

2017

MEDIA PLANNING GUIDE

DOGS

CATS

HORSES

VETERINARY



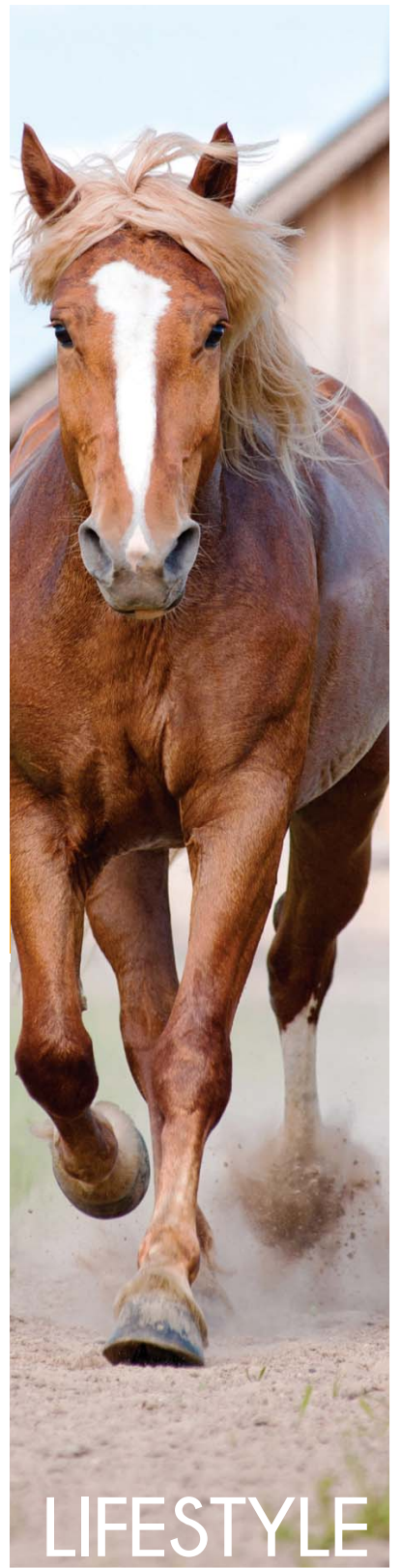
redstone
MEDIA GROUP



EDUCATION



NATURAL



LIFESTYLE



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INTEGRATIVE



INTRODUCING REDSTONE MEDIA GROUP...

The experts in reaching the natural pet, equine and veterinary markets.



RMG PUBLICATIONS
ARE ENJOYED BY OVER
2 MILLION
READERS PER YEAR

We live it... we breathe it... we help you navigate it! Since 1999, Redstone Media Group (RMG) has been the foremost resource in the natural and integrative pet and equine markets.

We lead the way in providing effective media solutions in this lucrative and fastest growing segment of the industry!

As the publisher of North America's leading health and wellness magazines for pets and horses, RMG empowers people and veterinarians to help animals live long and healthy lives. Consumers, breeders, groomers, veterinarians, vet technicians, integrative practitioners and distributors turn to our publications for information on health-related issues, natural products, integrative services, leading therapies, and much more.

REDSTONE TAPS INTO THE MOST LUCRATIVE AND FASTEST GROWING SEGMENT OF THE PET INDUSTRY

Our publications are available throughout North America by print or digital subscription. They are also available on major newsstands, in health food stores, pet product retailers and veterinary offices. We are also available direct to consumers via tradeshow, pet product distributors and our network of regional ambassadors.

Over the years, RMG has earned an industry-wide reputation for delivering respected, leading edge editorial from North America's foremost experts. Our readers love what we do and trust us to provide them with quality information and education. So what does this mean to you?

Simply put, our reputation for quality is transferred by association to you, our advertising partner, which helps you build awareness and ultimately, drive sales.

LOVED, RESPECTED AND TRUSTED FOR OUR LEADING EDGE, AWARD-WINNING CONTENT

Tim Hockley
Group Publisher, Co-founder

Dana Cox
*Editor in Chief, CCO
Co-founder*

Sabrina
Our inspiration



Animal WELLNESS

For a long, healthy life!

AnimalWellnessMagazine.com



Animal Wellness is North America's top natural health and lifestyle magazine for dogs and cats, with a readership of over one million every year. AW features articles by some of the most renowned experts in the pet industry, with topics ranging from diet and health related issues, to articles on training, fitness and emotional well being. Readers also enjoy our new product features and Holiday Gift guides. This lively, educational and highly respected bi-monthly publication, which is typically read by the "Whole Foods crowd", provides savvy consumers with everything they need to know to make the best choices for their animal companions.

We educate pet owners to help their animal companions live a longer, healthier and more enjoyable life

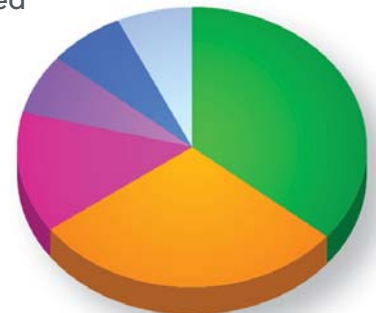
DISTRIBUTION

Total Readership/issue
 Print 150,000 US 25,000 CDN
 Digital 85,800 US 28,638 CDN

Print Magazines Distributed
 60,000 US 10,000 CDN

Digital Magazines & Apps Distributed
 28,700 US 11,455 CDN

Subscriptions	36%
Newsstand	29%
Pet Supply Stores	14%
Veterinarians	7%
Consumer shows	7%
Animal Rescues	7%



SOCIAL MEDIA & DIGITAL PROGRAM

Animal Wellness hits the target offering exceptional ways to engage your potential customers. Each program is custom created for our clients to ensure that we meet your expectations and budget. See page 14.

