



The Webinar Vet

Sponsorship Opportunities



Who We Are

Alpha Vet International Ltd was established in 2010 by Anthony Chadwick with the express wish of making veterinary education easier, more accessible, and affordable for vets with busy lives.

Our Vision

To provide the highest quality vet-led content and services, to be the world's largest online veterinary community, and to have the planet's most confident vets.

Our Mission

To provide world-class education, networking, and product and service information to our global veterinary community and industry partners within a high-tech digital environment.

Our vision and values are the guiding force behind everything that we do. We consider ourselves to be a community, more so than a company, and we are enthusiastic about helping veterinary professionals around the world.

Alpha Vet International Ltd consists of three business units:

Alpha Vet International Ltd

The Webinar Vet



WikiVet



Simply Vets



The Webinar Vet



At The Webinar Vet, we provide education to maintain the world's most confident veterinary professionals via the convenience of the internet.

We believe the world's veterinary community deserves convenient, easy and affordable access to quality online education. All veterinary professionals are passionate about serving animals great and small, and are short on time. Our mission is to provide them with the tools they need to succeed.

We are proud to help reduce stress and costs by bringing CPD/CE to vets on any device, anywhere in the world, at any time zone as well as helping our community to reduce their carbon footprint through the decreased need for travel.

Over 2,300 hours of CPD/CE content is accessible on our website

We host CPD/CE training via online webinars



We had over 400,000 media views over the last 24 months

50,000 unique visitors per month



200,000 unique website page views per month



We had over 14,000 veterinary professionals register for our annual Virtual Congress 2022

We have an engaged community of over 65,000 members



Topics range from small animal to exotics to large animal, nurse, well-being plus so much more!

Our Global Audience Size

We have a global audience of veterinary professionals spanning 144 countries worldwide.

The Webinar Vet has a powerful online presence with diverse traffic to the website, the platform provides intensive reach within across multiple continents targeting affluent audiences. The significant growth in **unique and returning visitors** reinforces the position as The Webinar Vet being the leading destination for veterinary CPD/CE.

