



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, SMS 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](mailto: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:+27123461150)

## VETNEWS DEADLINES (JANUARY – DECEMBER 2026)

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

January 2026	15 December 2025
February 2026	16 January 2026
March 2026	17 February 2026
April 2026	16 March 2026
May 2026	17 April 2026
June 2026	15 May 2026
July 2026	15 June 2026
August 2026	17 July 2026
September 2026	17 August 2026
October 2026	18 September 2026
November 2026	16 October 2026
December 2026	18 November 2026
January 2027	15 December 2026



## 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 more or less 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.



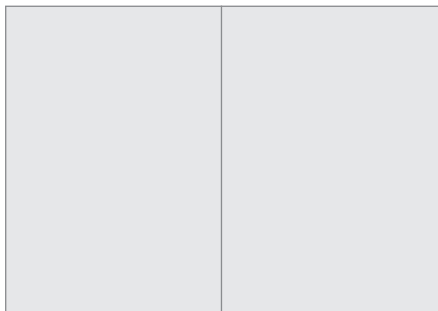
If an advertiser fails to insert the required number of advertisements to qualify for special multiple insertion rates after they have been booked, the advertiser will incur additional charges for previous advertisements.

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.

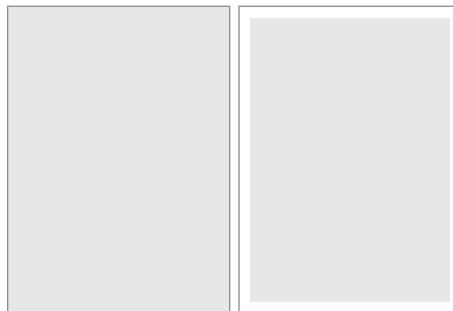
Advertisers bear full responsibility for the content of their advertisements and in placing, they waive any claims that may be made against publisher, agents or owners for violation of right of publicity, defamation and copyright infringement. Upon signing the booking form, the client enters into a legal 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



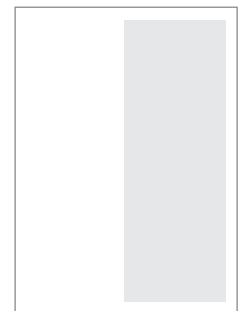
Double page spread  
420 mm wide x 275 mm deep  
(trim size)  
426 mm wide x 281 mm deep  
(3 mm bleed included)



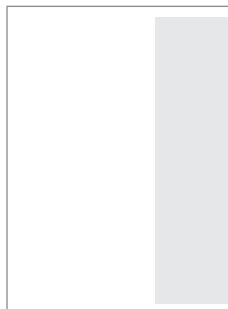
A4 Letter  
210 mm wide x 275 mm deep (trim size)  
216 mm wide x 281 mm deep  
(3 mm bleed included)



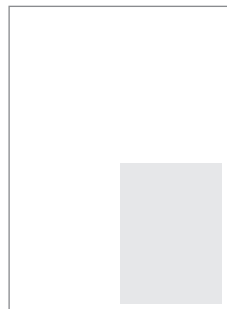
Half page  
Horizontal/  
landscape  
180 mm wide x  
120 mm deep



Half page  
Vertical/  
Portrait  
90 mm wide x  
240 mm deep



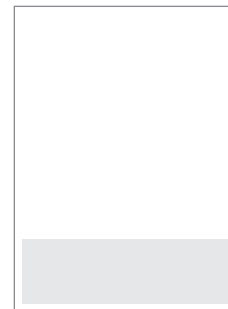
Third page  
Vertical/  
Portrait  
60 mm wide x  
240 mm deep



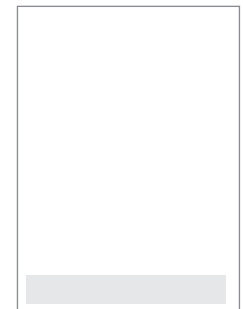
Quarter page  
Vertical/  
Portrait  
90 mm wide x  
120 mm deep



Business Card  
Vertical/  
Portrait  
43 mm wide x  
100 mm deep



Quarter page  
Horizontal/  
Landscape  
180 mm wide x  
60 mm deep



Eighth page  
Horizontal/  
landscape  
180 mm wide x  
48 mm deep



**nuus·news**

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



# Rate Card 2026

	One placement	2 to 5 Placements	6 to 11 Placements	12 Placements and *early bookings
Full page (FP)	R12 475.00	R11 650.00	R9 895.00	R9 050.00
Back cover (BC)	R13 750.00	R12 685.00	R11 325.00	R10 695.00
Inside front cover (IFC)	R14 350.00	R13 175.00	R11 815.00	R10 825.00
Inside back cover (IBC)	R13 250.00	R12 100.00	R10 755.00	R9 845.00
1/2 Page portrait	R7 735.00	R7 265.00	R5 995.00	
1/3 Page	R4 250.00	R4 135.00	R3 235.00	
1/4 Page portrait	R3 750.00	R3 145.00	R2 750.00	
1/8 Page strip	R1 885.00			
Business card size	R450.00			
Electronic mail bulk shot	Price on request			
WhatsApp & SMS 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 R265 applies for international bank transfers.

\* Early booking rates applies to bookings received before February 2026.

## Booking details

Month	Date	Description	Quantity / Size	Price (VAT excl)
January 2026				
February 2026				
March 2026				
April 2026				
May 2026				
June 2026				
July 2026				
August 2026				
September 2026				
October 2026				
November 2026				
December 2026				
January 2027				

