

# Veterinary Moda

## VetConnect Campaigns Media Kit

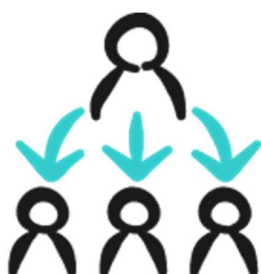


## VetConnect Campaigns - Media Kit



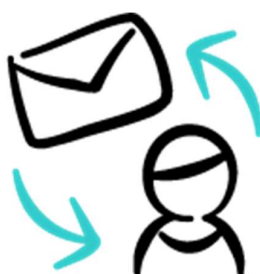
Influence the buying decision well before it's made.

*Connect with the veterinary buyers and influencers shaping tomorrow's decisions...today.*



**347,000+**

[Social Media  
Connections](#)



**83,000+**

[Opt-in Email  
Subscribers](#)



**60,500+**

[Private Group  
Members](#)



### Strategic Access to a Trusted Veterinary Community





When you need to reach the veterinary professionals who drive purchasing decisions — from practice owners to clinical leaders to corporate buyers — you need more than just reach. You need relevance, trust, and strategic timing.

VetConnect Campaigns give your brand direct access to a highly engaged community of senior decision-makers as well as veterinary influencers across the USA, UK, and Australia. Built for brands ready to grow their awareness, launch new products, or build deeper market relationships.



### What You Get

Each VetConnect Campaign delivers a curated, high-quality brand presence, designed to build awareness and drive consideration among veterinary decision-makers:

-  **Sponsored Social Media Posts** – Showcase your products and services to our 347,000+ veterinary followers across Facebook, Instagram, LinkedIn, and TikTok
-  **Premium Email Banners** – Feature your brand in our weekly email newsletters sent to 83,000+ engaged subscribers
-  **Thought Leadership Articles** – Establish thought leadership and build lasting connections with a sponsored editorial post
-  **Consistent Frequency** – Appear repeatedly across multiple touchpoints to build familiarity and engagement

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## VetConnect Campaigns - Media Kit

### Audience Engagement at a Glance

Partnering with VetConnect Campaigns gives your brand the advantage of an active, engaged veterinary community:

- Average email open rate: 45 – 55%
- Typical email banner click-through rate (CTR): 3 – 6%
- Average social post reach: 9,500+ per post – multiple posts per Campaign
- Social post engagement rates: 5 – 9% depending on content type

Our audience isn't just large — they're connected, curious, and ready to discover the products and services shaping the future of veterinary practice.

### What Success Looks Like

With VetConnect, your brand can:

- Launch new products with immediate visibility to veterinary buyers
- Build brand equity within the veterinary community
- Generate qualified leads and trial interest
- Stay top-of-mind with high-value clinical and operational decision-makers
- Influence purchase decisions at the practice, hospital, and corporate group level

### Who We Reach

VetConnect Campaigns connect your brand with the people who buy, recommend, and influence purchasing decisions across the veterinary profession:

- Practice owners and managers responsible for key purchasing decisions
- Corporate group executives leading multi-site procurement
- Hospital directors, clinical leadership, and operational managers
- General practice veterinarians who recommend and trial products
- Veterinary nurses and technicians who influence product usage and compliance
- Specialists and emergency teams shaping clinical preferences

Across the USA+Canada, UK+Europe, and Australia+NZ+Asia, our highly engaged network connects you directly with the decision-makers and trusted influencers driving practice growth, patient care, and business investment.

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## VetConnect Campaigns - Media Kit

### Campaign Tiers

- **Launch Campaign** – Perfect for brands building initial awareness or announcing new products
- **Growth Campaign** – Designed for brands ready to deepen engagement and drive market consideration
- **Market Leader Campaign** – Comprehensive activation for brands seeking maximum exposure, trust, and influence

Each VetConnect Campaign includes a structured mix of sponsored posts, premium email placements, and optional thought leadership positioning — tailored to your goals.

### Pricing

VetConnect Campaigns typically start from **\$1,200**, with tailored quotes based on your specific goals, scope, and duration.

Our team will work with you to create a campaign that maximizes your brand's visibility, engagement, and return on investment.



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*\* All prices are in USD – United States Dollars. All prices are ex-tax. If applicable, any taxes will be added at the time of invoice and checkout.*

# VetConnect Campaigns - Media Kit

## The Numbers and Examples...

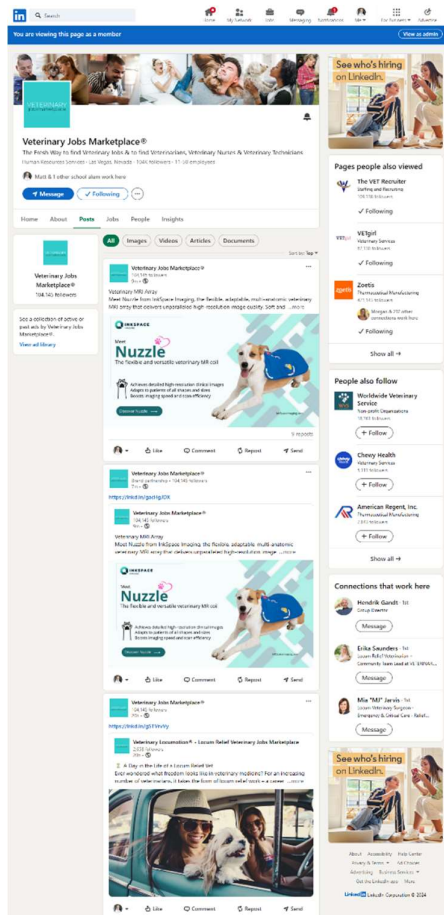
### Audience

Our primary goal is to appeal to the needs of our viewers – the primary age group is 35 to 54, 72% are women, 28% are men, and their main language is English. They are well-educated, sophisticated, luxury-oriented, and savvy at home and work. Generally, they are successful or on the pathway to success but are seeking genuine answers to the conundrum – how to gain the optimum balance in the veterinary space between Work, Life, and Play.