United Kingdom
258k

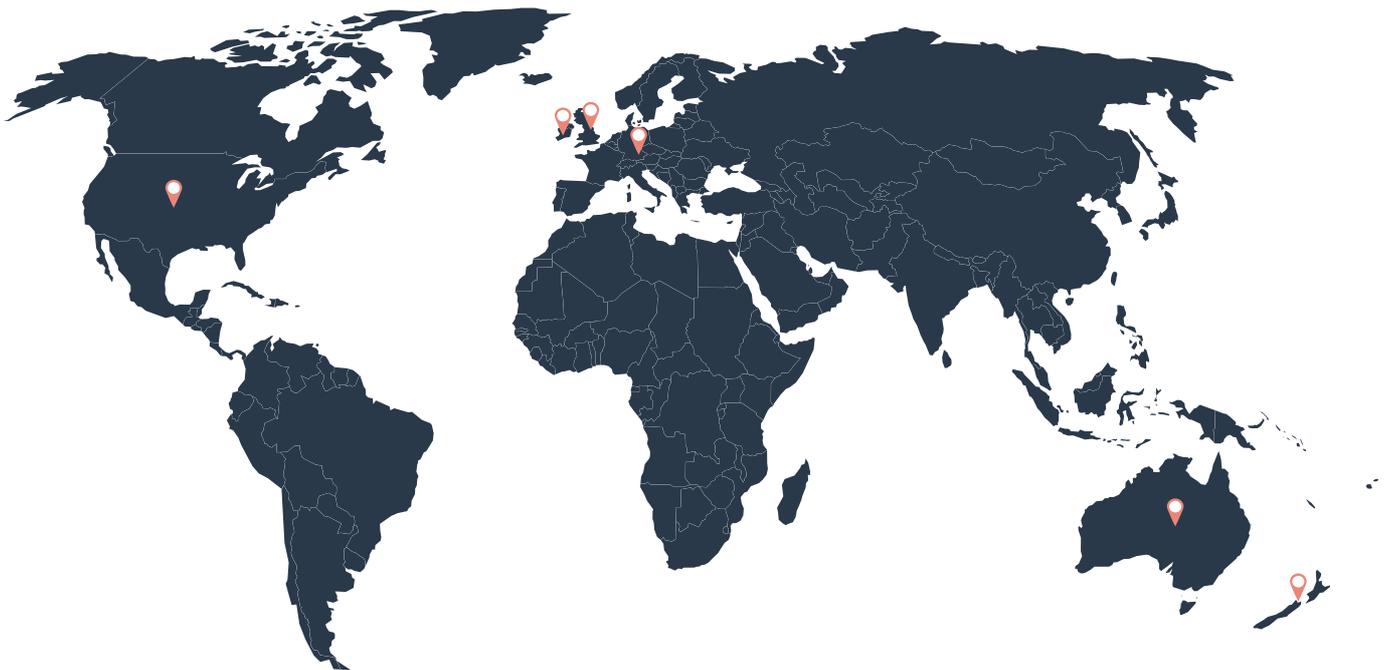
United States
59k

Ireland
19k

Australia
12k

New Zealand
5k

Rest of Europe
91k



Source: Google Analytics, 1st Jan 2021 – 31st December 2021, Users

Our Family

Simply Vets

simplyvets.com

Simply Vets is the ultimate veterinary career and networking community. They aim to help every vet, nurse, and business in the world find their own #vethappy. They are a peer-to-peer careers networking platform where individuals can search and apply for roles and engage with the employer.

