

2025 Advertising Rates and Sizes



Full Color	4x	2-3x	1x
Outside Back Cover	\$3,700	\$4,000	\$4,250
Inside Front or Back Cover	\$3,450	\$3,800	\$3,975
Full Page	\$3,225	\$3,500	\$3,700
Half Page	\$1,825	\$1,975	\$2,100
Quarter Page	\$925	\$1,025	\$1,075

Partnership and Cat Friendly Practice® Sponsors receive 15% discount.
All rates shown as net.

Issue	Ad Art Deadline	Mailed to Members
Spring 2025	1/16/25	March 2025
Summer 2025	4/6/25	June 2025
Fall 2025	7/1/25	September 2025
Winter 2025	9/29/25	December 2025

Dates subject to change.

SPECS

Full Page (Trim)
8.375" x 10.875"

Full Page w/Bleed
8.625" x 11.125"

Live Area
7.25" x 9.75"

Two-page Spread w/Bleed
17" x 11.125"

Half Page Island
4.75" x 7.75"

Half Page Vertical
3.5" x 9.75"

Half Page Horizontal
7.25" x 4.75"

Quarter Page
3.5" x 4.75"

Medical Co-editors

Jessica M. Quimby, DVM, PhD, DACVIM
Kelly St. Denis, MSc, DVM, DABVP (Feline)

Editorial



In Every Issue

Medical Content:

- CE Feature Article
- 1-2 Feature Articles
- Case Study
- Pearls (of Wisdom)
- Technician Talk Article
- Tear 'N Share

Association Content:

- President's Message
- News and Updates
- Announcements
- New Member Welcome
- Congratulations to New Cat Friendly Practices®
- Members on the Move



Planned for 2025

Medical Content:

- Continuum of Care
- Feline Seizures A to Z
- Analyzing Scientific Articles
- Brachycephalic Cats
- Cytology
- Ophthalmology
- PU Surgery
- Behavior Training
- Anesthesia and the Renal Cat Patient
- Urology
- Nephrology
- Transfusion Medicine
- Additional Articles Now Being Assigned

Topics subject to change.



Contact Liz Novak



magazine@catvets.com