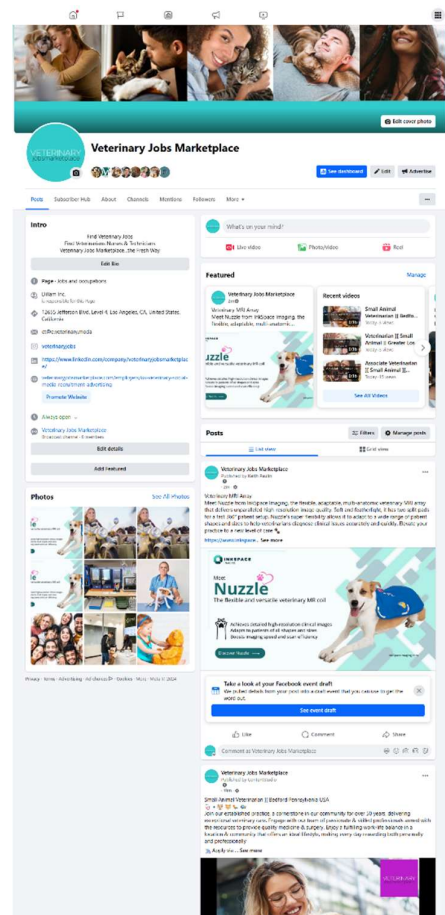
- Female – 72% | Male – 28%
- 18 to 34 years – 39% | 35 to 54 years – 43% | 55+ years – 18%
- College – 37% | Degree – 53%
- 25%+ are business owners or executive decision-makers

### Social Media Presence

#### LinkedIn Pinned Post

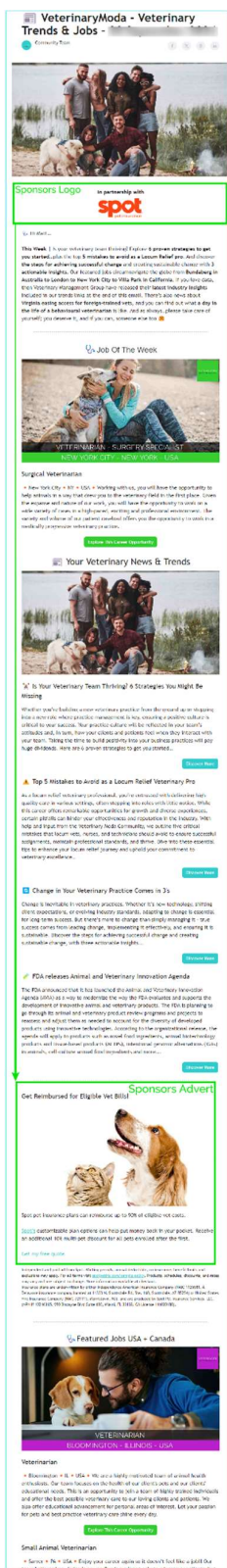


#### Facebook Pinned Post



## VetConnect Campaigns - Media Kit

## Email Presence



Our smart email platform uses Machine Learning to deliver content that is relevant to the interests of each recipient based on their click history; however, **VetConnect Ad Campaigns appear to every email subscriber**

- Opt-in list: **83,000+**
- Contact frequency: **Weekly**
- Open rate: **43 – 45%**
- Click-through rate: **12 – 14%** – Please note that the majority of these clicks are for our Job Campaigns and that VetConnect advertiser click-through rates may vary significantly based on content, message, and incentives – minimum 200 clicks guaranteed per insertion, or we will rerun the insertion until 200 clicks are achieved
- Unsubscribe rate: **0.01%** eg 80 – reflects our very sticky email membership

See full-size examples here:

<https://trends.veterinary.moda/>

## VetConnect Campaigns - Media Kit

### Materials required...

#### Social Media

- One image – product or service related – two sizes
  - 1200 × 630 pixels
  - 600 x 600 pixels
- Video is possible
  - .mp4 file
  - max 15 seconds length
  - file size – max 2GB
- 300 – 400 characters of text
- One link to a landing page embedded in the text
- High-resolution logo in .jpg or .png format

#### Email

- One image – product or service related – 700 × 300 to 400 pixels
- 300 – 400 characters of text
- One link to a landing page – text link, plus the image is linked to the same location
- High-resolution logo in .jpg or .png format

***Materials are required ten business days prior to insertion commencement to allow for Quality Assurance and Testing.***

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To book a VetConnect Ad Campaign or arrange a preliminary chat,  
please email our Community Team

[ct@e.veterinary.moda](mailto:ct@e.veterinary.moda)

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