

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.



428,000+

Social Media
Connections



91,000+

Opt-in Email
Subscribers



72,000+

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 428,000+ veterinary followers across Facebook, Instagram, LinkedIn, and TikTok
-  Premium Email Banners – Feature your brand in our weekly email newsletters sent to 91,000+ 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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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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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 **\$720**, 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.*

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The Numbers and Examples...

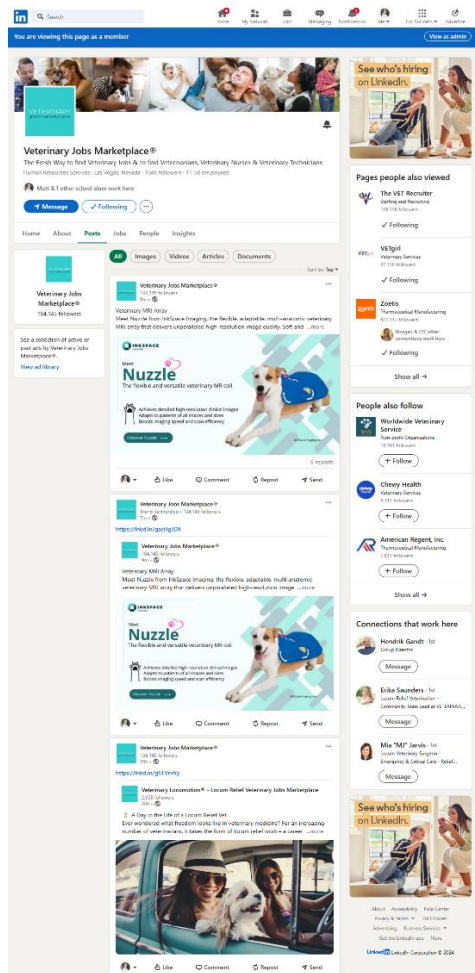
Audience

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.

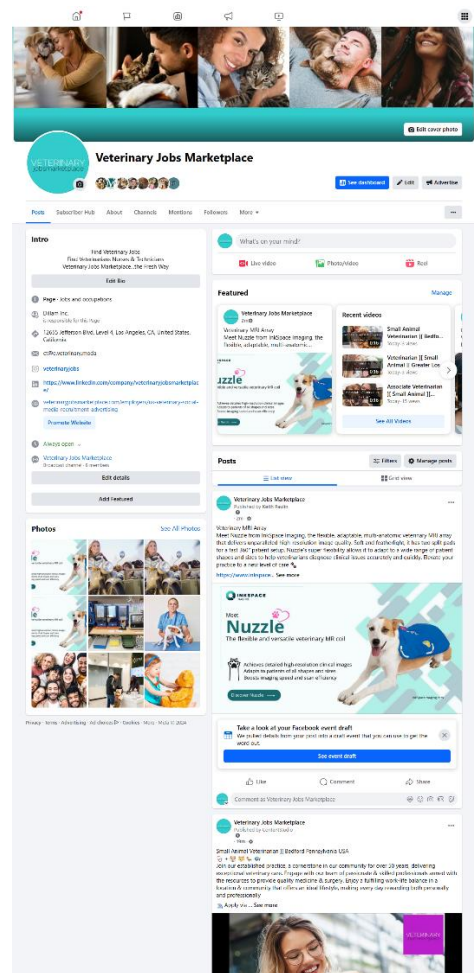
- Female – 72% | Male – 28%
- 18 to 34 years – 39% | 35 to 54 years – 43% | 55+ years – 18%
- College – 37% | Degree – 53%
- 25%+ are business owners or executive decision-makers

Social Media Presence

LinkedIn Pinned Post

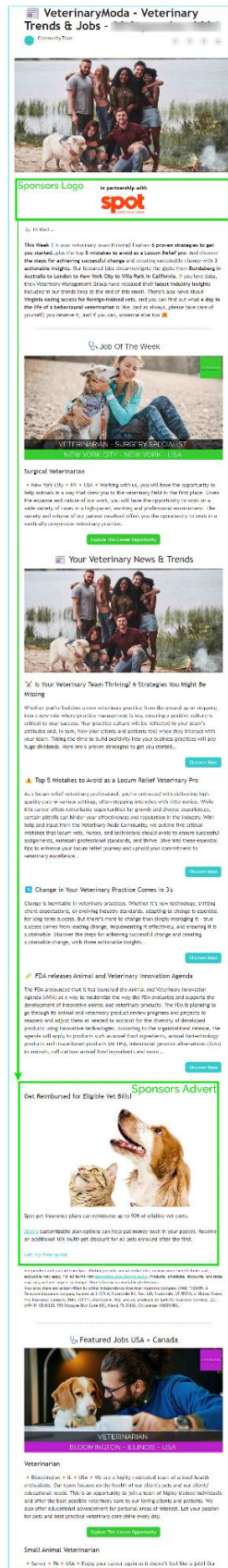


Facebook Pinned Post



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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: **91,000+**
- Contact frequency: **Weekly**
- Open rate: **58 – 62%**
- 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 90 – reflects our very sticky email membership

See full-size examples here:

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

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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.

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

ct@e.veterinary.moda