

# 2026 The Feline Practitioner 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. Premium positions available on first come, first serve basis.

Issue	Ad Art Deadline	Mailed to Members
Spring 2026	2/12/26	March 2026
Summer 2026	4/14/26	June 2026
Fall 2026	6/10/26	Aug/Sept 2026
Winter 2026	9/10/26	December 2026

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

Ashlie Saffire, 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 Medical Content

- Fluid Therapy
- Neurological Exams
- Hypercalcemia
- Histoplasmosis
- Dental Guideline Brief
- Kitten Nutrition
- Hyperesthesia
- RNA
- Cystocentesis
- Technology for Monitoring and Compliance
- Feline Respiratory Emergencies
- Ear Cytology
- *Additional Articles Now Being Assigned*

*Topics subject to change.*

### Why Advertise?

- Get your message in the FelineVMA's #1 ranked member benefit!
- Reach a targeted audience of engaged readers.
- Connect with a growing member base of practice owners, feline-focused veterinarians, technicians, practice managers, and students.
- Enjoy continued exposure in the digital edition archive, available to all members.
- Build relationships with future veterinary professionals by creating brand recognition while they are in school.
- Bonus distribution at conferences.



Contact Liz Novak



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