WHO WE ARE

VET CANDY IS HOME TO A POWERFUL VETERINARY ENTERTAINMENT AND EDUCATION PORTFOLIO

WE ARE COMMITTED TO BOLD AND CONTINUOUS INNOVATION WITH A FOCUS ON THE GEN Z AND MILLENNIAL AUDIENCE

WE CREATE AUTHENTIC ENGAGEMENT BETWEEN OUR AUDIENCES AND YOUR BRAND WITH HIGH QUALITY CONTENT, EXPERT STORY-TELLING, AND ENTERTAINING AND DIVERSE VOICES
WHAT WE DO

Create high quality content using experts and influencers to tell your story

Launch custom campaigns featuring exclusive content across a host of digital channels and social media to spread awareness for your brand or product

Customize campaigns – from laser-focused campaigns focusing on specialty care, to the general veterinary audience (100,000+), to the wider pet owner audience (approx. 87M in the U.S.)
CREATE A CAMPAIGN
Create a campaign tailored to your business goals.

SELECT INFLUENCERS
We choose the perfect influencer to deliver your brand message.

REVIEW CONTENT
Review campaign drafts and receive high quality content for use in your marketing efforts.

MEASURE SUCCESS
Receive clear performance metrics and reporting that measures the success of your campaign.

How we do it
Vet Candy is the fastest growing portfolio in a competitive veterinary focused landscape

100k + subscriber base
WE CONNECT WITH VETERINARY PROFESSIONALS

85% FEMALE
85% 22-38 YRS

WEBSITE
250K Monthly visitors

VIDEOS
25K Average video views

PODCASTS
250K Average monthly listens

MAGAZINES | EBOOKS | AUDIOBOOKS
40K Average downloads
CONTENT FOR EVERYONE

WE PUBLISH ON OUR PLATFORMS AND CHANNELS WITHOUT PAYWALLS

YOU PUBLISH CO-BRANDED COLLATERAL ON YOUR CHANNELS

WE DISTRIBUTE CO-BRANDED TOOLKITS FOR YOUR CLIENTS
WE UNDERSTAND THE NEEDS OF YOUR CUSTOMER
WE TOUCH EVERY LIFE STAGE
GEN Z VETERINARY STUDENTS
MILLENNIAL VETERINARY PROFESSIONALS
AND THE CE OBSESSED
WE DELIVER YOUR MESSAGE ON EVERY PLATFORM

**EBLASTS**
Informative and engaging must reads delivered straight to your inbox.

**VIDEOS**
Delivering fun, insightful and relatable conversations centered around the biggest veterinary news stories today.

**PODCASTS**
Intimate and revealing conversations with the most fascinating people in the veterinary industry.
WE ALSO CONNECT YOUR BRAND WITH MILLENNIAL PET PARENTS
Millennials—who have reached ages between 25 and 39 years old in the last decade—have received special attention because of their high rate of pet ownership; they constitute 27% of all pet owners.

84% of millennials say that user-generated content influences what they buy.

When looking for opinions about products to buy, Millennials are more than three times as likely to turn to social channels than Baby Boomers (22% vs. 7%)
HOW WE TELL THE STORY

VIDEO
PODCAST
EBLASTS
GUIDES

AUDIOBOOKS
SOCIAL
MAGAZINES & BOOKS
Pet Candy develops the “lower funnel” placements that directly affect pet products purchases. We make pet care advice more relatable with trustworthy and authentic content that can help the consumer make smart choices for their pets.
Vet Candy
Partnership Opportunities

**STATER**
- $13,995 per month
- Video
- Podcast
- Eblast
- Magazine or book

**VALUE**
- $11,995 per month
- Video
- Podcast
- Eblast
- Magazine or book

**PREMIUM**
- $8,995 per month
- Video
- Podcast
- Eblast
- Magazine or book

- **MONTHLY**
- **3-5 MONTH CONTRACT**
- **6-12 MONTH CONTRACT**
CONTINUING EDUCATION PROGRAMS

$7,500
add on with any package

Vet Candy Mini
High energy comprehensive review featuring a subject matter expert.

Vet Candy Rounds
Interactive case discussion focused on storytelling and action learning.

Vet Candy Games
We make learning fun by adding gamification into the mix.

Starting at
$24,495

Vet Candy Master Courses

Vet Candy Master Courses provides veterinarians, veterinary support staff and veterinary students with focused education on a particular topic. The program delivers a thorough evaluation of the science, medicine and skills needed to master a particular topic. The program is taught by board certified veterinary professionals and subject matter experts and will be managed for two years with an option to renew.
LET'S TALK ABOUT YOUR BRAND

hello@myvetcandy.com