



VETERINARY NEWSLETTER

[Custom Braces](#) [Modalities](#) [Therapeutic Exercise](#) [Dogs with DM](#) [Rehab Centers](#)



NEWSLETTER issue, July 2022

In this Issue:

- Laser and the Brain
- Nerve Pain & Desensitization Protocol
- Product Specials
- Helpful Resources

Vital Vet is here to help you

Like you, clients contact us regularly with questions: "What brace should I get for my dog?", "Do you know a rehab person near me?", "My dog's having trouble standing and I'm not sure what to do."

We spent so much time scouring the internet for answers and referring clients to specialists and products companies. So we decided to create VITAL VET - the largest resource for all things rehab and fitness for pets.

- **VITAL VET HELPS CLIENTS FIND YOU** Add your practice to our growing list of veterinary pros on our map of [Rehab Centers](#) and get found.
- **VITAL VET SAVES YOU TIME** Need options for [dogs with DM](#)? Review brace companies for pets with [stifle injuries](#)? Help a client find the best [harness for an amputee](#)? Find it on Vital Vet.
- **VITAL VET PROVIDES VALUE** Our Newsletters contain the latest updates and innovations in rehab and fitness. We source hard-to-find products and great deals just for you. Check out this latest issue.

[View as Webpage](#)

LASER & THE BRAIN

Ideas that get you thinking...



Laser Therapy Works Better At Home

With MedcoVet:

- You order a Luma device that ships directly to your client.
- Your client treats at home with your virtual supervision.
- You receive a rental fee and free up exam rooms and staff.



Why laser the brain? "Simply put, Laser can stimulate healing. As such, there are pathologies in the brain that laser could potentially heal!"

Laurie Edge-Hughes, BScPT, MAnimSt, CAFCI, CCRT

Sounds interesting? Check out Laurie's video and article below.



10% OFF TARSO-FLEX-X

Tarsal support that provides customizable protection after surgery or cast removal.

Also great for:

- arthritis
- DJD
- instability
- strains and sprains



SENSIMAT

Proprioceptive mat provides sensory feedback and traction during therapeutic and fitness exercises.

- Stimulates proprioceptors and helps dogs with postural control.
- Promotes paw awareness- great training aid to improve stance, square sit, and alignment.



water influence therapy and treatment outcomes.

- [The role of equipment in conditioning](#) - What ther-ex equipment is really necessary? This great article gives you a "must have" equipment list and cost-effective alternatives.
- [Transcranial photobiomodulation \(laser\) therapy for cognitive impairment: A review of molecular mechanisms and potential application to canine cognitive dysfunction \(CCD\)](#) - That's a mouthful! This is the article that Laurie Edge-Hughes cited in her blog on laserling the brain (above).

ADD YOUR PRACTICE TO OUR MAP

Help your clients find you.

[Add your practice](#) to our growing list of rehab and wellness veterinary professionals - map of [Rehab Centers](#)

[Add My Practice](#)



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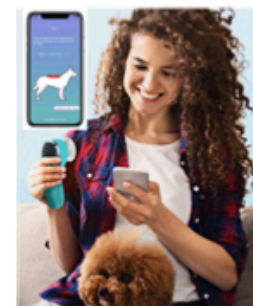
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NEWSLETTER MEDIA KIT



OK, what's so special
about
Vital Vet ?