Programs Offered

- Email blasts
- Video Services
- Contests
- Facebook
- Editorial Drive
- Blogs
- Embedded Product
- E-Training
- Twitter

Targeted E-Databases

Opt in E-Newsletter: 150,000 US 50,000 CDN

Facebook

Animal Wellness Followers: 500,000 Maximum Reach: 11 Million

*Information is projected as of June 2016. For additional or updated information please contact your RMG media representative.

READER DEMOGRAPHIC SURVEY HIGHLIGHTS - 2016

Female	94%
Male	6%
Median Age	39
Median Household Income	\$80,650
College Graduates	75%
Home Owners	82%
Married	67%

Services Used

Holistic Treatments	90%
Behavior/Training	75%
Boarding	86%
Integrative Vet	83%
Cremation	93%
Pet Friendly Travel	89%

Type of Animals

Dogs	100%
Cats	85%

Products purchased/used

Natural Foods	100%
Supplements	95%
Organic Treats	95%
Clothing	79%
Jewelry	59%
Pet Insurance	22%
Natural Flea/Tick	98%
Bio-degradable Grooming	94%
Gentle Training	78%
Educational Books	80%
Facebook	89%
Twitter	22%

PRINT MAGAZINE RATES

Sizes	# of Issues Per Year		
Covers (4 -color)	1x	3x	6x
Outside Back	\$ 6,000	\$ 5,400	\$ 5,100
Inside Front or back	\$ 4,875	\$ 4,390	\$ 4,145
Inside (4-color)	1x	3x	6x
Double page spread	\$ 6,900	\$ 6,210	\$ 5,865
Full page bleed	\$ 3,995	\$ 3,515	\$ 3,330
2/3 page	\$ 3,105	\$ 2,830	\$ 2,635
1/2 page island	\$ 2,820	\$ 2,565	\$ 2,320
1/2 page v/h	\$ 2,700	\$ 2,335	\$ 2,200
1/3 page v/h	\$ 1,900	\$ 1,715	\$ 1,615
1/4 page v	\$ 1,380	\$ 1,240	\$ 1,175
1/6 page v	\$ 1,035	\$ 930	\$ 885
Marketplace	1x	3x	6x
1/10 page color	\$ 405	\$ 360	\$ 345
1/5 page color	\$ 795	\$ 720	\$ 680
Special Ad Feature	\$ 495 Per Issue		

Please refer to the Editorial Calendar for the Editorial Feature for that issue. 50 words of description and product picture.

CLASSIFIED RATES

Prices based on bi-monthly print insertions

Sizes	# of Issues Per Year		
	1x	3x	6x
30 words of text	\$45.00	\$40.00	\$38.00
Each extra word	\$ 1.10		

WRG - WELLNESS RESOURCE GUIDE RATES

Annual Prices based on 6 issues

Sizes	Annual Rate
1/24th listing (text)	\$ 429/yr
1/24th box ad (2.125" x 1")	\$ 499/yr
1/12th box ad (2.125" x 2")	\$ 799/yr
1/8th box ad (2.125" x 3")	\$ 999/yr
1/6th box ad (2.125" x 4")	\$ 1,299/yr

WEB ADVERTISING RATES

AnimalWellnessMagazine.com

Location	1 mos	6 mos	12 mos	Size (in pixels)
HOME PAGE				width x height
Small Ad	\$ 100	\$ 500	\$ 900	220 x 80
Standard Ad	\$ 150	\$ 750	\$ 1,200	220 x 130
Large Ad	\$ 200	\$1,000	\$ 1,800	220 x 240
Top banner	\$1,000	\$5,000	\$10,000	400 x 90
Wellness Pick	\$ 295	\$1,800	\$ 2,500	custom

ISSUE 1
Feb - Mar
DENTAL WELLNESS + HEALTH SUPPLEMENTS
6 easy ways to keep your dog's teeth clean & avoid dental issues
Antioxidants revisited + new advances
Surviving the winter blues with your dog
The canine spa experience – natural grooming products
Saving on veterinary care costs while keeping him healthy
Natural solutions to bad breath

ISSUE 2
Apr - May
ECO-FRIENDLY/NON-TOXIC LIVING FOR ANIMALS
Natural, non-toxic flea and tick prevention
Hemp products for dogs and cats
Best essential oils for your dog
The dangers of spot-on products
Animal-friendly alternatives to outdoor pesticides/herbicides
Acupuncture for pain management

ISSUE 3
Jun - July
EMOTIONAL HEALTH/ANXIETY
Treating separation anxiety from a TCM perspective
Rehabilitating shelter dogs
Acupressure for fearful and confused shelter animals
Summer vacationing with the raw-fed dog
Top tips for safe, stress-free grooming
Study on laser therapy for leash aggression in shelter dogs