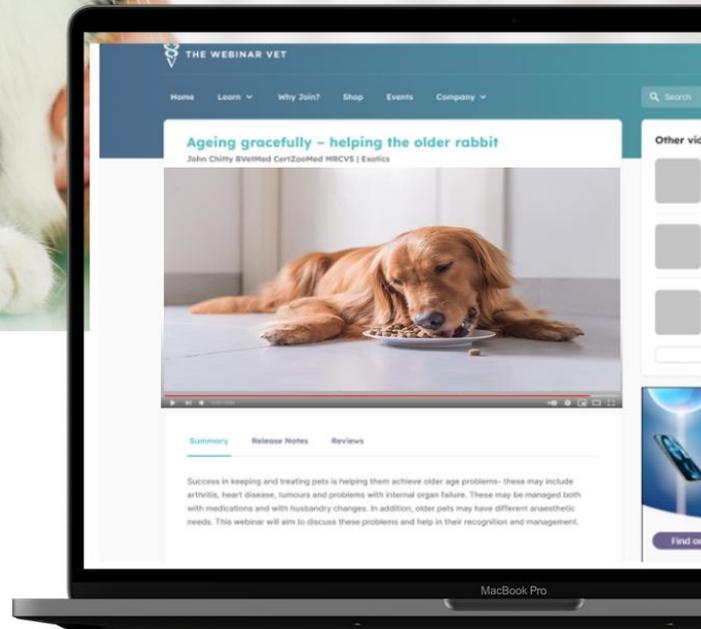
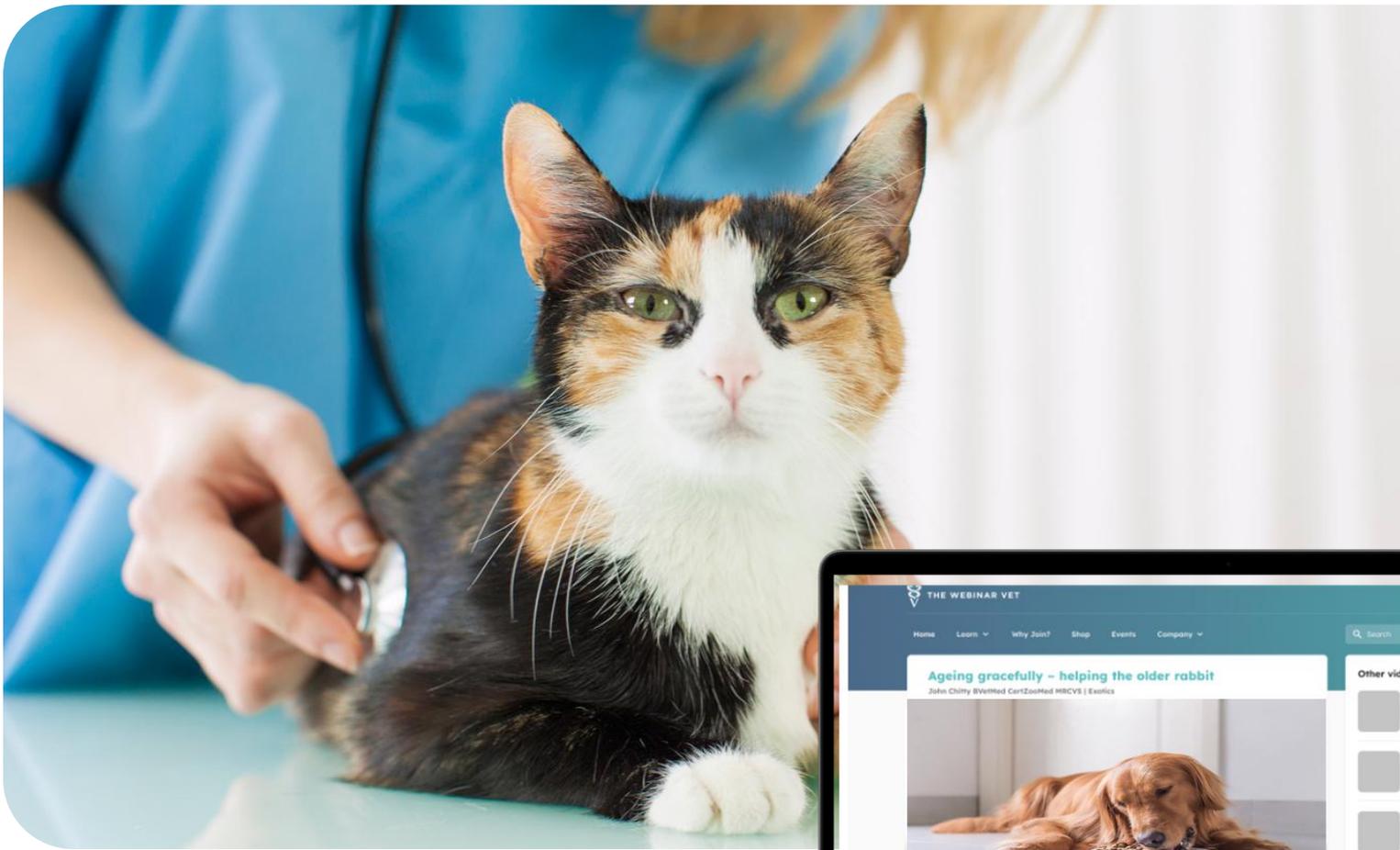


WikiVet

en.wikivet.net

WikiVet is a wiki of veterinary content based on the MediaWiki platform. The website is a collaborative initiative between various veterinary schools, and its content covers the entire veterinary curriculum.





Marketing Opportunities

Working in partnership with The Webinar Vet, you can advertise to our active and engaged veterinary community to further drive registrations and attendance.

Corporate Webinars

We also offer our community access to world-class CPD free of charge.

In partnership with our industry partners, our community can register and tune in to webinars for free. This ensures our community is up to date with the latest insights into veterinary medicine and much more.

[Click here to read our client testimonials!](#)

Who have we worked with?



