




## 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




### 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.





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# NEWSLETTER MEDIA KIT

[Visit MedcoVet](#) [Read More](#)




### Nerve Pain Article

**Article:** [Nerve pain after injury or amputation](#)

Dogs with recent physical trauma or limb amputation can experience a variety of sensory abnormalities. Dogs with neurological injuries may have partial or complete sensory loss. Read more on how to:

- re-educate the brain and sensory system
- desensitize hyperactive nerves



Check out these **popular practical courses**.

- [Introduction to Canine Rehabilitation](#)
- [Acupuncture Certification Program](#)


And check out their expanding list of [online courses](#)

[Visit the CRI Website](#)

Vital Vet partners with

### Veterinarians International

Their mission is to provide **veterinary aid and education** to improve the health and well-being of animals and their communities worldwide.



[Visit MedcoVet](#) [Read More](#)



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## VITAL VET EXCLUSIVES

*Deals Not Available Anywhere Else*





OK, what's so special  
about the  
**Vital Vet  
Newsletter ?**

The  
**VITAL VET NEWSLETTER**  
Reaches  
**100%**  
Of Your Pet Specialty  
Target Market



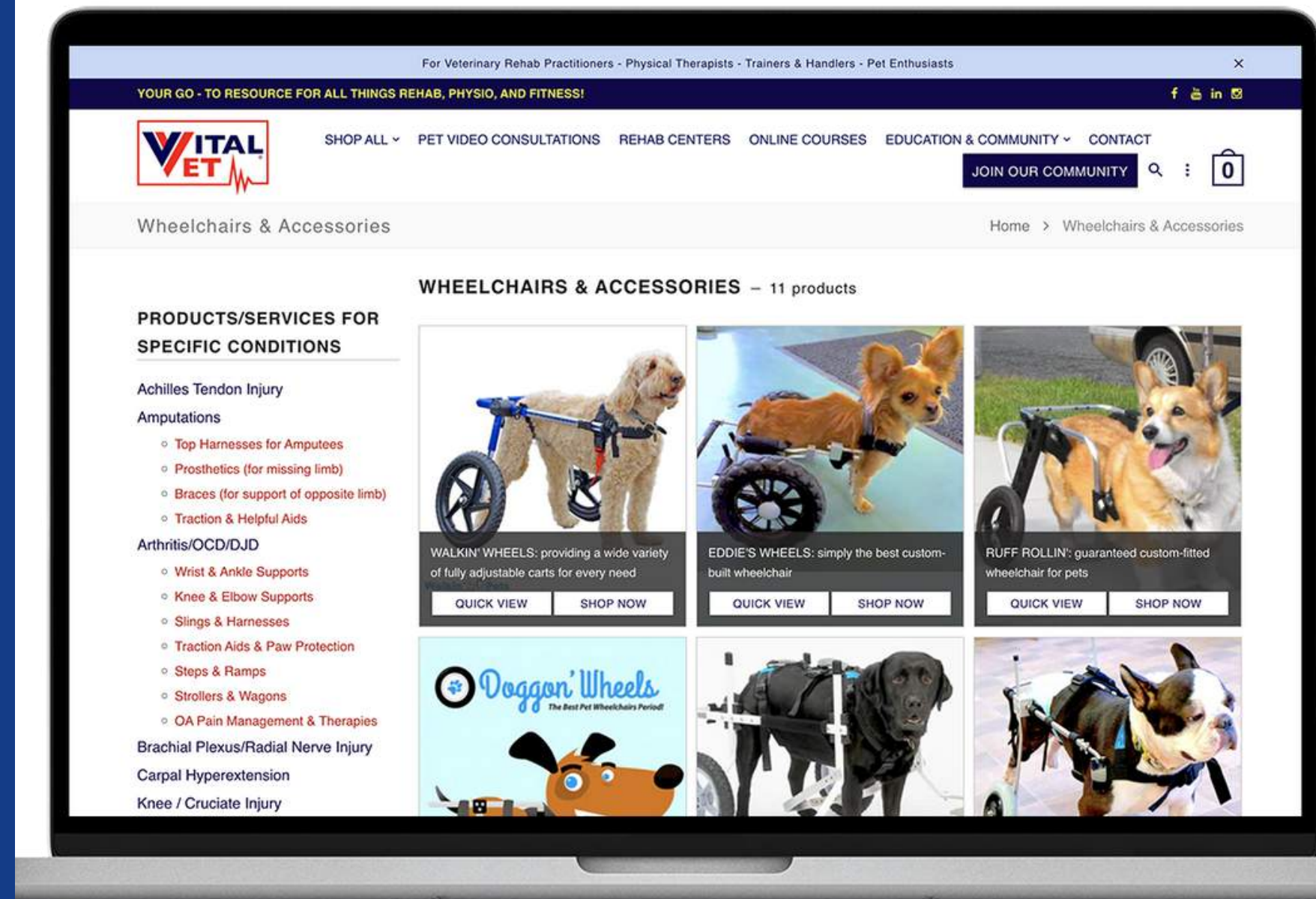
[vitalvet.org](http://vitalvet.org)



