



2026 ADVERTISING RATE CARD

Your Direct Line to Canadian Veterinarians

THE CANADIAN VETERINARY JOURNAL (THE CVJ)

The CVJ is the primary source of published, clinically relevant information for Canadian veterinarians. This monthly digital publication features peer-reviewed articles, regular columns, and business information tailored for

Canadian veterinarians. By advertising in The CVJ, you'll reach engaged professionals actively seeking the latest developments in veterinary medicine and animal health.

The CVJ Display Ad Rates

	1X	3X	6X	12X
1 page	\$2,184	\$2,070	\$1,968	\$1,734
2/3	\$1,872	\$1,782	\$1,686	\$1,500
1/2	\$1,440	\$1,362	\$1,296	\$1,158
1/3	\$1,098	\$1,038	\$978	\$870
1/4	\$870	\$828	\$780	\$696
DPS	\$3,960	\$3,762	\$3,564	\$3,168

Premium Spots

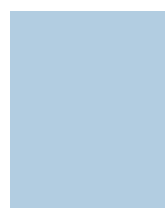
(non-cancellable)

Inside Front Cover	\$3,280
First page	\$2,480
Opposite Table of Contents	\$2,480

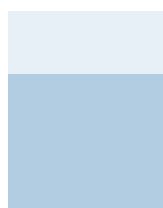
Copy and Contract Regulations

Click [here](#) for details.

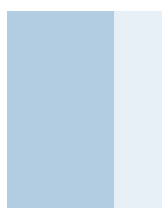
New! Unit Sizes



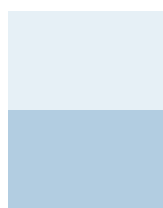
1 PAGE
8 1/8" × 10 7/8"



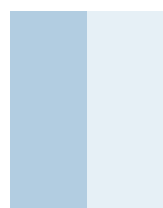
**2/3 PAGE
HORIZONTAL**
7" × 6 7/8"



**2/3 PAGE
VERTICAL**
4 5/8" × 10"



**1/2 PAGE
HORIZONTAL**
7" × 4 7/8"



**1/2 PAGE
VERTICAL**
7" × 3 1/2"



1/3 PAGE
7" × 3 1/2"



1/4 PAGE
3 3/8" × 4 7/8"

Website Advertising

	The CVJ Homepage 3 spots available (no rotations) 350 × 250 pixels	CVMA Homepage 3 spots available (no rotations) 510 × 255 pixels
--	---	--

NEW! Pop-up ad	\$3,000	*
3 × rate	\$440	\$1,000
6 × rate	\$400	\$875
12 × rate	\$325	*

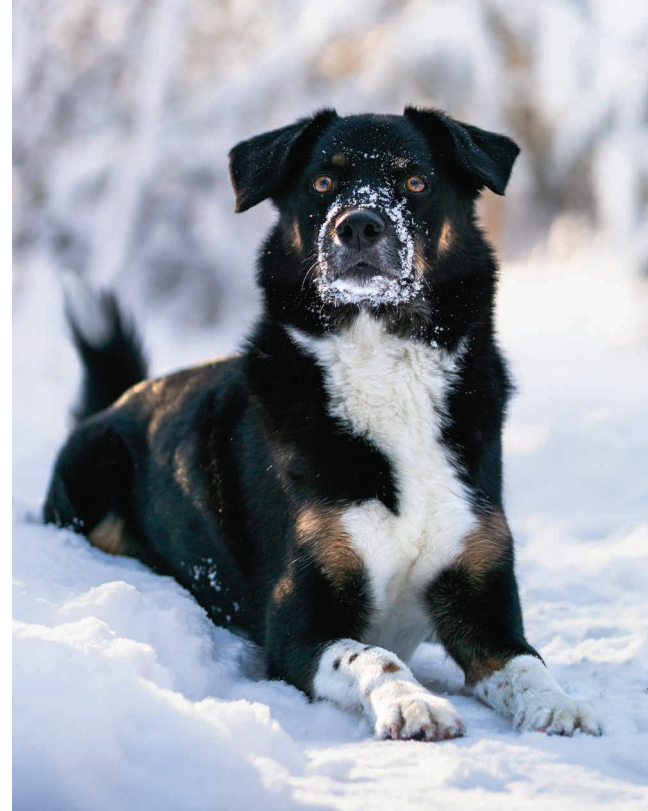
The CVJ E-notice & CVMA Member E-newsletters

The CVJ e-notice is distributed on the last week of each month, announcing the newest issue of The CVJ. Two editions of the CVMA member e-newsletter are distributed each month – the first issue is sent at the beginning of the month and the second issue is sent mid-month.