WEBINAR

Lunch & Learn Webinar

1 hour live broadcast + on-demand

Webinar recording: Free to access for 6 months

Dedicated email: 4x email sends to 5k vets (2 prior and 2 post event)

The Week Ahead email: 2x email sends to 50k vets (1 prior and 1 post event)

Facebook: Event creation

Facebook Ads: 3 weeks traffic campaign (2 weeks prior and 1 week post event)

Length: 1 hour

Live broadcast: Within a dedicated auditorium of THE Vet Exhibition

Estimated views: 700*

Viewing: Live + on-demand

Price: **£7,000 + VAT**

Optional Extras

Intellectual property rights: **£1,000**

Pop up: **£1,500 + VAT** (7 days)

* Within 6 months of the webinar being broadcast live



WEBINAR

Evening Webinars

1 hour live broadcast + on-demand

Webinar recording: Free to access for 6 months

Dedicated email: 4x email sends to 5k vets (2 prior and 2 post-event)

The Week Ahead email: 3x email sends to 50k vets (1 prior and 1 post-event)

Facebook: Event creation

Facebook Ads: 3 weeks traffic campaign (2 weeks prior and 1 week post event)

The Webinar Gazette: 2-page article

Slot: Tuesday/Wednesday 8pm

Categories: Companion Animal, Equine, Farm and Exotics

Management: Dedicated account manager, chair, host, and co-host

Length: 1 hour

Live broadcast: Within a dedicated auditorium of THE Vet Exhibition

Estimated views: 1,000*

Viewing: Live + on-demand

Price: **£10,000 + VAT**

Optional Extras

Intellectual property rights: **£1,000**

Pop up: **£1,500 + VAT** (7 days)

* Within 6 months of the webinar being broadcast live



EMAIL

Featured Sponsor

(300x600px)

Position: The Week Ahead (weekly emails to community)

Accepted file formats: JPG, GIF, SWF

Max dimension: 300 x 600px

Devices: All devices

Send volume: 1 x send = 50k (est. OPR 20%)

Price: 1 x send = £1,500 + VAT

2 x send = £1,750 + VAT

3 x send = £2,000 + VAT

Example:

PROVET
Featured Sponsor



STANDARD DISPLAY

Banner

(300x100px)