ISSUE 4
Aug - Sept
ARTHRITIS/JOINTS/SENIOR CARE
Laser therapy
Medical marijuana revisited
Joint health improvement that lasts – acetyl myristate, etc.
Joint supplements – what to look for
How to help a thunder-phobic dog
3D technology for pets – e.g. prosthetics plus other uses

ISSUE 5
Oct - Nov
NUTRITION + EYE AND EAR HEALTH
Premium packaged foods – latest offerings, growing choices, etc.
Coconut oil
Probiotics revisited
Sea vegetables for your pet
Make your own raw food veggie mix for dogs
Top 10 eye and ear care tips

ISSUE 6
Dec - Jan
HOLIDAY + TRAVEL + ACCESSORIES
Spay-neuter article + health benefits, best age to do it, etc.
Safe ice melting products for animals – what to look for and what to avoid
Evolution of pet toys, from balls to robots
Supplements that can be effectively used in place of conventional medications
Planning for your animal's welfare in case of illness or death
The latest in dog harnesses and how to use/train with them

PLUS: Holistic care with Karen Becker, Biz profiles, Warm & fuzzy, Passages, Case Studies, To the Rescue, Tail End, Product Picks, and Scoop.
RMG reserves the right to modify the editorial calendar.

PRODUCTION SCHEDULE

Volume : Issue	Material Deadline	On Sale Date
Feb/Mar 19 : 1	November 11, 2016	January 19, 2017
April/May 19 : 2	January 11, 2017	March 16, 2017
Jun/July 19 : 3	March 7, 2017	May 11, 2017
Aug/Sept 19 : 4	May 9, 2017	July 13, 2017
Oct/Nov 19 : 5	July 10, 2017	September 14, 2017
Dec/Jan 19 : 6	September 12, 2017	November 16, 2017

felineWELLNESS

Hip, cool and healthy!

FelineWellness.com



Feline Wellness is all about cats being Hip, Cool & Healthy. We are North America's top natural health and lifestyle magazine for cats, with a readership of over one million every year with our bimonthly inserts in Animal Wellness magazine. FW features articles by some of the most renowned experts in the pet industry, with topics ranging from diet and health related issues, to articles on training, fitness and emotional well being. Readers also enjoy our new product features, DIY section and Holiday Gift guides. Feline Wellness is the most educational and highly respected bi-monthly publication in the industry, which is typically read by the "Whole Foods crowd", providing savvy consumers with everything they need to know to make the best choices for their Felis catus.

Feline Wellness delivers the best way to connect to the educated cat owner.

DISTRIBUTION

Total Readership/issue

Print 150,000 US 25,000 CDN

Digital 85,800 US 28,638 CDN

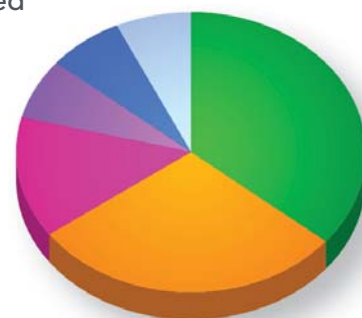
Print Magazines Distributed

60,000 US 10,000 CDN

Digital Magazines & Apps Distributed

28,700 US 11,455 CDN

Subscriptions	36%
Newsstand	29%
Pet Supply Stores	14%
Veterinarians	7%
Consumer shows	7%
Animal Rescues	7%



SOCIAL MEDIA & DIGITAL PROGRAM

Feline Wellness hits the target offering exceptional ways to engage your potential customers. Each program is custom created for our clients to ensure that we meet your expectations and budget. See page 14.

Programs Offered

- Email blasts
- Video Services
- Contests
- Facebook
- Editorial Drive
- Blogs
- Embedded Product
- E-Training
- Twitter

Targeted E-Databases

Opt in E-Newsletter: 100,000 US 10,000 CDN

Facebook

Animal Wellness Followers: 500,000 Maximum Reach: 11 Million

Feline Wellness Followers: 25,000 Maximum Reach: 150M

*Information is projected as of June 2016. For additional or updated information please contact your RMG media representative.

READER DEMOGRAPHIC SURVEY HIGHLIGHTS - 2016

Female	94%
Male	6%
Median Age	39
Median Household Income	\$65,280
College Graduates	73%
Home Owners	71%
Married	69%

Services Used

Holistic Treatments	88%
Behavior/Training	62%
Boarding	59%
Integrative Vet	85%
Cremation	98%
Pet Friendly Travel	90%

Type of Animals

Cats	100%
Dogs	75%

Products purchased/used

Natural Foods	100%
Supplements	89%
Organic Treats	97%
Clothing	38%
Jewelry	92%
Pet Insurance	21%
Natural Flea/Tick	98%
Bio-degradable Grooming	94%
Gentle Training	69%
Educational Books	87%
Facebook	85%
Twitter	27%

PRINT MAGAZINE RATES

Sizes	Animal Wellness Inserts		
	1x	3x	6x
Covers (4 -color)			
Outside Back	\$ 6,000	\$ 5,400	\$ 5,100
Inside Front or back	\$ 4,875	\$ 4,390	\$ 4,145
Inside (4-color)			
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2/3 page	\$ 3,105	\$ 2,830	\$ 2,635
1/2 page island	\$ 2,820	\$ 2,565	\$ 2,320
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1/4 page v	\$ 1,380	\$ 1,240	\$ 1,175
1/6 page v	\$ 1,035	\$ 930	\$ 885
Marketplace			
1/10 page color	\$ 405	\$ 360	\$ 345
1/5 page color	\$ 795	\$ 720	\$ 680
Gift Guide	\$ 495	Per Issue	

Special Ad Feature

Please refer to the Editorial Calendar for the Editorial Feature for that issue. 50 words of description and product picture.