# What is VITAL VET?

The largest website of expertly-chosen specialty products for pets

## 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



# What's in our VITAL VET Newsletter?

## Vital Vet Newsletters:

- focus on the pet specialty space
- deliver exclusive offers directed to your business and audience
- deliver current content, education, and resources
- engage our audience with your product or message
- link consumers directly to you

## Newsletter Details:

- **Audience:** veterinary professionals and pet parents
- **Content:** product and service ads, articles and videos, classifieds, multi-branding opportunities, PSAs, varied content to stimulate and engage consumers
- **Delivery Mode:** Vital Vet site member subscribers
- **Frequency:**
  - Once monthly for pet parents AND once monthly for veterinary professionals
  - OR 2 months for your target market (e.g., ONLY pet parents)





**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 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](#)

[View as Webpage](#)

## HELP THEM WALK

These mobility aids help them get around better




**DORSI-FLEX ASSIST  
PAW LIFT DEVICE**  
for dogs that knuckle  
their hind paws and  
scuff their nails

Helps to pick up the paw and flex the ankle to reduce scuffing and knuckling.  
**Recommended for:**

- Senior pets with weakness.
- Dogs with mild symptoms associated with degenerative myelopathy, arthritis, spinal and neurological issues.

Ask your vet about the Dorsi-Flex Assist. Veterinary prescription required.

[More about the Dorsi-Flex Assist](#)



**CANINE MOBILITY WALKING  
AID**  
for dogs that drag their back  
paws or have trouble moving  
their hind legs

Reduces dragging of the whole hind leg and lifts the toes. Can be used on both hind legs.  
**Recommended for:**

- Senior pets with hind leg and hind end weakness.
- Dogs with moderate symptoms associated with degenerative myelopathy, hip dysplasia, spine and neurological issues.

[Shop Canine Mobility Walking Aid](#)



**WALKIN' WHEELS  
WHEELCHAIRS**  
for paralyzed dogs and weak  
dogs that need  
lots of help to walk

Perfect for paralyzed pets that still love going out and running around. Easily transportable, durable, and comfortable for the pet (made of top quality, lightweight aluminum).  
**Recommended for:**

- Dogs with degenerative myelopathy, hip dysplasia, paralysis, IVDD, neurological issues and more.

[Shop Walkin' Wheels Wheelchairs](#)



# Who is our audience?

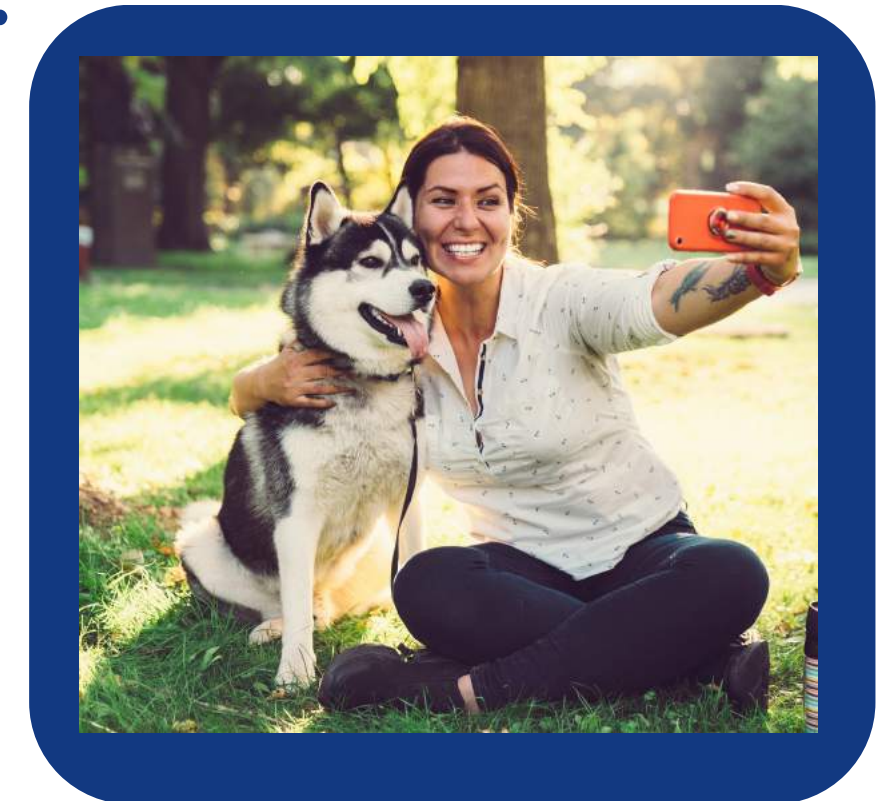
- > 12,400 subscribers (organic growth since 2020 launch)
- 100% of your target market

**ULTRA-DEDICATED CONSUMERS**  
committed to the care and wellbeing of their pets or patients.



## **Veterinary Professionals** **>6,000 subscribers**

- Specialists (48%)
- Physiotherapists (44%)
- General Practitioners (6%)
- Support Staff (2%)



## **Pet Parents** **> 6,400 subscribers**

- Dog Owners (95%)
- Cat Owners (5%)
- Horse Owners (17%)
- Other Pet Owners (3%)



# Newsletter features

## Multiple opportunities for:

- Ads
- Specials
- Articles
- Educational Content
- Classifieds
- and more



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[READ MORE](#)

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- Dogs with mild symptoms associated with degenerative



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**Recommended for:**

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- Dogs with moderate symptoms associated with degenerative



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Easily transportable, durable, and comfortable for the pet (made of top quality, lightweight aluminum).

