

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.

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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.

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ADVANSTAR
VETERINARY ECONOMICS®

Advanstar Communications, Inc.
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www.dvm360.com

Official Publication of: None
Established: 1959
Issues Per Year: 12



FIELD SERVED

VETERINARY ECONOMICS serves the veterinary field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are private practice veterinarians, DVM's whose specialty is unknown, students in veterinary colleges, teachers and researchers in veterinary educational and research institutions. Also qualified are veterinary drug and equipment manufacturers, government agencies including the armed forces, universities and libraries, veterinary technician students, and members of the Veterinary Hospital Managers Association.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	341
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	50
Digital _____	-
All Other _____	1,572
TOTAL	1,963

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	58,707	100.0	55,990	95.4	2,717	4.6
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	58,707	100.0	55,990	95.4	2,717	4.6

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January _____	111	2,690	46,311	11,835	58,146
February _____	2,102	2,792	46,511	12,274	58,785
March _____	273	565	46,061	13,001	59,062
April _____	916	1,332	46,581	12,890	59,471
May _____	3,348	2,415	45,279	13,201	58,480
June _____	164	-	45,226	13,068	58,294
TOTAL	6,914	9,794			

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

This issue is 0.5% or 272 copies below the average of the other 5 issues reported in Paragraph two.

PROFESSIONAL ANALYSIS	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)
VETERINARIANS BY TYPE OF PRIVATE PRACTICE AND SPECIALTY				
1. Exclusive Small Animal Practice _____	43,208	73.9	34,742	8,466
2. Over 50% Small Animal _____	5,082	8.7	3,725	1,357
3. Mixed Practice (50%-50%) _____	5,161	8.8	4,321	840
4. Exclusive Large Animal Practice:				
A. Cattle _____	68	0.1	8	60
B. Horse _____	1,482	2.5	1,012	470
C. Swine _____	15	-	1	14
D. Large Animal Practice (more than one species) (Note 1) _____	786	1.4	608	178
5. Over 50% Large Animal _____	939	1.6	781	158
6. DVM Type of Practice Unknown _____	66	0.1	3	63
SUB-TOTAL	56,807	97.1	45,201	11,606
7. Manufacturers of Veterinary Drugs or Equipment including Marketing and Sales Personnel _____	274	0.5	24	250
8. Government: Federal, State, Municipal/Armed Forces _____	132	0.2	3	129
9. VHMA Members (Note 1) _____	159	0.3	12	147
10. Students:				
A. Veterinary Medical Students _____	183	0.3	1	182
B. Veterinary Technician Students _____	68	0.1	1	67
11. Academic/Teaching/Libraries/Research _____	349	0.6	15	334
12. Others Allied to the Field _____	508	0.9	22	486
TOTAL QUALIFIED CIRCULATION	58,480	100.0	45,279	13,201
PERCENT	100.0		77.4	22.6

Note 1: Reporting beyond comparability at the publisher's option.

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: _____	30,093	9,836	4,367	31,137	13,159	44,296	75.7
II. Request from recipient's company: _____	2,252	939	-	3,172	19	3,191	5.5
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	14	30	-	21	23	44	0.1
V. TOTAL - Sources other than above (listed alphabetically): _____	10,949	-	-	10,949	-	10,949	18.7
*Association rosters and directories _____	10,949	-	-	10,949	-	10,949	18.7
Business directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	43,308	10,805	4,367	45,279	13,201	58,480	100.0
PERCENT	74.0	18.5	7.5	77.4	22.6	100.0	

*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 _____	45,181	13,192	58,373	99.8
Individuals by name only _____	72	-	72	0.1
Titles or functions only _____	-	-	-	-
Company names only _____	26	9	35	0.1
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	45,279	13,201	58,480	100.0