CLASSIFIED RATES

Prices based on bi-monthly print insertions in Animal wellness

Sizes	# of Issues Per Year		
	1x	3x	6x
30 words of text	\$45.00	\$40.00	\$38.00
Each extra word	\$ 1.10		

WRG - WELLNESS RESOURCE GUIDE RATES

Annual Prices based on 6 issues

Sizes	Annual Rate
1/24th listing (text)	\$ 429/yr (6 issues)
1/24th box ad (2.125" x 1")	\$ 499/yr (6 issues)
1/12th box ad (2.125" x 2")	\$ 799/yr (6 issues)
1/8th box ad (2.125" x 3")	\$ 999/yr (6 issues)
1/6th box ad (2.125" x 4")	\$1,299/yr (6 issues)

WEB ADVERTISING RATES

AnimalWellnessMagazine.com

LOCATION	1 mos	6 mos	12 mos	Size (in pixels)
HOME PAGE				width x height
Small Ad	\$ 100	\$ 500	\$ 900	220 x 80
Standard Ad	\$ 150	\$ 750	\$ 1,200	220 x 130
Large Ad	\$ 200	\$1,000	\$ 1,800	220 x 240
Top banner	\$1,000	\$5,000	\$10,000	400 x 90
Wellness Pick	\$ 295	\$1,800	\$ 2,500	custom

**ISSUE 1
Feb - Mar**

DENTAL WELLNESS + HEALTH SUPPLEMENTS

Feeding your cat for optimal dental health
The 5 most important supplements for cats
Advantages of early spay/neuter in cats

**ISSUE 2
Apr - May**

ECO-FRIENDLY/NON-TOXIC LIVING FOR ANIMALS

Latest litter options – healthy, non-toxic and earth-friendly
Cannabis for cats
Adopting a kitten into a house with an elderly cat

**ISSUE 3
Jun - July**

EMOTIONAL HEALTH/ANXIETY

The cat lady theory - how science has proven there's a special bond between women and cats
Defecating around the house - why and how can it be stopped?
Where do cats best like to be stroked and why?

**ISSUE 4
Aug - Sept**

ARTHRITIS/JOINTS/SENIOR CARE

Acupressure for aging felines
Natural remedies for arthritis
Physical therapy and rehab for cats

**ISSUE 5
Oct - Nov**

NUTRITION + EYE AND EAR HEALTH

Eye color in cats – what determines eye color and does it affect the incidence of eye or ear problems
Meat is a must – why cats can't be vegetarians + ensuring healthy meat choices
The latest in cat beds

**ISSUE 6
Dec - Jan**

HOLIDAY + TRAVEL + ACCESSORIES

Make your own cat tree
Choosing the right health insurance for your cat
Cats make you healthier – a look at study results

PLUS: Cat cover stories, Cat chat, Book reviews

RMG reserves the right to modify the editorial calendar.

PRODUCTION SCHEDULE

Volume : Issue	Material Deadline	On Sale Date
Feb/Mar 19 : 1	November 11, 2016	January 19, 2017
April/May 19 : 2	January 11, 2017	March 16, 2017
Jun/July 19 : 3	March 7, 2017	May 11, 2017
Aug/Sept 19 : 4	May 9, 2017	July 13, 2017
Oct/Nov 19 : 5	July 10, 2017	September 14, 2017
Dec/Jan 19 : 6	September 12, 2017	November 16, 2017

Equine WELLNESS

For a long, healthy life!

EquineWellnessMagazine.com



The equine market is changing dramatically. Interest in natural and integrative approaches to health and horsemanship is at an all time high. **Equine Wellness** is recognized as the premiere publication to help educate this growing audience and transcends all areas of the equine market while appealing to everyone from backyard enthusiast to serious competitors. Each issue celebrates the bond we share and highlights the products and services that help us give horses a longer and better quality of life.

EW readers comment on the informative, easy-to-read content and fresh, attractive layout, as well as the top quality advertising that offers the resources they are looking for.

The leading resource for equine health with a following of passionate & well educated readers

DISTRIBUTION

Total Readership/issue

Print	75,000 US	25,000 CDN
Digital	50,000 US	12,500 CDN

Print Magazines Distributed

30,000 US	10,000 CDN
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Digital Magazines & Apps Distributed

21,877 US	5,223 CDN
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Subscriptions	38%
Newsstand	26%
Tack Supply Stores	19%
Veterinarians	6%
Consumer shows	3%
Horse Rescues	1%



SOCIAL MEDIA & DIGITAL PROGRAM

Equine Wellness hits the target offering exceptional ways to engage your potential customers. Each program is custom created for our clients to ensure that we meet your expectations and budget. See page 14.

Programs Offered

- Email blasts
- Facebook
- Embedded Product
- Video Services
- Editorial Drive
- E-Training
- Contests
- Blogs
- Twitter

Targeted E-Databases

Opt in E-Newsletter: 50,000 US 10,000 CDN

Facebook

Followers: 30,000 Maximum Reach: 300M

*Information is projected as of June 2016. For additional or updated information please contact your RMG media representative.

