

**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED JUNE 2011**

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

100 Beard Sawmill Road, Sixth Floor  
Shelton, CT USA 06484-6150  
Phone: +1 203.447.2800  
Fax: +1 203.447.2900  
[www.bpaww.com](http://www.bpaww.com)

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

**Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.**



Advanstar, Communications Inc.  
8033 Flint  
Lenexa, KS 66214  
Tel.: 1-800-255-6864  
Fax: (913) 492-4157  
[www.dvm360.com](http://www.dvm360.com)

Official Publication of: None  
Established: 1970  
Issues Per Year: 12



**FIELD SERVED**

DVM, THE NEWSMAGAZINE OF VETERINARY MEDICINE serves the veterinary field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are private practice veterinarians. Also qualified are manufacturers of veterinary drugs and equipment including marketing and sales personnel; government including federal, state, municipal and armed forces; veterinary medical students; veterinary technician students; academic, teaching, libraries, and research; and others allied to the field.

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	538
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	67
Digital _____	-
All Other _____	1,148
<b>TOTAL</b>	<b>1,753</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	59,405	100.0	58,341	98.2	1,064	1.8
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>59,405</b>	<b>100.0</b>	<b>58,341</b>	<b>98.2</b>	<b>1,064</b>	<b>1.8</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January _____	107	191	47,617	12,040	59,657
February _____	52	108	47,559	12,118	59,677
March _____	869	538	46,618	12,729	59,347
April _____	256	151	46,621	12,617	59,238
May _____	564	767	46,518	12,923	59,441
June _____	643	268	45,847	13,222	59,069
<b>TOTAL</b>	<b>2,491</b>	<b>2,023</b>			

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**

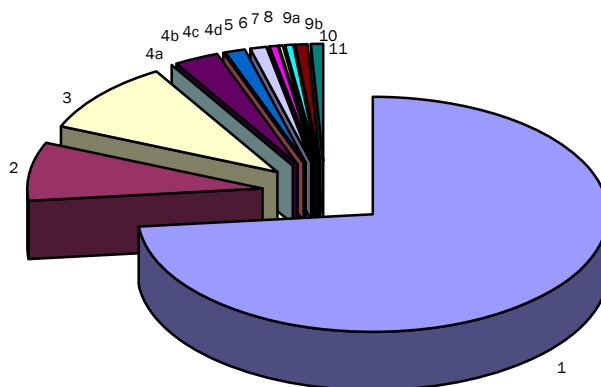
This issue is 0.8% or 476 copies above the average of the other 5 issues reported in Paragraph two.

This publication conforms to the uniform business/professional breakdown which was developed by the BPA advertiser, agency and publisher committee for the Veterinarians Market in January 1981, revised September 1983 and December 1986, requiring participating publications to report their circulation on a comparable basis by June 1984. A copy of the comparability brochure can be obtained from BPA.

BUSINESS/PROFESSIONAL ANALYSIS	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)
<b>VETERINARIANS BY TYPE OF PRIVATE PRACTICE AND SPECIALTY</b>				
1. Exclusive Small Animal Practice _____	43,628	73.4	36,078	7,550
2. Over 50% Small Animal _____	4,745	8.0	3,352	1,393
3. Mixed Practice (50%-50%) _____	5,931	10.0	4,743	1,188
4. Exclusive Large Animal Practice:				
A. Cattle _____	124	0.2	8	116
B. Horse _____	1,683	2.8	1,127	556
C. Swine _____	41	0.1	3	38
D. Large Animal Practice (more than one species) _____	806	1.3	601	205
5. Over 50% Large Animal _____	633	1.1	483	150
6. DVM Type of Practice Unknown _____	59	0.1	1	58
Sub-Total	57,650	97.0	46,396	11,254
7. Manufacturers of Veterinary Drugs or Equipment including Marketing and Sales Personnel__	321	0.5	58	263
8. Government: Federal, State, Municipal/Armed Forces _____	209	0.4	10	199
9. Students:				
A. Veterinary Medical Students _____	222	0.4	10	212
B. Veterinary Technician Students _____	86	0.1	3	83
10. Academic/Teaching/Libraries/Research _____	434	0.7	20	414
11. Others Allied to the Field _____	519	0.9	21	498
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>59,441</b>	<b>100.0</b>	<b>46,518</b>	<b>12,923</b>

