



The South African Veterinary Association (SAVA) is a professional association of veterinarians representing the majority of registered veterinarians in South Africa

VetNews is the official mouthpiece of the SAVA and distributed to more or less 2000 veterinarians per month. Through this magazine, the SAVA communicates with its members, providing news, information on activities of the Association and its groups and branches, important dates, practical information and CPD articles.

VetNews is a monthly magazine (12 issues per year) and is produced as a service to the members of the SAVA.

Communication to the members of the SAVA can further be enhanced by making use of the bulk mailing or WhatsApp messaging channels.



MAGAZINE SPECIFICATIONS

VetNews contains important and interesting information for veterinarians including news, developments in the veterinary field, industry news as well as regular continuing professional development (CPD) articles. Readers include veterinarians in rural and urban practices, Government services, universities, technical/research institutes, pharmaceutical companies, and related industries.

LANGUAGE: Afrikaans & English.

ACCEPTABLE FORMAT: Advertisements (electronic): Adverts must be supplied in PDF/JPEG/TIFF format at 300 dpi (without compression). Allow 3 mm bleed all around trim size. No Bitmap or GIF files accepted.

ENQUIRIES: assistant@sava.co.za

SPECIFIC CONTACTS

Editor: [Andriette vd Merwe \(vetnews@sava.co.za\)](mailto:Andriette vd Merwe (vetnews@sava.co.za))

Marketing /Display Adverts / Classifieds [Sonja van Rooyen \(assistant@sava.co.za\)](mailto:Sonja van Rooyen (assistant@sava.co.za))

Contact number: [Tel: +27 12 346 1150 / +27 82 511 2212](tel:+27 12 346 1150)

VETNEWS DEADLINES (JANUARY – DECEMBER 2025)

It is the intention of the publishers at the SAVA that the magazine reaches the members in the first week of every month.

| | |
|----------------|-------------------|
| January 2025 | 15 December 2024 |
| February 2025 | 15 January 2025 |
| March 2025 | 14 February 2025 |
| April 2025 | 14 March 2025 |
| May 2025 | 14 April 2025 |
| June 2025 | 15 May 2025 |
| July 2025 | 16 June 2025 |
| August 2025 | 14 July 2025 |
| September 2025 | 15 August 2025 |
| October 2025 | 15 September 2025 |
| November 2025 | 15 October 2025 |
| December 2025 | 14 November 2025 |
| January 2026 | 12 December 2025 |



TERMS AND CONDITIONS

All advertising copy is subject to editorial approval; the publisher reserves the right to reject unsuitable copy. Rejection of copy does not invalidate a space order. The advertiser acknowledges that all facts stated and/or implied in advertisements placed are true and not likely to be misleading and/or deceptive in any way and comply with legislation relating to fair trading practices. The advertiser acknowledges that he/she is aware that the publisher is reliant on this acknowledgement.

Where applicable, advertisements must comply with the conditions specified in relevant legislation**.

Deadline for submission of copy/ material is no later than the 15th of the month preceding publication. If copy does not arrive by this date, the publisher reserves the right to use copy from a previous advertisement or to compose substitute copy. Expenses incurred will be charged to the advertiser.

The advertiser understands and takes note of the material requirement specifications in the rate card. The publisher does not accept responsibility for inferior quality/errors as a result of material not meeting any of the specified material requirements. No cancellations after booking deadline i.e. 15th of the month preceding publication.



If an advertiser fails to insert the required number of advertisements to qualify for special multiple insertion rates after they have been booked, the advertiser will incur additional charges for previous advertisements.

All accounts are due for payment within 30 days of printing & late payments will incur interest. Accounts paid after 45 days forfeit agency commission. The publisher, their agents nor the owner of the publication, do not accept liability for, nor will pay out claims made in respect of any advertisements placed by advertisers in this publication.

Advertisers bear full responsibility for the content of their advertisements and in placing, they waive any claims that may be made against publisher, agents or owners for violation of right of publicity, defamation and copyright infringement. Upon signing the booking form, the client enters into a legal and binding contract with the SAVA. The client will be liable for all legal costs and chooses the address as provided on the booking form as his/her domicile address for the service of notices.

**Registration of Products: All advertisers are reminded that advertising material should comply with the legal requirements of advertising as specified by Act 36 and Act 101. If material have to be withdrawn because it does not comply with legal requirements, the advertiser will still be charged for the placement.