READER DEMOGRAPHIC SURVEY HIGHLIGHTS - 2016

Reader Age

Median	43
18	1.3%
18-29	4.0%
30-39	22.2%
40-49	46.3%
50-59	16.7%
60+	9.1%

Horse Ownership

Own	92%
Lease	8%

Average number owned:
4.2

Participate in Clinics/Expositions

Average: 3.1 per year

Household Income (in \$1000)

\$150+	11.4%
\$100-149	41.3%
\$75-\$99	20.1%
\$50-\$74	17.6%
\$25-\$49	9.6%

Participate in Shows/Competitions

Yes	69%
No	31%

Care for their horses themselves

Yes	84%
No	16%

Sex

Female	95%
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Level of Riding

Advanced	68%
Intermediate	28%
Beginner	4%

Marital Status

Married	75.4%
Single	17.7%
Other	6.9%

Style of Riding

Casual	64%
Western/Trail	32%
Dressage	28%
Hunter Jumper	24%
Other	2%

Home Ownership

Own	91.5%
Rent	8.5%

Vehicle Ownership

3.2 vehicles per household

Property Size

1-5 acres	22%
5+ acres	78%

Education

College Graduate	84%
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PRINT MAGAZINE RATES

Sizes	# of Issues Per Year		
	1x	3x	6x
Covers (4-color)			
Outside Back	\$ 5,000	\$ 4,610	\$ 4,260
Inside Front or back	\$ 4,040	\$ 3,720	\$ 3,430
Inside (4-color)			
Double page spread	\$ 3,310	\$ 3,030	\$ 2,810
Full page bleed	\$ 2,330	\$ 2,130	\$ 1,980
2/3 page	\$ 1,840	\$ 1,690	\$ 1,560
1/2 page island	\$ 1,460	\$ 1,340	\$ 1,230
1/2 page v/h	\$ 1,460	\$ 1,340	\$ 1,230
1/3 page v/h	\$ 1,190	\$ 1,090	\$ 1,010
1/4 page v	\$ 840	\$ 770	\$ 710
1/6 page v	\$ 610	\$ 550	\$ 520
Marketplace			
1/10 page color	\$ 290	\$ 250	\$ 220
1/5 page color	\$ 580	\$ 470	\$ 430

CLASSIFIED RATES

Prices based on bi-monthly print insertions

Sizes	# of Issues Per Year		
	1x	3x	6x
30 words of text	\$45.00	\$40.00	\$38.00
Each extra word	\$ 1.10		

WRG - WELLNESS RESOURCE GUIDE RATES

Annual Prices based on 6 issues

Sizes	Annual Rate
1/24th listing (text)	\$ 429/yr
1/24th box ad (2.125" x 1")	\$ 499/yr
1/12th box ad (2.125" x 2")	\$ 799/yr
1/8th box ad (2.125" x 3")	\$ 999/yr
1/6th box ad (2.125" x 4")	\$ 1299/yr

WEB ADVERTISING RATES

EquineWellnessMagazine.com

LOCATION	1 mos	6 mos	12 mos	Size (in pixels)
				HOME PAGE
				width x height
Small Ad	\$ 100	\$ 500	\$ 900	220 x 80
Standard Ad	\$ 150	\$ 750	\$ 1,200	220 x 130
Large Ad	\$ 200	\$1,000	\$ 1,800	220 x 240
Top banner	\$1,000	\$5,000	\$10,000	400 x 90
Wellness Pick	\$ 295	\$1,800	\$ 2,500	custom

ISSUE 1 FEB - MAR

INTEGRATIVE THERAPIES

Winter hoof health
Top tips for selecting nutritious treats
Essential oils for high anxiety horses
Equine uveitis - an integrative approach
Equine vision

ISSUE 2 APR - MAY

NUTRITION & SUPPLEMENTS

Immunity-enhancing herbs
Assessing nutrition in new pastures
Rider nutrition
Care for Cushings disease
Temperament typing and your horse's feeding program

ISSUE 3 JUN - JULY

PERFORMANCE HORSES

Digestive care for the performance horse
Helmets - every rider, every discipline
The importance of rider fitness
Keeping a whole horse perspective in sport-specific training
Sizing up your horse trailer

ISSUE 4 AUG - SEPT

BARN & FARM

Barn staff health and safety
Barn design for biosecurity
Splints and splint bone injuries
The psychology of running an equine business
Creating and maintaining sustainable trails

ISSUE 5 OCT - NOV

RESCUE & REHABILITATION

Herbs vs. antibiotics
The importance of ground
Hoofcare case study
Bringing horses out of retirement
Natural horsemanship - a global perspective

ISSUE 6 DEC - JAN

HOLIDAY ISSUE

Tack care and maintenance tips
Preventing and managing choke in horses
Bitless bridle update
Grooming products: natural vs. non-toxic
Girth technology

RMG reserves the right to modify the editorial calendar

COLUMNS: Holistic veterinary Q&A, Herb Blurb, Green Acres, Homeopathic column.