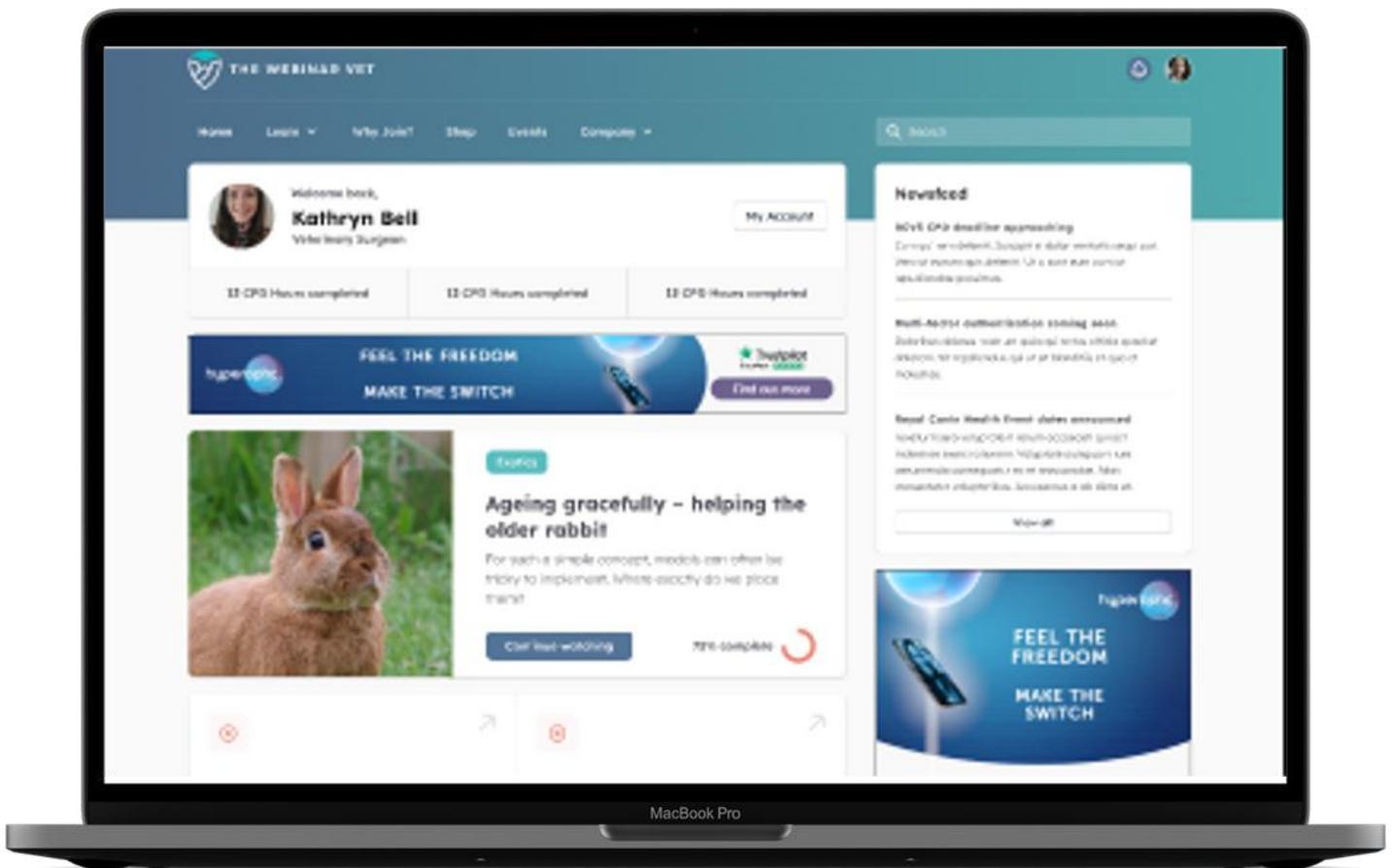
Position: User Dashboard

Dimension: 300 x 100px

Max animation length: 15 sec

Devices: All devices

Price: £799 + VAT (£12 CPM)



PODCAST

Featured Episode

A featured episode in our podcast, VETChat.

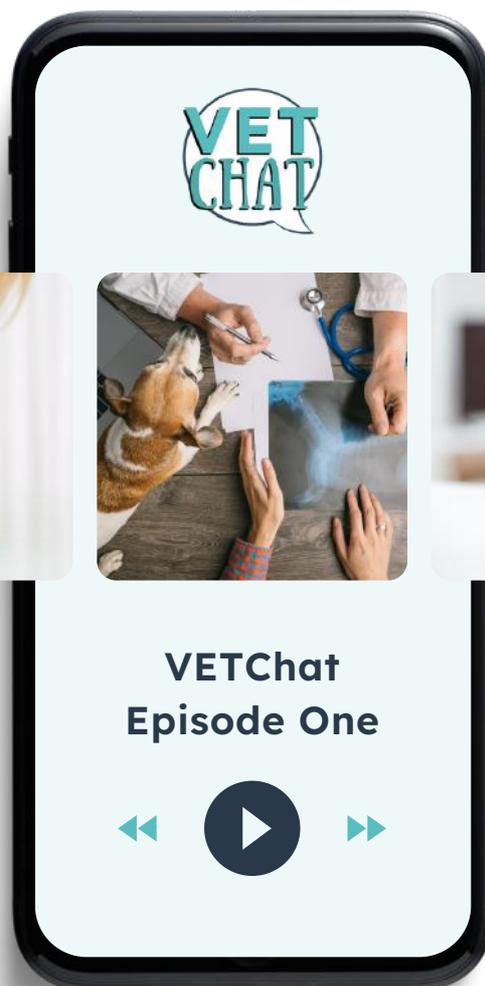
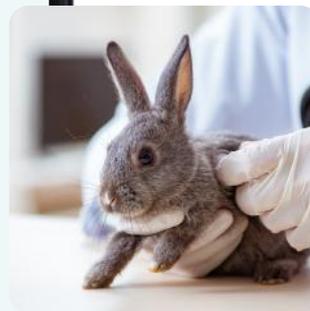
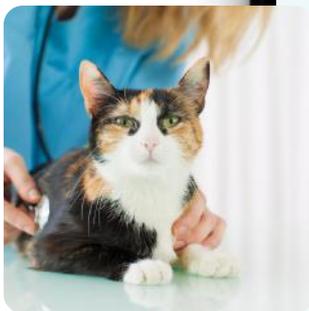
VETChat is our podcast for the veterinary profession, where we chat about everything from clinical cases to hot topical debates.