ADVERTISING UNIT SIZES

| | | | |
|---|--|---|---|
| | | | |
| <p>Double page spread</p> <p>420 mm wide x 275 mm deep (trim size)</p> <p>426 mm wide x 281 mm deep (3 mm bleed included)</p> | <p>A4 Letter</p> <p>210 mm wide x 275 mm deep (trim size)</p> <p>216 mm wide x 281 mm deep (3 mm bleed included)</p> | <p>Half page</p> <p>Horizontal/landscape</p> <p>180 mm wide x 120 mm deep</p> | <p>Half page</p> <p>Vertical/Portrait</p> <p>90 mm wide x 240 mm deep</p> |
| | | | |
| <p>Third page</p> <p>Vertical/Portrait</p> <p>60 mm wide x 240 mm deep</p> | <p>Quarter page</p> <p>Vertical/Portrait</p> <p>90 mm wide x 120 mm deep</p> | <p>Business Card</p> <p>Vertical/Portrait</p> <p>43 mm wide x 100 mm deep</p> | <p>Quarter page</p> <p>Horizontal/Landscape</p> <p>180 mm wide x 60 mm deep</p> |
| | | | |
| | | | <p>Eighth page</p> <p>Horizontal/landscape</p> <p>180 mm wide x 48 mm deep</p> |



nuus·news

The Monthly Magazine of the SOUTH AFRICAN VETERINARY ASSOCIATION
Die Maandblad van die SUID-AFRIKAANSE VETERINÊRE VERENIGING



Rate Card 2025

| | One placement | 2 to 5 Placements | 6 to 11 Placements | 12 Placements and *early bookings |
|---------------------------------------|------------------|-------------------|--------------------|-----------------------------------|
| Full page (FP) | R11 765.00 | R11 000.00 | R9 335.00 | R8 535.00 |
| Back cover (BC) | R13 000.00 | R11 965.00 | R10 685.00 | R10 085.00 |
| Inside front cover (IFC) | R13 495.00 | R12 425.00 | R11 150.00 | R10 215.00 |
| Inside back cover (IBC) | R12 500.00 | R11 415.00 | R10 145.00 | R9 285.00 |
| 1/2 Page portrait | R7 295.00 | R6 850.00 | R5 655.00 | |
| 1/3 Page | R4 000.00 | R3 900.00 | R3 055.00 | |
| 1/4 Page portrait | R3 495.00 | R2 965.00 | R2 555.00 | |
| 1/8 Page strip | R1 775.00 | | | |
| Business card size | R415.00 | | | |
| Electronic mail bulk shot | Price on request | | | |
| WhatsApp adverts to members | Price on request | | | |
| Double Page Spread, Sponsored Columns | | | | |
| Advertorial and CPD Sponsorship | Price on request | | | |

All prices excluding VAT. An additional fee of R250 applies for international bank transfers.

* Early booking rates applies to bookings received before February 2025.

Booking details

| Month | Date | Description | Quantity / Size | Price (VAT excl) |
|----------------|------|-------------|-----------------|------------------|
| January 2025 | | | | |
| February 2025 | | | | |
| March 2025 | | | | |
| April 2025 | | | | |
| May 2025 | | | | |
| June 2025 | | | | |
| July 2025 | | | | |
| August 2025 | | | | |
| September 2025 | | | | |
| October 2025 | | | | |
| November 2025 | | | | |
| December 2025 | | | | |

Booking Form 2025

We herewith agree to the Terms and Conditions as stipulated in the VetNews Rate Card and agree that, by signing this form, we enter into a binding contract with the SAVA.

| | | | |
|-------------------------------|--|-----|--|
| Contact Person | | | |
| Email address | | | |
| Tel | | Fax | |
| Company name & Postal address | | | |
| | | | |
| AUTHORISED SIGNATORY: | | | |

BOOKING FORMS CAN BE EMAILED TO:

Sonja van Rooyen (assistant@sava.co.za)

ACCOUNT ENQUIRIES:

Sonja Ludik (bookkeeper@sava.co.za)



SAVA BANKING DETAILS:
Account holder: SAVA • Bank: Standard Bank
Acc No: 011 812 095 • Branch Code: 05 10 01
VAT Nr: 4280104920



DIRECTORS:

Dr Paul van der Merwe, Dr Ziyanda Qwalela, Mr Gert Steyn, Dr Tom Spencer, Dr Jono Savadier, Dr Trudie Prinsloo, Dr Angela Rogers, Dr Marike Badenhorst

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