PRODUCTION SCHEDULE

Volume : Issue	Material Deadline	On Sale Date
Feb/Mar 12 : 1	November 28, 2016	February 2, 2017
Apr/May 12 : 2	January 27, 2017	March 30, 2017
Jun/July 12 : 3	March 21, 2017	May 25, 2017
Aug/Sept 12 : 4	May 22, 2017	July 27, 2017
Oct/Nov 12 : 5	July 25, 2017	September 28, 2017
Dec/Jan 12 : 6	October 2, 2017	November 30, 2017



Integrative Veterinary Care Journal bridges the gap between the worlds of allopathic and holistic veterinary care. Thousands of veterinarians and vet technicians are interested in ways to enhance their practice and increase revenues, and integrative health is what their clients are asking for. These vets are the last major frontier for distribution of both traditional and integrative health products and services, and are a well targeted advertising investment.

THE #1 PUBLICATION COVERING THE RAPIDLY EXPANDING INTEGRATIVE MARKET

CIRCULATION PROGRAM

This is a highly targeted distribution program focused on those individuals and organizations who:

- currently practice integrative veterinary health care
- have displayed an interest in learning more about incorporating integrative veterinary health care into their practice
- are learning to become integrative veterinary health care professionals
- produce products and services targeted at this market

VETERINARIANS BY TYPE OF PRIVATE PRACTICE AND SPECIALTY	TOTAL QUALIFIED	% of TOTAL
Small Animal Practice Only	15,845	54.2%
Mixed Equine and Small Animal Practice	1,725	5.3%
Manufacturers of Veterinary Products & Services	447	1.6%
Veterinary Students	1114	3.9%
Veterinary Tech Students	750	2.7%
Others related to the industry	92	0.1%
Digital Subscriptions	7,718	26.7%
Apps	1559	5.5%
TOTAL QUALIFIED CIRCULATION	29,250	100%
TOTAL READERSHIP	58,575	100%
EMAIL DATABASE	30,000	

IVC discusses market trends in health treatments, new product features, industry news, how to create a strong retail experience, leading modalities, and nutrition education that expands on what is typically taught in vet school. Our Tech Talk columns focus on keeping the vet technician on top of alternative opportunities. Grow your business with IVC's comprehensive approach as we work with the top experts in the world and develop our distribution to span the global market.



View Digital Sample at: IVCJournal.com

PRINT MAGAZINE RATES

Sizes	# of Issues Per Year	
Covers (4 -color)	1x	4x
Outside Back	\$ 6,000	\$ 5,400
Inside Front or back	\$ 4,875	\$ 4,390
Inside (4-color)	1x	4x
Double page spread	\$ 6,000	\$ 5,400
Full page bleed	\$ 3,300	\$ 2,970
2/3 page	\$ 2,700	\$ 2,970
1/2 page island	\$ 2,450	\$ 2,230
1/2 page v/h	\$ 2,250	\$ 2,030
1/3 page v/h	\$ 1,650	\$ 1,490
1/4 page v	\$ 1,200	\$ 1,080
1/6 page v	\$ 900	\$ 810
Marketplace	1x	4x
1/10 page color	\$ 350	\$ 315
1/5 page color	\$ 690	\$ 625

WRG - WELLNESS RESOURCE GUIDE RATES

Annual Prices based on 4 issues

Sizes	Annual Rate
1/24th listing (text)	\$ 429/yr
1/24th box ad (2.125" x 1")	\$ 499/yr
1/12th box ad (2.125" x 2")	\$ 799/yr
1/8th box ad (2.125" x 3")	\$ 999/yr
1/6th box ad (2.125" x 4")	\$ 1299/yr

WEB ADVERTISING RATES

IVCJournal.com

LOCATION	1 mos	6 mos	12 mos	Size (in pixels)
HOME PAGE				width x height
Small Ad	\$ 100	\$ 500	\$ 900	220 x 80
Standard Ad	\$ 150	\$ 750	\$ 1,200	220 x 130
Large Ad	\$ 200	\$1,000	\$ 1,800	220 x 240
Top banner	\$1,000	\$5,000	\$10,000	400 x 90

**ISSUE 1
WINTER - 2017**

RESPIRATORY DISEASES

Integrative approach to kennel cough
TCVM and serious thoracic diseases
Nutrition for oral health
Living a full life – with multiple clinics
Recurrent Airway Obstructive Disease in equines

**ISSUE 2
SPRING**

NEUROLOGICAL

Integrative approach to inflammatory neurological ailments
Using protomorphogens in neurological and metabolic diseases
Healthy prey makes healthy pet food
Wobbler's
Neurologic form of EHV-1 (RHINO)

**ISSUE 3
SUMMER**

SKIN & EARS

Integrative approaches to deeply curing otitis
Replacing NSAIDs and antibiotics with essential oils for dermatological ailments
Individualizing nutrition to heal the skin
Treating equine skin ailments holistically
Equine laminitis

**ISSUE 4
AUTUMN**

GENETIC DISEASES

Importance of genetic illnesses and integrative treatment
How TCVM changes genetic disease expression
Prolotherapy for a variety of ailments
Shock wave treatment for equines
Benefits of algae

**VOLUME 8
ISSUE 1
WINTER - 2018**

HEALTHY BUILDING STRATEGIES

Eliminating oxidative stress to build health – part 1
Inflammation and chronic disease
Chiro/osteo health maintenance strategies
Nutrigenomics
TCVM preventative medicine strategies

PRODUCTION SCHEDULE

Volume : Issue	Material Deadline	Distribution
7 : 1 Winter 2016/17	October 24, 2016	December 7, 2016
7 : 2 Spring 2017	February 9, 2017	March 10, 2017
7 : 3 Summer 2017	May 1, 2017	June 8, 2017
7 : 4 Fall 2017	August 7, 2017	September 15, 2017
8 : 1 Winter 2017/18	October 26, 2017	December 1, 2017



JOURNAL

American Holistic Veterinary Medical Association

Holistic Education for over 33 years

Our Mission

The American Holistic Veterinary Medical Association is the mindful leader elevating the veterinary profession through innovation, education and advocacy of integrative medicine.