**3a. Breakout of Qualified Circulation of Business and Industry**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
1. Exclusive Small Animal Practice _____	43,628	73.4
2. Over 50% Small Animal _____	4,745	8.0
3. Mixed Practice (50%-50%) _____	5,931	10.0
4. Exclusive Large Animal Practice		
4a. Cattle _____	124	0.2
4b. Horse _____	1,683	2.8
4c. Swine _____	41	0.1
4d. Large Animal Practice (more than one species) _____	806	1.3
5. Over 50% Large Animal _____	633	1.1
6. DVM Type of Practice Unknown _____	59	0.1
7. Manufacturers of Veterinary Drugs or Equipment including Marketing and Sales Personnel _____	321	0.5
8. Government: Federal, State, Municipal/Armed Forces _____	209	0.4
9. Students		
9a. Veterinary Medical Students _____	222	0.4
9b. Veterinary Technician Students _____	86	0.1
10. Academic/Teaching/Libraries/Research _____	434	0.7
11. Others Allied to the Field _____	519	0.9
<b>TOTAL</b>	<b>59,441</b>	<b>100.0</b>



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011							
QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	40,379	5,919	2,018	35,409	12,907	48,316	81.3
II. Request from recipient's company: _____	10	16	-	23	3	26	-
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request): _____	2,561	835	-	3,383	13	3,396	5.7
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	7,703	-	-	7,703	-	7,703	13.0
*Association rosters and directories _____	7,703	-	-	7,703	-	7,703	13.0
Business directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>50,653</b>	<b>6,770</b>	<b>2,018</b>	<b>46,518</b>	<b>12,923</b>	<b>59,441</b>	<b>100.0</b>
<b>PERCENT</b>	<b>85.2</b>	<b>11.4</b>	<b>3.4</b>	<b>78.3</b>	<b>21.7</b>	<b>100.0</b>	

\*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011				
MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	46,480	12,914	59,394	99.9
Individuals by name only _____	22	2	24	0.1
Titles or functions only _____	1	1	2	-
Company names only _____	15	6	21	-
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>46,518</b>	<b>12,923</b>	<b>59,441</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011									
State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine _____	296	61	357		Kentucky _____	721	171	892	
New Hampshire _____	327	74	401		Tennessee _____	1,023	233	1,256	
Vermont _____	187	47	234		Alabama _____	718	160	878	
Massachusetts _____	1,014	232	1,246		Mississippi _____	454	85	539	
Rhode Island _____	167	32	199		<b>EAST SO. CENTRAL</b>	<b>2,916</b>	<b>649</b>	<b>3,565</b>	<b>6.0</b>
Connecticut _____	603	154	757		Arkansas _____	394	99	493	
<b>NEW ENGLAND</b>	<b>2,594</b>	<b>600</b>	<b>3,194</b>	<b>5.4</b>	Louisiana _____	652	143	795	
New York _____	2,211	572	2,783		Oklahoma _____	731	199	930	
New Jersey _____	1,115	248	1,363		Texas _____	3,198	946	4,144	
Pennsylvania _____	1,835	470	2,305		<b>WEST SO. CENTRAL</b>	<b>4,975</b>	<b>1,387</b>	<b>6,362</b>	<b>10.7</b>
<b>MIDDLE ATLANTIC</b>	<b>5,161</b>	<b>1,290</b>	<b>6,451</b>	<b>10.9</b>	Montana _____	268	92	360	
Ohio _____	1,872	434	2,306		Idaho _____	324	84	408	
Indiana _____	955	302	1,257		Wyoming _____	137	42	179	
Illinois _____	1,811	487	2,298		Colorado _____	1,170	358	1,528	
Michigan _____	1,459	402	1,861		New Mexico _____	324	90	414	
Wisconsin _____	1,231	294	1,525		Arizona _____	883	257	1,140	
<b>EAST NO. CENTRAL</b>	<b>7,328</b>	<b>1,919</b>	<b>9,247</b>	<b>15.6</b>	Utah _____	267	88	355	
Minnesota _____	970	283	1,253		Nevada _____	356	82	438	
Iowa _____	703	233	936		<b>MOUNTAIN</b>	<b>3,729</b>	<b>1,093</b>	<b>4,822</b>	<b>8.1</b>
Missouri _____	1,156	238	1,394		Alaska _____	113	29	142	
North Dakota _____	110	39	149		Washington _____	1,206	340	1,546	
South Dakota _____	183	59	242		Oregon _____	838	226	1,064	
Nebraska _____	422	120	542		California _____	3,886	1,116	5,002	
Kansas _____	667	253	920		Hawaii _____	127	34	161	
<b>WEST NO. CENTRAL</b>	<b>4,211</b>	<b>1,225</b>	<b>5,436</b>	<b>9.1</b>	<b>PACIFIC</b>	<b>6,170</b>	<b>1,745</b>	<b>7,915</b>	<b>13.3</b>
Delaware _____	116	30	146		<b>UNITED STATES</b>	<b>46,388</b>	<b>12,200</b>	<b>58,588</b>	<b>98.6</b>
Maryland _____	940	240	1,180		U.S. Territories _____	65	50	115	
Washington, DC _____	43	11	54		Canada _____	32	234	266	
Virginia _____	1,459	366	1,825		Mexico _____	-	34	34	
West Virginia _____	257	35	292		Other International _____	30	403	433	
North Carolina _____	1,592	400	1,992		APO/FPO _____	3	2	5	
South Carolina _____	646	106	752		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>46,518</b>	<b>12,923</b>	<b>59,441</b>	<b>100.0</b>
Georgia _____	1,365	343	1,708						
Florida _____	2,886	761	3,647						
<b>SOUTH ATLANTIC</b>	<b>9,304</b>	<b>2,292</b>	<b>11,596</b>	<b>19.5</b>					

**AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010	January - June 2011*
Total Audit Average Qualified _____	57,811	57,978	58,132	58,107	58,977	59,405
Qualified Non-Paid Total _	56,359	56,615	56,880	56,945	57,879	58,341
Print Version Only _____	56,359	55,497	50,482	48,565	46,925	45,735
Digital Version Only _____	-	1,118	6,398	8,380	10,954	12,606
Qualified Paid Total _____	1,452	1,363	1,252	1,162	1,098	1,064
Print Version Only _____	1,452	1,363	1,252	1,162	1,097	1,061
Digital Version Only _____	-	-	-	-	1	3
Post Expire Copies included in Total Qualified Circulation _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price _____	\$30.44	\$33.07	\$31.02	\$33.43	\$30.30	\$33.38

**\*NOTE: January – June 2011 data is unaudited. With each successive period, new data will be added until six 6 months periods of data are displayed.**

\*\*NC = None Claimed.

**ADDITIONAL DATA****METHOD OF DISTRIBUTION**

All qualified circulation conforms to the field served and definition of recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the digital version are notified via email when the version is available.

**STATEMENT OF CONTENT PLATFORM:**

Replica - Editorial and design are unchanged from the original print edition.

**PARAGRAPH 3b:**

Association rosters and directories include 1 source of circulation for a quantity of 7,703 copies or 13.0%, including the American Veterinary Medical Association.

Communication from Recipient or Recipients Company (other than request) circulation includes 2 sources of circulation from Veterinary Economics and Veterinary Medicine for a total quantity of 3,396 copies or 5.7%

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT VERSION ONLY**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	46,796	100.0	45,735	97.7	1,061	2.3
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>46,796</b>	<b>100.0</b>	<b>45,735</b>	<b>97.7</b>	<b>1,061</b>	<b>2.3</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	12,609	100.0	12,606	100.0	3	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,609</b>	<b>100.0</b>	<b>12,606</b>	<b>100.0</b>	<b>3</b>	<b>-</b>

**PUBLISHER'S AFFIDAVIT**

We hereby make oath and say that all data set forth in this statement are true.

Mark Rosen, Audience Development Director

Wendy Bong, Audience Development Manager

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

**IMPORTANT NOTE:**

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed August 18, 2011

State Minnesota

County St. Louis

Received by BPA Worldwide August 18, 2011

Type PD

ID Number D057P0J1