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## ***Today's Veterinary Practice* is now the Official Journal of the North American Veterinary Community**

GAINESVILLE, FL — *Today's Veterinary Practice*, the free peer-reviewed journal and website for all veterinary professionals, faculty and students, is now the official journal of the North American Veterinary Community (NAVC). Launched in 2011, *Today's Veterinary Practice* sends its print publication free of charge to over 60,000 veterinarians, veterinary technicians, practice management, veterinary assistants, veterinary faculty and 3<sup>rd</sup> and 4<sup>th</sup> year veterinary students. Its companion website, [TodaysVeterinaryPractice.com](http://TodaysVeterinaryPractice.com), hosts articles and archived issues in a mobile-responsive format.

In a February 2015 Readership Survey conducted by Kantar Media Healthcare, it was revealed that *Today's Veterinary Practice* is one of the top two journals in the veterinary industry. Survey highlights included:

- 86% of readers rated *Today's Veterinary Practice* 4 out of 5 or higher for having practical, useful information (the second highest mean rating)
- Almost 80% of readers rated *Today's Veterinary Practice* 4 out of 5 or higher for its relevance to their practice (the second highest mean rating)
- When reading a typical issue, two-thirds (68%) of *Today's Veterinary Practice* readers read all or most of it; and when they are done reading a typical issue, almost 60% of *Today's Veterinary Practice* readers save it for themselves for future reference

NAVC CEO Thomas M. Bohn, CAE stated, “We are so proud to announce that *Today's Veterinary Practice* is now the official publication of the NAVC. We continue to be amazed by the journal's rapid growth, strong reader reviews and leading edge articles. We look forward to continuing our support of all veterinary professionals with *Today's Veterinary Practice* and future NAVC publications.”

Beth Thompson, VMD, NAVC's Vice President of Content and Medical Director, added, “At the NAVC, we live our commitment to serving the educational needs of the veterinary professional every day. Bringing the best medical and practice information to our community is what we love. And it's what we do best. We are thrilled to add a journal that complements the quality of our event and digital offerings. *Today's Veterinary Practice* provides high-quality, peer-reviewed content in an easy-to-read format, setting the standard for today's medicine with an eye towards the ever-changing veterinary medicine of tomorrow.”



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### **About the NAVC**

Founded in 1982 and headquartered in Gainesville, Florida, the North American Veterinary Community (NAVC) is a non-profit organization that provides world-class professional development for the global veterinary healthcare community. The association's largest educational initiative, the annual NAVC Conference, hosts more than 16,000 attendees and 350 speakers from more than 70 countries each year. Other educational offerings include VetFolio, an NAVC + AAHA collaboration providing a year-round online continuing education platform for the entire veterinary healthcare team; the NAVC Institute and several veterinary publications including *Today's Veterinary Practice* (via [TodaysVeterinaryPractice.com](http://TodaysVeterinaryPractice.com)) as well as *Compendium*, *Veterinary Technician* and *Veterinary Therapeutics* (via [VetFolio.com](http://VetFolio.com)). The NAVC's international conference partners include the Latin American Veterinary Conference (LAVC) and Southern European Veterinary Conference (SEVC). Visit [NAVC.com](http://NAVC.com) for more information.

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