

OvertheCounter 2012

FREQUENCY AND FORMAT x 6

OvertheCounter is a tabloid, news-style format magazine and is published bi-monthly.

Publication Dates:

OvertheCounter 2012- 6 issues per annum



Issue Name	Copy Date	Publication Date
AHDA Conference Special Issue	4th Jan	17th Jan
Early Spring	27th Jan	17th Feb
Late Spring	6th Apr	27th Apr
Summer	8th Jun	29th Jun
Late Summer	10th Aug	31st Aug
Autumn	5th Oct	26th Oct
Winter	23rd Nov	14th Dec

READERSHIP

Read by AMTRA-qualified SQPs, veterinary nurses who are SQPs, qualified advisers in country stores and wholesalers/distributors in the UK. It is also read by buyers, marketing directors and all those responsible for in-store product purchasing. Circulation is 5,500.

RATES

	Rate	Width x Height
Front Cover – quarter	£1,900	86 x 170mm
Back cover tabloid page	£1,900	
Double page spread	£3,600	(Supply as 2 single page PDFs)
Half DPS	£1,700	
Tabloid full page	£1,700	Type 225 x 300mm Trim 244 x 335mm Bleed 341 x 250
2-Page Training module	£3,600	
2-column vertical	£1,000	86 x 294mm
1 column vertical	£475	42 x 294mm
1/4 strip horizontal	£475	225 x 65mm
Half page	£850	225 x 147mm
Quarter page	£475	86 x 147mm
Product Round-Up	£200	image plus 70 words

ONLINE

www.overthecounter.cc

Visitors can access AMTRA-accredited CPD training modules plus the latest news and information relevant to animal health and agriculture. Species specific pages make it easy to search for relevant information. www.overthecounter.cc is an excellent portal for the industry. Minimum advertising period 4 weeks, unless stated.

Banner ads:

These can be information based or active links which divert to your website.
Dimensions: 760px wide x 85px high
Rate: £95 per week (shared position)

DVDs

Stream your product or educational videos via our website.
Specification: available on request
Rate: £95 per week

Product Training Guide

Turn your product and training literature into a 'page-turner'.
Specification: on request
Rate: £95 per product per week plus set-up charge.

Product Round-Up:

Your POS literature, new or seasonably relevant products.
Dimensions: 25-word description and jpg image of product
Rate: £25 per product per week. Minimum period 16 weeks.

Useful Links:

Place a hyperlink to your website
Rate: £25 per hyperlink per week. Minimum period 16 weeks.

CONTENT

OvertheCounter is the national journal for the animal health industry, working with the industry including AMTRA, AHDA and NOAH. It provides practical advice on farm animal, pets and equines to help advisers give informed advice on product selection and recommendation at point of sale as well as new products, marketing, training, business and industry news. It also targets advisers on feed, fertilisers, agrochemicals, timber/build products, machinery, tools and traceability of stock. OvertheCounter facilitates knowledge-transfer and helps SQPs and the trade make informed decisions on all animal health issues.

With AMTRA-accredited CPD training modules in every issues and via www.overthecounter.cc OvertheCounter delivers practical and relevant CPD for SQPs. It also counts towards AMTRA CPD points for self-certified learning.





EDITORIAL FEATURES LIST



EARLY SPRING (17th Feb)

Copy Deadline: 27th Jan

Safe storage of medicines;
Sweet itch in horses;
Feeding needs of foals;
Understanding and dealing with pet obesity;
Which pet shampoo?
Pet microchipping;
Understanding the smallholder customer;
Ileitis in pigs and poultry;
Everything you need to know about wormers;
Calf health: pneumonia and scour;
Lambing and colostrum;
Turnout advice;
Backyard farming;
Pasture management – weed control;
Grass staggers

LATE SPRING (27th Apr)

Copy Deadline: 6th Apr

Protective clothing and footwear;
Pet insurance;
Wet vs dry food for cats and dogs;
Rabbits – understanding dietary needs;
Fleas, ticks and worms;
Livestock nutrition – supplements;
Fly control and mastitis – livestock;
Laminitis in horses – latest advice;
Equine dentistry;
Equine worming;
Coccidiosis – treatment opportunities;
Backyard farming;
Pasture management – fencing;
Lameness – treatment and prevention;
Intestinal worms in cattle

SUMMER (29th Jun)

Copy Deadline: 8th Jun

Advice on grooming for the show season;
Red mite control for smallholders;
Advice on old age in horses;
Preparing for the show season – equine;
Specialist diets through lifestages – pets;
Travelling with pets;
Liver fluke;
Ectoparasites in cattle – control measures;
Worming advice;
Mange in sheep;
Understanding EID;
Backyard farming;
Poultry worming;
Health and Safety on farm;
Understanding supplements;

LATE SUMMER (31st Aug)

Copy Deadline: 10th Aug

Electric fencing;
What's behind the label – pet food ingredients;
Treating the home – flea advice;
Oral hygiene in pets;
Fireworks and phobias;
Maximising herd health – dairy;
Pest control – rabbits;
Feeding needs of the older horse;
Autumn equine worming advice;
Ringworm in horses;
Backyard farming;
Animal vitality;
Salmonella in poultry – practical advice;
Anthelmintics – what active?
Licks and trace elements – Livestock

AUTUMN (26th Oct)

Copy Deadline: 5th Oct

The right footwear;
Housing advice;
Calf pneumonia and health;
Mud fever in horses;;
Paddock management
Pet trends – dealing with an ageing market;
Feeding advice – kittens;
Fleas, ticks and mites – pets;
Scab and mites in livestock;
Machinery focus;
Rodenticides – baiting advice;
Winter feed strategies;
Stock control and management;
Backyard farming;
Liver fluke

WINTER (14th Dec)

Copy Deadline: 23rd Nov

Tagging and traceability;
Grass management advice;
Disease from abroad;
Winter preparation for farmers;
Dermatological issues for horses;
Keeping tack in condition;
Feeding advice – puppies;
Training and behavioural issues in pets;
Pre-lambing health focus;
Technology for farmers;
Animal parasites – review and planning;
Rodenticides – know your actives;
Large herd management;
Backyard farming;
Licks and nutritional supplements – horses



2012 OverTheCounter Awards – the House of Lords

The annual industry awards is designed to reward and acknowledge those working in a retail environment, overthecounter in the animal health industry.

The different categories reward individuals (SQPs, counter staff, veterinary nurses, store managers) as well as companies (country stores, tack rooms, saddlers, pets stores and agricultural merchants) and their endeavours to transfer knowledge to customers to aid health & wellbeing.

For sponsorship enquiries please contact us on the number below.

For all sales enquiries, please contact Katherine Openshaw
on 01892 861667 or email Katherine@ghpublishing.co.uk

FarmBusiness