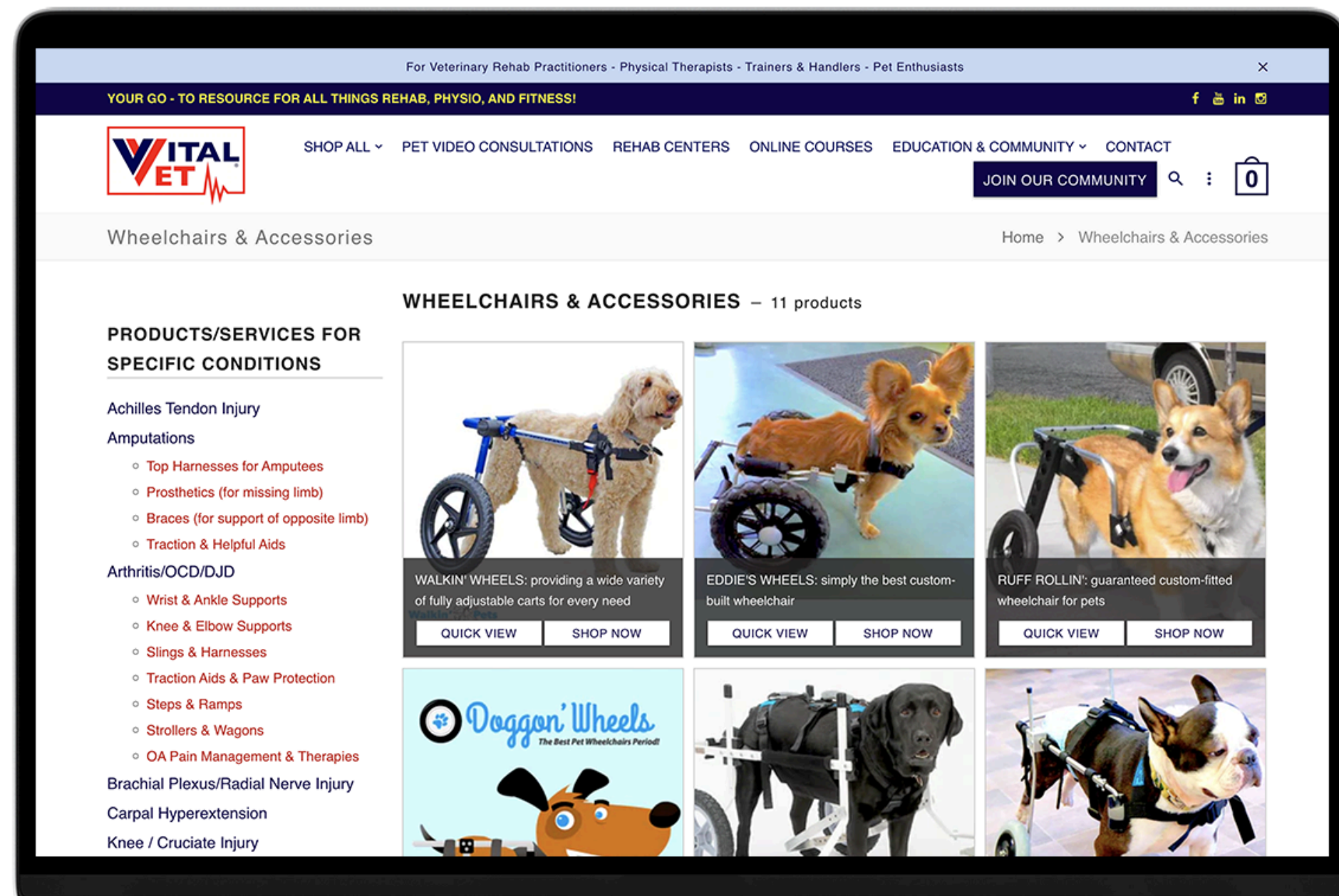
Vital Vet
Reaches
100%
Of Your Target Market



What's
Vital Vet ?

Vital Vet is the

- largest website of expertly-chosen specialty products for pets
- leading healthcentric destination for pet mobility and longevity



Website Features

Over 800 pet specialty products selected by experts in animal rehabilitation, fitness, and sports medicine

Blogs, articles, videos, Product Wizard, educational resources, online courses

Expert advice for pet parents and veterinary professionals

Map of more than 550 rehab and specialty care centers

Who are the
Vital Vet
Subscribers?

Ultra-Dedicated Consumers



Veterinary Professionals >6,700 Subscribers

- Specialists (48%)
- Physiotherapists (44%)
- General practitioners (6%)
- Support staff (2%)



Pet Parents > 6,800 Subscribers

- Dog owners (95%)
- Cat owners (5%)
- Also own horses (17%)
- Also own other pets (3%)



100% of your target market
More than 13,500 subscribers
and **GROWING**



What's the Vital Vet Newsletter?



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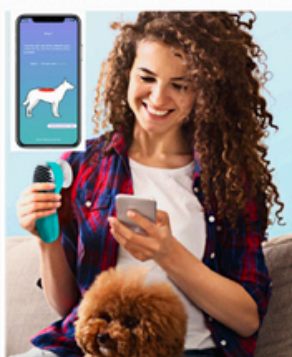
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The Vital Vet Newsletter is a rehab-centric publication read by our highly-committed and impassioned subscribers

Newsletter Opportunities

- Ads
- Specials
- Articles and videos
- Educational content
- Classifieds
- Multi-links per submission