The CVJ E-notice & CVMA Member E-newsletters is distributed to over 8,643 CVMA members across Canada, both have an average open rate of over 55%.

Leaderboard banner ads:

Top of page 728 × 150 pixels	Middle or Bottom of page 750 × 200 pixels
\$550	\$500
Two placements in same issue:	Three placements in same issue:
\$950	\$1,380



Classified Advertising

Do you have a job opening or are you selling your practice?

Place a classified ad with CVMA.

For information, visit **The CVJ**

Classified Ads or send an e-mail to classifiedads@cvma-acmv.org

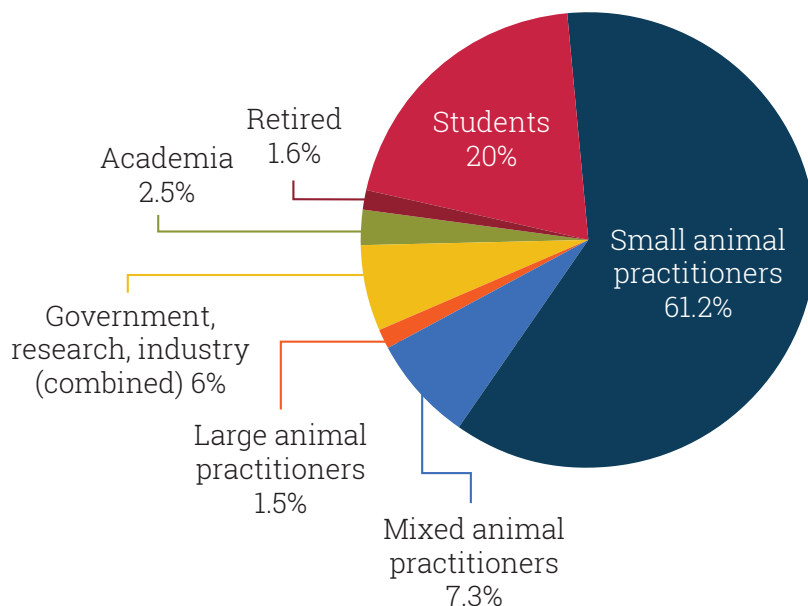
The CVJ Business Directory Section Ads

AD SIZE	1X RATE	3X RATE	6X RATE	12X RATE
Business card (3.5" × 2")	\$216	\$198	\$174	\$144
¼ page vertical (3.5" × 4.0) or ¼ page horizontal (7.22" × 2")	\$366	\$348	\$330	\$282
⅓ page vertical (3.5" × 6.38")	\$546	\$516	\$492	\$426
½ page vertical (3.5" × 8.0) or ½ page horizontal (7.22" × 4.18")	\$702	\$666	\$630	\$564





The CVJ Readership by Type (where data was provided)



Industry Statistics

Average annual income for:

Practice Owners: \$290,096

Associates: \$128,300

Government, Industry,

Academia: \$145,909

Gender breakdown:

Female: 64%

Male: 35.5%

**Undisclosed or unknown
gender identity:** 0.5%

CVMA homepage:

Average monthly pageviews: 9,844

The CVJ e-notice & CVMA e-news:

Number of subscribers: 7,890

**The CVJ e-notice & CVMA e-news
average open rate:** 53%

CVMA Membership/The CVJ distribution Breakdown by Province (total: 8,643)

Alberta:	2,363*
Ontario:	1,578*
Saskatchewan:	885*
Quebec:	762*
British Columbia:	964*
Prince Edward Island:	482*
Manitoba:	452
Nova Scotia:	403
New Brunswick:	324
Newfoundland and Labrador:	114
Northwest Territories/Nunavut/Yukon:	16
Foreign:	300*

* includes students

Contact Us

The Canadian Veterinary Medical Association

339 Booth Street, Ottawa, Ontario K1R 7K1

E-MAIL: advertising@cvma-acmv.org

VOICEMAIL: 1-800-567-2862 ext.131

Inquiries: Edward Byers

Advertising and Sponsorship Consultant

TELEPHONE: (416) 737-7424

E-MAIL: advertising@cvma-acmv.org