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 _____	275	71	346		Kentucky _____	671	167	838	
New Hampshire _____	308	71	379		Tennessee _____	1,049	240	1,289	
Vermont _____	163	48	211		Alabama _____	688	176	864	
Massachusetts _____	1,006	254	1,260		Mississippi _____	434	81	515	
Rhode Island _____	155	28	183		EAST SO. CENTRAL	2,842	664	3,506	6.0
Connecticut _____	577	148	725		Arkansas _____	412	73	485	
NEW ENGLAND	2,484	620	3,104	5.3	Louisiana _____	591	141	732	
New York _____	2,144	584	2,728		Oklahoma _____	693	194	887	
New Jersey _____	1,053	256	1,309		Texas _____	3,121	947	4,068	
Pennsylvania _____	1,848	446	2,294		WEST SO. CENTRAL	4,817	1,355	6,172	10.5
MIDDLE ATLANTIC	5,045	1,286	6,331	10.8	Montana _____	252	77	329	
Ohio _____	1,690	465	2,155		Idaho _____	313	85	398	
Indiana _____	946	311	1,257		Wyoming _____	131	29	160	
Illinois _____	1,740	524	2,264		Colorado _____	1,162	361	1,523	
Michigan _____	1,406	405	1,811		New Mexico _____	294	86	380	
Wisconsin _____	1,153	344	1,497		Arizona _____	823	287	1,110	
EAST NO. CENTRAL	6,935	2,049	8,984	15.4	Utah _____	271	74	345	
Minnesota _____	942	286	1,228		Nevada _____	320	90	410	
Iowa _____	675	229	904		MOUNTAIN	3,566	1,089	4,655	8.0
Missouri _____	1,069	284	1,353		Alaska _____	107	33	140	
North Dakota _____	110	24	134		Washington _____	1,142	345	1,487	
South Dakota _____	175	50	225		Oregon _____	821	231	1,052	
Nebraska _____	375	130	505		California _____	3,801	1,085	4,886	
Kansas _____	626	238	864		Hawaii _____	105	39	144	
WEST NO. CENTRAL	3,972	1,241	5,213	8.9	PACIFIC	5,976	1,733	7,709	13.2
Delaware _____	115	34	149		UNITED STATES	44,789	12,566	57,355	98.1
Maryland _____	948	225	1,173		U.S. Territories _____	49	49	98	
Washington, DC _____	45	8	53		Canada _____	307	198	505	
Virginia _____	1,443	368	1,811		Mexico _____	-	-	-	
West Virginia _____	231	43	274		Other International _____	129	378	507	
North Carolina _____	1,538	440	1,978		APO/FPO _____	5	10	15	
South Carolina _____	785	140	925		TOTAL QUALIFIED CIRCULATION	45,279	13,201	58,480	100.0
Georgia _____	1,316	424	1,740						
Florida _____	2,731	847	3,578						
SOUTH ATLANTIC	9,152	2,529	11,681	20.0					

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010*	January - June 2011*
Total Audit Average Qualified _____	58,464	57,014	55,556	55,144	55,142	58,707
Qualified Non-Paid Total ___	54,298	53,148	51,860	51,833	52,203	55,990
Print Version Only _____	54,298	52,000	45,619	43,790	41,520	43,283
Digital Version Only _____	-	1,148	6,241	8,043	10,683	12,707
Qualified Paid Total _____	4,166	3,866	3,696	3,311	2,939	2,717
Print Version Only _____	4,166	3,864	3,684	3,299	2,935	2,712
Digital Version Only _____	-	2	12	12	4	5
Post Expire Copies included in Total Qualified Circulation _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price _____	\$29.18	\$30.86	\$31.05	\$32.75	\$30.81	\$34.62

***NOTE: July 2010 – June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

ADDITIONAL DATA

METHOD OF DISTRIBUTION

All qualified circulation conforms to the field served and definition of recipients' qualification as reported above. Copies are distributed via the US Postal Service under a Periodicals class permit for the print version. Recipients that request the digital version are notified by email when the version is delivered.

STATEMENT OF CONTENT PLATFORM:

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

PARAGRAPH 3b:

Association rosters and directories include 1 source or circulation for a quantity of 10,949 copies of 18.7%, including AVMA Directory.

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 _____	45,995	100.0	43,283	94.1	2,712	5.9
Sponsored Individually Addressed ___	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	45,995	100.0	43,283	94.1	2,712	5.9

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 _____	12,712	100.0	12,707	100.0	5	-
Sponsored Individually Addressed ___	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,712	100.0	12,707	100.0	5	-

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	August 18, 2011
Mark Rosen, Audience Development Director	State	Minnesota
Wendy Bong, Audience Development Manager	County	St. Louis
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	August 18, 2011
IMPORTANT NOTE:	Type	PJ
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	V005P0J1