All ads link directly to you

VITAL VET
THE LARGEST WEBSITE OF SPECIALTY PRODUCTS AND RESOURCES FOR PETS
FUELED BY COMMUNITY - POWERED BY EXPERTS

VITAL VET NEWSLETTER

Sept. 18, 2022

[Arthritis Help](#) [Strollers / Wagons](#) [Home Help / Safety](#) [Harnesses / Slings](#) [Rehab Clinics](#)



Wagons come in all shapes and sizes. Which one is right for your dog - [Review of Wagons for Pets](#)

Wagons for Dogs - Vital Vet Review

Jane L., who's part of the **Vital Vet** community, wrote and asked if we could recommend a dog wagon for her beautiful 63 lbs Pittie girl, Cora. Jane had researched wagons but couldn't find what she needed. Cora's a big girl; she has arthritis and can only walk short distances. "Once Cora plops down, that's the signal that she needs a wagon to ride the rest of the way," said Jane. So she contacted **Vital Vet** for help in [sourcing the best wagon](#) to meet Cora's needs.

[READ MORE](#)

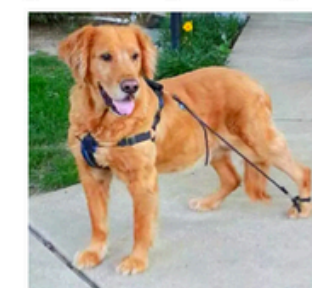
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HELP THEM WALK

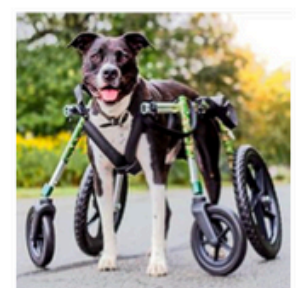
These mobility aids help them get around better



DORSI-FLEX ASSIST
RAW-LIFT DEVICE



CANINE MOBILITY WALKING
AID



WALKIN' WHEELS
WHEELCHAIR



Vital Vet Newsletter vs Veterinary Industry

E-Mail Marketing Standards

	Subscribers & Segmentation	Open Rate	Click Rate	Unsubscribe
Vital Vet Newsletter	<ul style="list-style-type: none">> 13,500 subscribersOur lists are segmented for target market<ul style="list-style-type: none">Veterinary ProfessionalsPet Parents	42% - 48%	5% - 14%	0.10% - 0.30%
Veterinary Industry Standards	<ul style="list-style-type: none">51% businesses have < 500 subscribersOnly 14% businesses have > 5,000 subscribers (like Vet Practice News, DVM360)Only 41% segment their lists	<div>*25% - 40%</div> <div>**45.8%</div>	<div>*7.8%</div> <div>**3.26%</div>	<div>*0.47%</div> <div>**0.33%</div>

*Benchmark - E-mail Marketing for Pet and Veterinarian

**Mailerlite - E-mail Benchmarks; Animal Care and Veterinary; Dec. 2023



Working Together

What can Vital Vet do for You

Our clients' **open and click rates are higher** than veterinary industry standards and our **unsubscribe rates are lower**. Why?

We know your audience and we work with you.

- We are **trusted and valued** with over 22 years experience in the veterinary rehab space
- We focus on your target market with **segmented, consumer-rich lists**
 - veterinary professionals
 - pet parents
- We prioritize your needs and work with you to provide **custom solutions** that fit your brand
- We empower you with **transparent reporting** and trackable performance
- Our **prices are among the lowest** in the industry





Vital Vet Newsletter Advertising Opportunities



**THE LARGEST WEBSITE
OF SPECIALTY PRODUCTS AND RESOURCES FOR PETS**

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[READ MORE](#)

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Top Banner

SCRIBENOTE

Effortless documentation app for veterinary professionals.

Fall in love with effortless patient documentation.

Fall in love with Scribenote Basic.

Try Scribenote **free for 14 days**. After that, use coupon "PAINFREE20" for **20% off your first year!**

[Try Scribenote](#)



NEWS WORTH NOTING

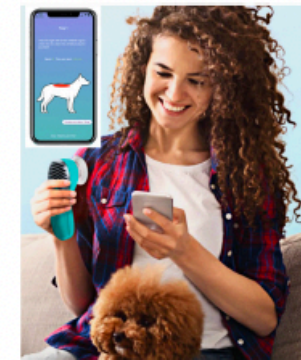
These **newsworthy articles** are worth a second look.

