

Date: January 27, 2017 Media Contact: Danna Miller | +1.352.244.3719 | DMiller@NAVC.com

***Veterinary Advantage* Acquisition Puts NAVC Publishing on Top**

ORLANDO, FL — January 27, 2017 – The North American Veterinary Community (NAVC) announced today that it has acquired *Veterinary Advantage* whose products will join the NAVC family as official publications of the NAVC. This acquisition positions the NAVC Publishing division as the largest publisher in the veterinary industry.

Veterinary Advantage is the only outlet within the NAVC Publishing division focused on serving the animal health distribution channel and its constituents. The acquisition includes the Companion, Equine and Livestock editions of *Vet-Advantage*, as well as a variety of apps and digital products aimed at bringing together the manufacturing and distribution communities. It also includes the *Fountain Report*, an executive focused comprehensive weekly newsletter read by animal health industry executives.

The mission of *Veterinary Advantage* has been to help manufacturers grow their market share by engaging, educating and activating distributor sales representatives across multiple communication platforms. The content is designed to meet the needs of inside and outside distributor sales reps, educating them on how to create stronger customer relationships and deliver true value to their veterinary customers, a perfect fit within the NAVC mission.

"The *Veterinary Advantage* acquisition is a key component to our growing publishing division. Developments in veterinary medicine are imperative to the industry's continued growth and advancement, and the activation of the distribution channel is important to our success as an industry," said Thomas M. Bohn, CAE, Chief Executive Officer of the NAVC.

"Our team could not be more excited to join the NAVC," said Chris Kelly, President of *Veterinary Advantage*. "Their innovative programs for veterinarians, with the core purpose of providing world-class continuing professional development for the global veterinary healthcare community, is a perfect fit for both our products and our people. It will also allow us to increase the depth of our offering for our core audience of distributor sales reps."

Veterinary Advantage joins the NAVC alongside clinical, peer reviewed journals, *Today's Veterinary Practice* and *Today's Veterinary Technician*, as well as a new business journal, *Today's Veterinary Business* which will launch this summer. The NAVC publications are distributed bi-monthly and are free to veterinary professionals, students, faculty and industry representatives.

"Adding *Veterinary Advantage* and their team to NAVC allows us to engage a new audience and strengthen our relationship with new and existing partners," said Laura C.S Walker, Senior Vice President of NAVC Publishing. "This addition is very much in line with the NAVC's mission to provide world-class continuing professional development for the global veterinary healthcare community."



To learn more about the NAVC and *Veterinary Advantage*, visit NAVC.com/publications and vet-advantage.com.

ABOUT THE NAVC

Founded in 1982 and headquartered in Gainesville, Florida, with offices in Orlando, Florida, the [North American Veterinary Community](#) (NAVC) is a non-profit organization providing world-class professional development to the global veterinary healthcare community. Its largest initiative, the annual [NAVC Conference](#), hosts more than 17,000 attendees each year. Other offerings include [VetFolio](#), an online CE platform in conjunction with [AAHA](#); the [NAVC Institute](#); the [Veterinary Innovation Council](#); the newly launched [Industry Services Division](#); its official journals, [Today's Veterinary Practice](#) and [Today's Veterinary Technician](#); and the newest educational offerings: [NAVC Live](#) and [NAVC Discovery](#). Visit [NAVC.com](#) for more details.

ABOUT VETERINARY ADVANTAGE

Founded in 2008 and headquartered on Marietta, GA *Veterinary Advantage* has a suite of print and digital products focused on the distribution channel. With the goal of promoting excellence in animal health sales, they have pushed to elevate the role and performance of sales reps serving veterinarians. Their products also include the Fountain Report, and industry-leading newsletter focused on all aspects of the animal health business that is published weekly for animal health executives.

NAVC HEADQUARTERS: 5003 SW 41st Blvd, Gainesville, FL 32608 • T: +1.352.375.5672 • F: +1.352.336.6827 • info@navc.com • [NAVC.com](http://navc.com)

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