

# BRAND MISSION

EquiManagement is the equine veterinary industry's trusted information provider in print and online. EquiManagement focuses on the business of veterinary practice, peer-reviewed equine health research and presentations, and the wellness of equine practitioners. We are official media partners with 10 organizations globally: AAEP, NAEP, AVMA PLIT, ISELP, BEVA, WEVA, NZEVA, AMMVEE, EPM Society and the AAEVT. We provide a quarterly print magazine that is mailed to all AAEP members and student members, non-AAEP equine and equine/mixed animal practitioners in the United States, and all AAEVT members (and the magazine is offered as a free PDF on our website for our other partner members). EquiManagement offers award-winning newsletters, the Disease Du Jour and The Business of Practice podcasts, blogs on business and research news, webinars and industry news.



# OUR PARTNERS



# NOTE FROM OUR EDITOR



The equine veterinary industry is at a critical point, and everyone involved needs reliable information from expert sources on the state of the industry and how to

adapt. EquiManagement provides that information. The job of equine veterinarian is being re-created to reflect the current and future needs of the industry. Veterinarians, students, techs and others in the equine veterinary industry can stay abreast of these changes and challenges and stay in-

tune with how colleagues are changing the practice of veterinary medicine to be more sustainable through the pages of EquiManagement magazine and our various digital and social offerings.

**Kimberly S. Brown**  
Editor, EquiManagement

## DEMOGRAPHICS

**35%**

40-50  
years

**34%**

under 40  
years

**31%**

over 60  
years

**55%**

Female

**45.6%**

100% of Practice  
Devoted to Horses

**36%**

Practice Owner/Solo Practitioner

- 45% Male
- 21% have 75-99% of practice devoted to horses
- 22% are Associate Veterinarians
- 30% Pleasure/Farm Equine Practice
  - 34% Operate Performance Equine Practice
  - 10% Racing Equine Practice
  - 14% Practice Owner/Partner

## CAPTIVATING OUR READERS



**TOTAL AUDIENCE REACH: 465,055+**  
ACROSS PRINT, ONLINE & SOCIAL

**MAGAZINE:** (quarterly plus special issues)

- 10,400 readership

**WEBSITE:**

- 340,910 users in 2021
- 37,274 average pageviews each month
- 59.6% male / 40.4% female users in 2021

**EMAIL:** (monthly)

- 2,140 EquiManagement Update
- 1,600 subscribers to Research Reports Newsletter

**SOCIAL:**

- 4,427 Facebook followers

## SPRING

### 2023 AAEP Wrap-Up Issue

AD CLOSE: 02/17/23 • AD MATERIALS DUE: 2/21/23

MAILS: 3/21/23

#### IN THIS ISSUE

Keeping Up  
 Business Briefs: Importance of Having a Budget  
 Special Report: AAEP Convention Medical Coverage sponsored by *American Regent*  
 Special Report: AAEP Convention Business Coverage sponsored by *CareCredit*  
 The Reality of Equine Practice in 2023  
 All the Vet Schools  
 Tips on Decreasing NSC in Horse Diets  
 Recession-Proof Your Practice  
 Update on Strangles  
 Inflation and Supply Chains  
 Research Spotlight

## SUMMER 2023

AD CLOSE: 04/07/23 • AD MATERIALS DUE: 04/11/23

MAILS: 05/09/23

#### IN THIS ISSUE

Keeping Up  
 Business Briefs: Handling Ethical Dilemmas  
 Cover Story: Equine Herpesvirus: What You and Your Clients Need to Know  
 New Ways to Approach Emergency Coverage  
 Tick Control and Disease Prevention  
 Six Ways to Improve Practice Profitability  
 Arboviruses  
 Foot Fails  
 Mentoring a New Graduate Effectively  
 Veterinary License Defense Coverage  
 Creating a Practice Team—Working with Different Personalities  
 Research Spotlight

## FALL 2023

AD CLOSE: 06/30/23 • AD MATERIALS DUE: 07/05/23

MAILS: 08/08/23

#### IN THIS ISSUE

Keeping Up  
 Business Briefs: What Will Equine Practice Look Like in 2030?  
 Cover Story: The Latest on Tendon and Ligament Injuries  
 Antibiotic/Dewormer Resistance  
 Mules and Donkeys in Practice  
 Are You a Good Leader?  
 Tranquilizers, Sedatives and Anti-Anxiety Medications  
 The Latest on Sarcoids  
 Clinic Construction: Reduce Complications  
 Diagnosing and Treating Allergies  
 All About Hay  
 Stereotypies  
 Research Spotlight

## WINTER 2023

### AAEP Preview Issue

AD CLOSE: 09/22/23 • AD MATERIALS DUE: 09/26/23

MAILS: 11/14/23

#### IN THIS ISSUE

Keeping Up  
 Business Briefs: Building Resilience  
 Cover Story: Advanced Imaging  
 Design for Radiology  
 Reproduction: Breeding Older or Problem Mares  
 Making Telemedicine Work for Your Practice  
 Helping Owners Through Equine End-of-Life Decisions  
 Understanding Millennials  
 All About Blanketing  
 Neurologic Exam  
 Saving for Your Future  
 Reproductive Roundup  
 Dealing with Equine “Pets” and Their Owners  
 Research Spotlight  
 AAEP Resources Section

