars, workshops and coached breakout groups.

Reach a highly-engaged & dynamic audience:

Solus sponsored newsletter: your logo plus 2x mid-text banners (1200 x 421px) linking to url of your choice.

£350

Social media campaign: post to our combined audience of over 14,000 across Facebook, LinkedIn, Twitter and Instagram.

£400

Sponsored article: your logo and email alongside a previously published article on the website, promoted by Facebook, LinkedIn, Twitter and Instagram posts.

£400 per month

Native advertisement: a piece of content (text, images, infographic, video, etc) flagged as 'featured article' on home page for 1 month, thereafter remaining within the articles on the site, and promoted through social posts across Facebook, Twitter, LinkedIn and Instagram.

£750

Bespoke sponsored podcast: a tailor-made podcast on a subject of your choice hosted in the 'Podcast' section and promoted through social posts across Facebook, Twitter, LinkedIn and Instagram. Podcasts are available through all major podcast platforms. Includes 30 second pre-roll and your logo on the podcast page, show notes and social posts.

£750

Send your editorial enquiries to:

info@veterinarywoman.co.uk

To discuss advertising, contact:

jenny@companionconsultancy.com



Sponsorship & bespoke Veterinary Woman opportunities

We offer Headline, Silver and Practice Supporter sponsorship packages allowing you to reach our engaged audience and associating your business with Veterinary Woman's aims.

We are always happy to discuss other partnership or affiliate opportunities.

Please contact:

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veterinarywoman.co.uk

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*ave Jan-Sep 2022

**Facebook, LinkedIn, Twitter, Instagram



COMPANION CONSULTANCY

Companion Consultancy is a vibrant veterinary PR agency where digital and marketing creativity meets technical capability.

Established in 2002, Companion Consultancy is a PR, digital and marketing agency specialising in animal health. We have over 30 years in-house veterinary expertise and pots of creative talent. With our industry insights and big picture thinking, coupled with an eye for detail, we take pride in delivering maximum results to suit all clients and budgets.

You can choose just one service on a project or retained basis, or a selection of services to meet your needs.



OUR SERVICES



Interested to know how Companion can enhance your business? Get in touch for an informal chat:

Please contact:

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