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## **Vetstream in Digital Partnership with Future Publishing Solutions**

Online veterinary clinical resource specialist [Vetstream](#) has entered into a digital partnership with Future Publishing Solutions (FPS), the publishers of Veterinary Supplies Magazine and Equine Veterinary Product News. The partnership, called Joint Digital, has been formed with the shared goal of creating a cost-effective digital platform offering advertisers access to a highly targeted veterinary audience.

With the creation of **Joint Digital**, Vetstream and FPS have created a unique digital platform with an unrivalled circulation. The companies say that their partnership offers suppliers to the veterinary sector the opportunity to target specific niche areas of the veterinary market for the first time. It also enables them to effectively market to the largest UK veterinary audience currently available.

An innovative feature of **Joint Digital** is the opportunity it offers to advertisers to send bespoke 'eblasts' on specific clinical topics which will then appear within relevant content. So, an advertiser could, for instance, send an eblast on a subject related to canine internal medicine and it would appear within the latest articles on Vetlexicon on this subject.

Commenting on the significance of the relationship, Dr Mark Johnston, Managing Director of Vetstream, said: "**Joint Digital** advertisers have the opportunity to reach subscribers and users of Vetlexicon Canis, Felis, Lapis and Equis, the world's largest online peer-reviewed clinical veterinary services.

Vetlexicon is now reaching an even larger global audience as Vetstream was recently appointed as a Global Education partner of the WSAVA. Our Google Reports show that Vetstream.com receives more than 124,000 sessions a month. This represents 30% growth year on year, making it a strong and dynamic platform which we are able to offer to advertisers through our partnership with Veterinary Supplies Magazine."

Scott Colman, CEO at FPS, added: “Over the past two years we have seen significant changes to the way our veterinary audiences are embracing digital media. Our partnership with Vetstream through **Joint Digital** will offer multi-layered marketing opportunities for suppliers in this sector and give them access to the largest combined digital veterinary audience held in the UK.”

Vetstream’s Vetlexicon offers comprehensive, peer-reviewed digital point-of-care information on the veterinary treatments of dogs (Canis), cats (Felis), rabbits (Lapis) and horses (Equis). Accessible 24/7 on any internet-enabled device, it is a unique resource, which is updated and reviewed by more than 900 of the world’s leading veterinarians.

In addition to Vetlexicon, Vetstream offers Vetacademy user-friendly digital, a platform offering e-learning modules and online videos from some of the world’s leading veterinary CE providers, including The Royal (Dick) School of Veterinary Medicine, the North American Veterinary Community (NAVC), Elsevier and Improve International. It also offers a suite of website design, online content and digital marketing services designed specifically for the veterinary profession through Vetstream Webpartner.

Future Publishing Solutions (FPS) is an innovative publishing and communications business with a ground-breaking vision for business-to-business media solutions. The company publishes magazines in multiple sectors including; Veterinary, Dental, and Cloud Computing and runs International exhibitions and conferences in the Pharmaceutical sector.

**For further information:**

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