Position: Podcasts page, Apple Podcasts, Spotify, Google Podcasts

Length: 20min-40min

CPD sponsored podcast: £799 + VAT

Did you know
VETChat has been
listed at **No.1** for the
"Best 15 UK
Veterinary Podcasts"
on Feedspot?



ANALYTICS

Monthly Reporting

You will receive regular reporting on the performance of your ads, webinar, email or podcast.

Reporting includes:

- Impressions
- Clicks
- CTR
- Run time
- Email Sends
- Open Rate %
- CTR %



What Do Our Clients Think?

"Our partnership with The Webinar Vet allows us to share our veterinary expertise with vets and nurses by offering them both free and affordable CPD content. The Webinar Vet team is always very helpful and professional and they go an extra mile to make sure that both lecturers and listeners get the best experience and make the most out every event. Our recent common project - NationWide Laboratories interactive virtual learning hub at THE Vet Exhibition - has welcomed veterinary professionals from over 60 countries and the audience keeps growing!"

- Alina Zheleznyakova, NationWide Laboratories

"I have worked on projects with The Webinar Vet for over 2 years now. The ability to reach many different audiences all under one roof as well as their expertise in providing top quality CPD enabled me to ensure success in a big product launch we worked on in 2020 during the Covid 19 pandemic. Their team are so friendly, efficient and also flexible (anything can be tailored for your needs) that it really takes the pressure off each year with respect to implementing my key marketing initiatives."

- Andrew Fullerton, CEVA

"I truly enjoyed working with the team on the organization of our first international webinar dedicated to Oncology. I worked with professional people who answered rapidly to any of my requests and delivered great work. Everything went well and smoothly. I received a lot of positive feedback from the participants and from the speakers. I will surely work with them again for a future international event!"

- Dr. Christelle Demongeot Navarro, Virbac

"As a relatively new company producing British made veterinary products, our biggest struggle is to get recognition. The Webinar Vet has been invaluable in helping us promote our products. This promotion has been one factor which has helped us to sign up international distributors. The Webinar Vet team is easy to work with and we would definitely recommend them to other companies as a marketing partner'."