**Recommended for:**

- Dogs with degenerative





# Marketing opportunities

## Top Banner: \$599

- Approved ad, special, or article
- 2 images OR
- 1 image + 1 video
- 1 paragraph descriptor
- 3 unique links

Top Banner →



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# Marketing opportunities

## Center Banner: \$499

- Approved ad, special, article, educational content, or classifieds
- 2 images OR
- 1 image + 1 video
- 1 paragraph descriptor
- 3 unique links

Center Banner →

Center 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).

### 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





# Marketing opportunities

Duo Column  
1/2 page: \$299

- Approved ad, special, or article
- 1 image OR
- 1 video
- 1 short paragraph descriptor
- 2 unique links

Duo Column →

Duo Column →

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### 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.

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[Read More](#)

## ONLINE COURSES

Bodywork helps keep them moving



### Canine Massage

In this course, you will learn Swedish massage techniques, myofascial release, basic stretches, aromatherapy and more. This is a great way to bond with your pet!

[CANINE MASSAGE COURSE](#)



### Kinesiology Taping for Dogs

This course teaches dog owners how to apply kinesiology tape to decrease pain, support weak joints, and assist with movement and alignment.

[KINESIOLOGY TAPING COURSE INFO](#)



# Marketing opportunities

Triple Column  
1/3 page: \$199

- Approved ad, special, article, or classified
- 1 image
- 1 short paragraph descriptor
- 2 unique links

Triple Column →

Specify Newsletter for:

- Pet Parents or
- Veterinary Professionals

Discount packages available for multi-ad placements and for 3-and 6-month subscriptions.

Triple Column →

### SUPPLEMENTS

Our latest picks for supplement recommendations

Myos muscle supplement helps maintain muscle and keeps them going strong.



SHOP MUSCLE FORMULA

Chewable joint support with glucosamine, chondroitin, omega-3 fatty acids, and protein.



SHOP MOBILITY BITES

These turmeric chews reduce inflammation and pain. Great for arthritis, hip dysplasia and more. All natural.



SHOP TURMERIC CHEWS

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# Newsletters Campaign Analytics



\*Veterinary Professional Subscribers

Sent

Open Rate  
(industry standard 29.8%)

Click Rate  
(industry standard 0.9%)

#Unsubscribe  
(industry standard 1.0%)

June, 2023 Campaign  
(focus on specialists)

4446

46.2%

2.3%

0.3%

July, 2023 Campaign  
(focus on specialists)

4458

43.1%

2.4%

0.3%

August, 2023 Campaign  
(focus on specialists)

4443

42.0%

5.2%

0.2%

\*Pet Parent subscriber numbers are similar.

#Low "unsubscribe" rate demonstrates consumer-valued content (Newsletters are saved, referenced, and shared with peers)



# Vital Vet is taking a BOW... WOW!

## What sellers like you are saying...

*"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!"*

**Jeff VerHoef, Founder, Canine Mobility**

*"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.*

*There is always a smile on my face when I get an email from the Vital Vet team. This is not only because they are truly kind folks - but also because I have come to expect those emails to include good news, new opportunities, and strong ideas to further our growth. Thanks Vital Vet!"*

**Ryan Gallagher, Co-founder and CEO, Scribenote Inc.**

*"For Thera-Paw products, there's no better place than Vital Vet. When you're on Vital Vet, there's a clear sense of community and professional care. Customers who visit the site are serious about helping their injured or painful pet. Owners and vets can review our products and others to make informed decisions."*


**Ilaria Borghese, President, Thera-Paw, Inc.**





# How Can *The Vital Vet Newsletter* Grow YOUR Business?





For Veterinary Rehab Practitioners - Physical Therapists - Trainers & Handlers - Pet Enthusiasts


**YOUR GO - TO RESOURCE FOR ALL THINGS REHAB, PHYSIO, AND FITNESS!**

SHOP ALL ▾ PET VIDEO CONSULTATIONS REHAB CENTERS ONLINE COURSES EDUCATION & COMMUNITY ▾ CONTACT

[JOIN OUR COMMUNITY](#) 🔍 ⋮ 🛒 0

Home > Wheelchairs & Accessories


## Wheelchairs & Accessories



**EDDIE'S WHEELS:** simply the best custom-built wheelchair

★★★★★ (2)

[Quick View](#) [Shop Now](#)



## Vital Vet knows your audience


## Vital Vet customizes solutions for your brand


Advertise:


- Your products and services
- Practice and job postings
- Online courses and subscriptions

Our Newsletter Subscribers:

- > 6,400 dedicated pet parents
- > 6,000 veterinary professionals and specialists

 [contact@vitalvet.org](mailto:contact@vitalvet.org)

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



SCAN ME