- [A closer look at hydrotherapy for rehabilitation](#) - This article shows how the properties of water influence therapy and treatment outcomes.
- [The role of equipment in conditioning](#) - What ther-ex equipment is really necessary? This great article gives you a "must have" equipment list and cost-effective alternatives.
- [Transcranial photobiomodulation \(laser\) therapy for cognitive impairment: A review of molecular mechanisms and potential application to canine cognitive dysfunction \(CCD\)](#) - That's a mouthful! This is the article that Laurie Edge-Hughes cited in her blog on lasering the brain (above).

Center Banner

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[Read More](#)

Duo Column



Newsletter Advertising Rates



**THE LARGEST WEBSITE OF
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NEWSLETTER FOR PROFESSIONALS**DECEMBER 12, 2023**

[Paw Problem & Solutions](#)[Leg Braces & Reviews](#)[Thermoplastic Splint Material](#)



MedcoVet Enables Home-Based Laser Therapy for Pets Through Veterinarians

Clinics that sign on in December or January keep **100%** of the rental revenue for the first month in the program.

Our free Luma Laser gives you recurring revenue without investment and our easy app keeps you connected with your clients.

Send Me My Free Luma Laser



Eddie's Wheels Takes Dogs to New Heights

Lightweight and fitted for your pet

Ideal for pets with:

- Degenerative Myelopathy
- IVDD
- Hip Dysplasia
- Arthritis, Amputation, and much more

SHOP: Eddie's Wheels

[VIDEO: Dogs on the move](#)

CANINE ENRICHMENT
THE BOOK YOUR DOG NEEDS YOU TO READ
CRITICALLY ACCLAIMED



Shay Kelly

Your Dog Needs You to Read This Book

Enrichment provides:

- Safe, low-risk activities
- Mental stimulation
- Fun tasks in which your dog eagerly participates



DOG TWISTER INTERACTIVE TREAT PUZZLE DOG TOY



- 9 hidden treat compartments
- Works best with small treats or kibble
- Fun for all breeds, sizes, and

	Approved Content	# Images and/or Video	# Links	Cost
Top Banner	ad, product special, article - 1 paragraph descriptor	2 images or 1 image and 1 video	3 unique links	\$598
Center Banner	ad, product special, article - 1 paragraph descriptor	2 images or 1 image and 1 video	3 unique links	\$498
Duo Column	ad, product special, article, classified - 1 sentence descriptor	1 image or 1 video	2 unique links	\$298



Newsletter Ad Deadlines for 2024

Image Specs

Top Banner
700 w x 500 h pixels

72 dpi (minimum)

Center Banner
350 w x 500 h pixels

72 dpi (minimum)

Duo Column
350 w x 500 h
pixels

72 dpi

	Ad Material Deadline	Mail Date		Ad Material Deadline	Mail Date
January	1/19	1/28	July	7/12	7/21
February	2/9	2/18	August	8/16	8/25
March	3/15	3/24	September	9/13	9/22
April	4/12	4/21	October	10/11	10/20
May	5/10	5/19	November	11/15	11/24
June	6/14	6/23	December	12/13	12/22



What Clients Like You Are Saying

Cindy Harrington, Ph.D., CVT, CCAT
ELvation USA - Vet

"We're really happy with the results and return on investment (ROI) we've achieved through our ad with Vital Vet. Our initial ad garnered significantly higher engagement compared to numerous other advertising channels we've explored. Vital Vet's ability to hone in on a hyperfocused audience coupled with the exceptional quality of their content has been instrumental. We couldn't be more satisfied with the outcome."

Jeff VerHoef, Founder
Canine Mobility

"I think it's time to come back to Vital Vet. The money I spent elsewhere for marketing was a total waste and I am regretting the decision. Let me know if you'd consider taking Canine Mobility on as a client again. The best sales I had were during the 6 months I was working with you. Thank you!"

Ryan Gallagher, Co-Founder, CEO
Scribenote, Inc.

"The Vital Vet team is, as their name suggests, 'Vital'. Within days of working with Vital Vet, they executed and began delivering results. Not only did they deliver on everything they promised, they went above and beyond, frequently exchanging emails to offer advice and ideas.

I have come to expect (my emails from Vital Vet) include good news, new opportunities, and strong ideas to further our growth. Thanks Vital Vet!"

Vital Vet is taking a BOW... WOW!

Let's grow together

Contact Us



All Your Rehab, Physio, and Fitness Needs in ONE place

including YOU!

contact@vitalvet.org
908-963-2255

www.vitalvet.org
follow: [@vitalvet4pets](https://www.instagram.com/vitalvet4pets)