Holistic education for over 33 years

The AHVMA Journal originated in 1982 as a newsletter. It was officially launched as a journal in 1985, and has served as an important veterinary resource ever since.

The American Holistic Veterinary Medical Association explores and supports alternative and complementary approaches to veterinary health-care, and is dedicated to integrating all aspects of animal wellness in an ethical and environmentally responsible manner.

The AHVMA Journal provides:

- a place for veterinarians to publish research-level articles related to alternative and complementary approaches.
- a resource for holistic news and opinions.
- a forum for "how-to" veterinarian focused articles.
- educationally focused non-advertorial style articles from vendors.



Target audience:

Direct distribution by email and digitally to our membership of approximately 1000 veterinarians interested in holistic veterinary medicine, as well as professionals employed in the holistic veterinary medical field (PhDs, veterinary technicians, etc.)

AD SIZES AND PRICES

SIZES	DIMENSIONS	PRINT CONFERENCE GUIDE		3 DIGITAL ISSUES			PRINT ISSUE	
				1X	2X	3X	1X	
Covers		B/W	COLOR	COLOR	COLOR	COLOR	B/W	COLOR
Outside back	8.5 x 11"	\$1,760	\$2,200	\$1,250	\$1,190	\$1,125	\$1,760	\$2,200
Inside back cover	8.5 x 11"	\$1,440	\$1,800	\$1,500	\$1,800	\$ 900	\$1,440	\$1,800
Inside front cover	8.5 x 11"	\$1,440	\$1,800	\$1,000	\$ 900	\$ 800	\$1,440	\$1,800
Inside								
Double pg spread	8.5 x 11"	–	–	\$1,275	\$1,210	\$1,150	\$2,000	\$2,500
Full page	8.5 x 11"	\$1,120	\$1,400	\$ 750	\$ 725	\$ 675	\$1,120	\$1,400
2/3 page	4.75 x 9.75"	–	–	\$ 575	\$ 550	\$ 520	\$ 960	\$1,200
1/2 page	7.25 x 4.75"	\$ 800	\$1,000	\$ 490	\$ 470	\$ 440	\$ 800	\$1,000
1/3 page	2.3125 x 9.75"	–	–	\$ 375	\$ 360	\$ 340	\$ 560	\$ 700
1/4 page	3.5 x 4.75"	\$ 500	\$ 600	\$ 325	\$ 310	\$ 285	\$ 480	\$ 600
1/6 page	2.3125 x 4.75"	–	–	\$ 245	\$ 235	\$ 220	\$ 390	\$ 490

- Sizes are shown in inches - Width x Height
- For full pages add 1/8" for bleed.

CLASSIFIED ADVERTISING RATES PER ISSUE ARE AS FOLLOWS:

Members (Veterinarians)	Journal: Up to 50 words free, exceeding 50 words at \$0.50 per word, per insertion. Website Only: Up to 50 words free, exceeding 50 words at \$0.25 per word, per insertion (online for 3 months)
Non-Members	Journal: Minimum ad charge of \$25.00 for 50 words or less, exceeding 50 words at \$0.50 per word, per insertion Website Only: Minimum ad charge of \$15.00 for up to 50 words, exceeding 50 words at \$0.25 per word, per insertion (online for 3 months)
Meeting Announcements	Up to 50 words free, exceeding 50 words at \$0.50 per word per insertion.

2016 PRODUCTION SCHEDULE

ISSUE	MATERIAL DEADLINE	DISTRIBUTION DATE
Spring Volume 46 (Digital)	January 18, 2017	March 1, 2017
Summer Volume 47 (Digital)	April 10, 2017	June 2, 2017
Fall Volume 48 (Digital)	July 7, 2017	August 30, 2017 (Pre-Conference Issue)
Winter Volume 49 (Printed)	November 8, 2017	January 3, 2018
Conference Guide (Printed)	July 28, 2017	October 2017

SOCIAL MEDIA

Customized Social Media Opportunities.



Redstone Media Group offers exceptional ways to connect with and engage your potential customers. We cut through the clutter with effective, solution-based communications aimed at today's technology-savvy customers who know that content is king!

USE OUR CONTENT-RICH MEDIA TO:

ATTRACT with captivating messages via Facebook, Email Blasts, Social Broadcasting and video

EDUCATE by providing info to consumers about how your product will help their animals

DIRECT through links, etc. so readers can get further product information

SELL by making it easy for the consumer to find your products on line or at a retailer

MEASURE . . . how effective your campaign was using digital Metrics Software

MARKETING OPPORTUNITIES

EMAIL BLAST PROGRAMS

Creative and well targeted email blast campaigns can be very successful at delivering your message to the masses and driving them towards a purchase. Redstone manages an email database of over 200,000 motivated pet lovers and pet professionals that we send customized information to on a regular basis.

