

2027 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 2027	2/12/27	March 2027
Summer 2027	4/14/27	June 2027
Fall 2027	6/10/27	Aug/Sept 2027
Winter 2027	9/10/27	December 2027

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,
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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

- Nutritional Needs for Senior Cats
- Cytology of Skin Disease
- Toxicity
- Lactate in Cats
- Urethral Obstruction
- Sinonasal Cryptococcus
- Bone Marrow Disease
- Acupuncture
- Pyelonephritis
- Feline Cardiac Diagnostics
- Dental Nerve Blocks
- PADS: Knee and Teeth Syndrome
- *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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