- Ivan Crotaz, Dentamonic

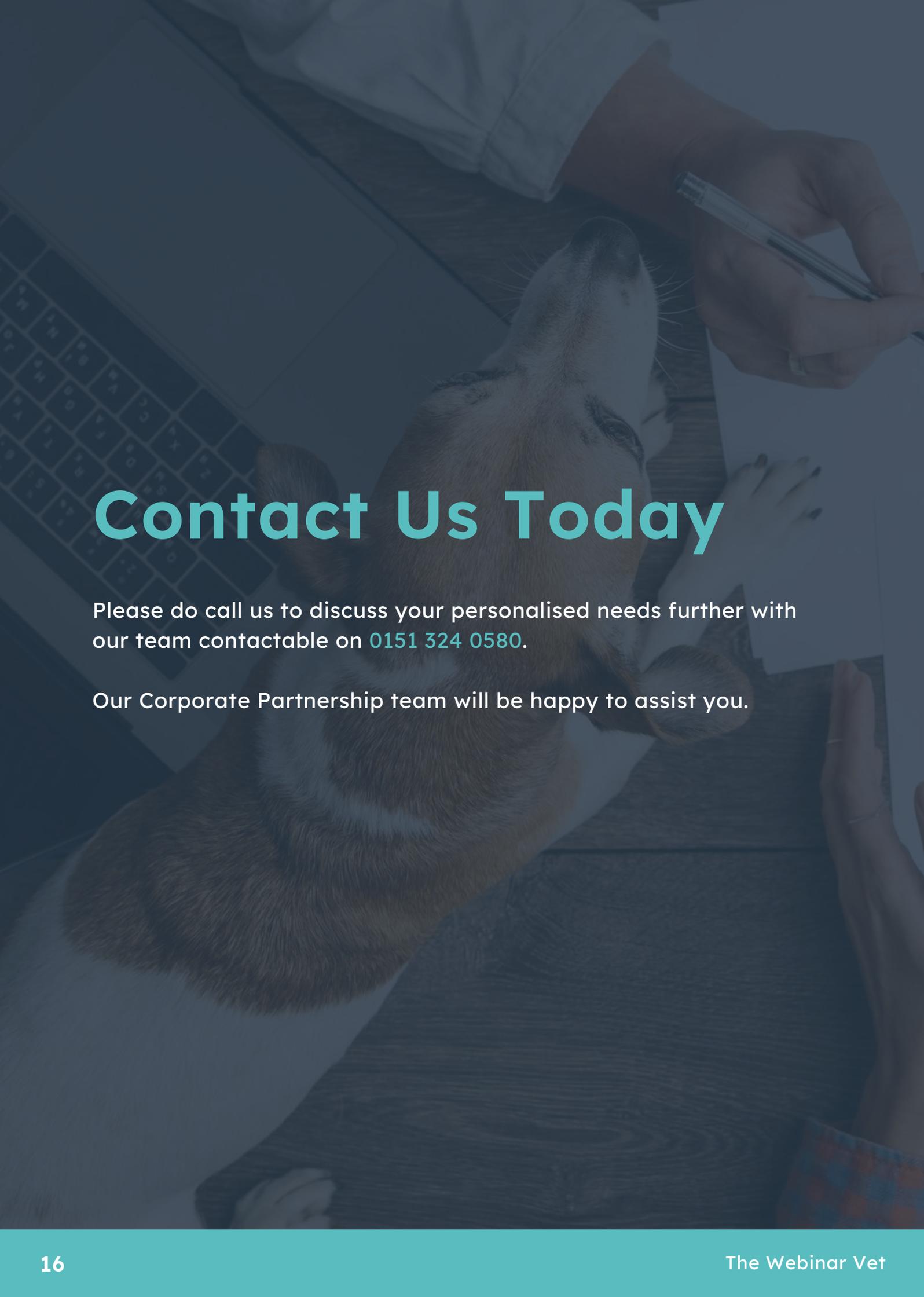
"We were super pleased with how the conference was ran. There is no doubt about it - without The Webinar Vet this day would not have happened. The team is lovely professional and yet personable and so easy to work with, it has been a pleasure and a blessing to have you on board for this inaugural event."

- Dr. Sandra Milburn, Cats Protection

"Not the first time I have worked with The Webinar Vet but this was our biggest under taking. The whole process was seamless from start to finish with the expectations from ourselves clearly mapped out. Anthony, Phil and the rest of the team are a pleasure to work with and I look forward to future collaborations with The Webinar Vet."

- Jon Slattery, BreathEazy



A photograph of a dog sitting at a desk, looking up at a person who is writing on a notepad. A laptop keyboard is visible on the left. The image is overlaid with a dark blue semi-transparent filter.

Contact Us Today

Please do call us to discuss your personalised needs further with our team contactable on [0151 324 0580](tel:01513240580).

Our Corporate Partnership team will be happy to assist you.