E-NEWSLETTER

A structured email linked to news and topics at hand sponsored by one or multiple companies to help spread important information while delivering branded content to our extensive email subscribers.

FACEBOOK PROGRAMS

When it comes to connecting socially, we rock Facebook. We focus on Facebook because it offers our clients the best way to deliver real and meaningful content. With over 500k organic followers we have the ability to make a serious impact on targeted pet/horse lovers and veterinarians.

EMBEDDED PRODUCT LINKS

There's nothing better than a direct connection to your product or service from an embedded link right inside an article. Catch the buyer while they are engaged in educating themselves and looking for solutions. It's as if you are the only product on the planet that can help them and you're only a click away.

VIDEO SERVICES

Our services include strategic and creative planning, scriptwriting, HD videography, motion graphics, animation, digital post production, & delivery in HD and web-ready formats.

EDITORIAL DRIVE WITH ONLINE ADS

Let us help you custom create an editorial piece that will captivate and motivate readers to click on your ad at the end of the article so they can find out more about your product.

E-TRAINING PROGRAMS

There is a better way to train and educate online! Our interactive e-training modules incorporate images, live-action video, motion text and creative testing for a compelling learning experience. We like to call it entertainment-learning. If you need results, our programs also enable you to gather metrics and measure your participants' success rate.

DIGITAL EDITORIAL / BLOG POST

Hosted through the *Animal Wellness* digital library, we hand craft an article to feature the topic of interest best linked to your product. This article is SEO'd and highlighted through social media to drive more traffic through it and ultimately to your page for more info and where to buy.

AD DIMENSIONS

PRICING POLICIES

MULTIPLE MAGAZINE DISCOUNTS

Clients are eligible for discounts based on a minimum one year campaign frequency or ad campaigns utilizing more than one RMG publication.

AGENCY DISCOUNTS

A 15% discount will apply only to recognized agencies and are based upon full rate card pricing and account being paid based on the terms of invoice. Discounts do not apply to creative design.

MONTHLY PAYMENT OPTIONS

Clients may amortize the cost of an annual ad campaign utilizing a credit card on a monthly no interest pre-authorized debit plan.

NEW ADVERTISERS

All new advertisers are required to prepay their first ad by the material deadline date.

AD SUBMISSION POLICIES

FTP

For ads submitted by FTP or if you would like us to retrieve an ad from your FTP site, please contact the Studio Manager for details.

E-MAIL

Please submit all digitally prepared ads to the Studio Manager. All ads larger than 4 MB are to be sent in a compressed format along with a PDF copy. All ads must be a minimum of 300 dpi.

SNAIL MAIL

Please send all ad files on disc, including a color proof in actual size, to the Studio Manager Mail at:

Redstone Media Group Inc.

160 Charlotte Street, Suite 202,
Peterborough, Ontario K9J 2T8

BORDERS

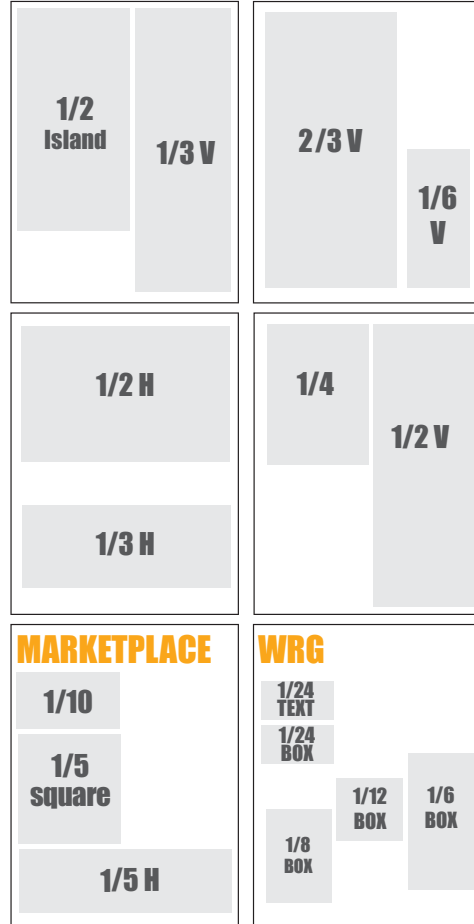
All fractional ads must be bordered or have an edge defined by design elements. Publisher will re-border or re-size ads that do not adhere to our dimensions at the advertiser's expense.

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MAGAZINE AD SIZES

Trim Size Width x Height in inches

Double pg spread 16.5" 10.75"

Full page 8.25" 10.75"

*For above ad sizes, please include 0.125" bleed on all sides.
Live area should be inset 0.25".*

2/3 page 4.75" 9.75"

1/2 page island 4.75" 7.375"

1/2 page vertical 3.5625" 9.75"

1/2 page horizontal 7.375" 4.75"

1/3 page vertical 2.3125" 9.75"

1/3 page horizontal 7.375" 3.25"

1/4 page vertical 3.5" 4.75"

1/6 page vertical 2.3125" 4.75"

Marketplace

1/10 page horizontal 3.5625" 1.75"

1/5 page horizontal 7.375" 1.75"

1/5 page square 3.5625" 3.75"



THE **NATURAL** MARKET IS OUR BUSINESS!



redstone
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