

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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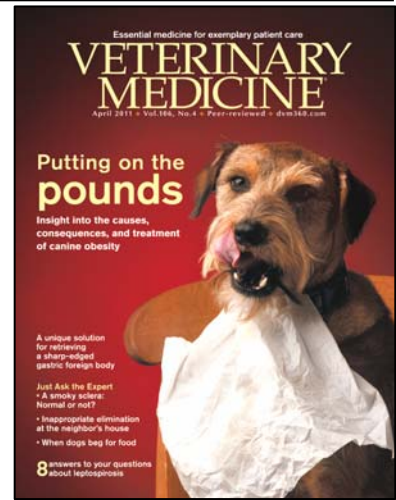
A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 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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# VETERINARY MEDICINE

Advanstar Communications, Inc.  
8033 Flint Street  
Lenexa, KS 66214  
Tel. No.: (913) 492-4300  
Fax No.: (913) 492-4157  
[www.dvm360.com](http://www.dvm360.com)

Official Publication of: None  
Established: 1905  
Issues Per Year: 12



**FIELD SERVED**

VETERINARY MEDICINE 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 research institutions. Also qualified are veterinary drug and equipment manufacturers, government agencies including the armed forces, universities and libraries, and veterinary technician students.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	274
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	50
Digital _____	-
All Other _____	1,409
<b>TOTAL</b>	<b>1,733</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	55,603	100.0	52,575	94.6	3,028	5.4
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>55,603</b>	<b>100.0</b>	<b>52,575</b>	<b>94.6</b>	<b>3,028</b>	<b>5.4</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 _____	195	90	41,871	13,385	55,256
February _____	953	1,332	41,909	13,706	55,615
March _____	1,021	1,569	42,594	13,498	56,092
April _____	384	503	42,718	13,436	56,154
May _____	3,052	2,687	42,730	12,833	55,563
June _____	803	205	42,190	12,745	54,935
<b>TOTAL</b>	<b>6,408</b>	<b>6,386</b>			

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

This issue is 0.1% or 47 copies below the average of the other 5 issues reported in Paragraph two.

This publication conforms to the uniform business/industry/occupational breakout which was developed by the BPA Worldwide advertiser, agency, and publisher committee for the Veterinarian Market in January 1981, revised September 1981 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 Worldwide.

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 _____	43,373	78.1	34,377	8,996
2. Over 50% Small Animal _____	4,898	8.8	3,720	1,178
3. Mixed Practice (50%-50%) _____	4,981	9.0	4,252	729
4. Exclusive Large Animal Practice				
A. Cattle _____	92	0.2	24	68
B. Horse _____	291	0.5	43	248
C. Swine _____	15	-	4	11
D. Large Animal Practice (more than one species) _____	189	0.4	55	134
5. Over 50% Large Animal _____	187	0.3	55	132
6. DVM Type of Practice Unknown _____	83	0.1	11	72
<b>SUB-TOTAL</b>	<b>54,109</b>	<b>97.4</b>	<b>42,541</b>	<b>11,568</b>
7. Manufacturers of Veterinary Drugs or Equipment including Marketing and Sales Personnel _____	259	0.5	25	234
8. Government: Federal, State, Municipal/Armed Forces _____	179	0.3	40	139
9. Students				
A. Veterinary Medical Students _____	134	0.2	13	121
B. Veterinary Technician Students _____	53	0.1	7	46
10. Academic/Teaching/Libraries/Research _____	408	0.7	53	355
11. Others Allied to the Field _____	421	0.8	51	370
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>55,563</b>	<b>100.0</b>	<b>42,730</b>	<b>12,833</b>
<b>PERCENT</b>	<b>100.0</b>		<b>76.9</b>	<b>23.1</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: _____	31,411	8,308	4,173	31,087	12,805	43,892	79.0
II. Request from recipient's company: _____	2,820	1,472	-	4,280	12	4,292	7.7
III. Membership Benefit: _____	-	-	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request): _____	27	35	8	54	16	70	0.1
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	7,309	-	-	7,309	-	7,309	13.2
*Association rosters and directories _____	7,309	-	-	7,309	-	7,309	13.2
Business directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>41,567</b>	<b>9,815</b>	<b>4,181</b>	<b>42,730</b>	<b>12,833</b>	<b>55,563</b>	<b>100.0</b>
<b>PERCENT</b>	<b>74.8</b>	<b>17.7</b>	<b>7.5</b>	<b>76.9</b>	<b>23.1</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 _____	42,571	12,826	55,397	99.7
Individuals by name only _____	90	2	92	0.2
Titles or functions only _____	12	-	12	-
Company names only _____	57	5	62	0.1
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>42,730</b>	<b>12,833</b>	<b>55,563</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 _____	264	65	329		Kentucky _____	590	143	733	
New Hampshire _____	301	67	368		Tennessee _____	1,000	212	1,212	
Vermont _____	162	49	211		Alabama _____	670	151	821	
Massachusetts _____	937	231	1,168		Mississippi _____	412	72	484	
Rhode Island _____	151	32	183		<b>EAST SO. CENTRAL</b>	<b>2,672</b>	<b>578</b>	<b>3,250</b>	<b>5.8</b>
Connecticut _____	571	162	733		Arkansas _____	380	80	460	
<b>NEW ENGLAND</b>	<b>2,386</b>	<b>606</b>	<b>2,992</b>	<b>5.4</b>	Louisiana _____	578	120	698	
New York _____	2,018	573	2,591		Oklahoma _____	614	202	816	
New Jersey _____	946	283	1,229		Texas _____	2,924	892	3,816	
Pennsylvania _____	1,703	453	2,156		<b>WEST SO. CENTRAL</b>	<b>4,496</b>	<b>1,294</b>	<b>5,790</b>	<b>10.4</b>
<b>MIDDLE ATLANTIC</b>	<b>4,667</b>	<b>1,309</b>	<b>5,976</b>	<b>10.8</b>	Montana _____	151	25	176	
Ohio _____	1,670	399	2,069		Idaho _____	295	73	368	
Indiana _____	905	276	1,181		Wyoming _____	121	36	157	
Illinois _____	1,671	516	2,187		Colorado _____	1,089	355	1,444	
Michigan _____	1,324	379	1,703		New Mexico _____	272	82	354	
Wisconsin _____	1,060	324	1,384		Arizona _____	757	292	1,049	
<b>EAST NO. CENTRAL</b>	<b>6,630</b>	<b>1,894</b>	<b>8,524</b>	<b>15.3</b>	Utah _____	242	73	315	
Minnesota _____	846	278	1,124		Nevada _____	319	90	409	
Iowa _____	626	211	837		<b>MOUNTAIN</b>	<b>3,246</b>	<b>1,026</b>	<b>4,272</b>	<b>7.7</b>
Missouri _____	1,008	300	1,308		Alaska _____	99	31	130	
North Dakota _____	95	32	127		Washington _____	1,126	322	1,448	
South Dakota _____	129	36	165		Oregon _____	753	225	978	
Nebraska _____	320	121	441		California _____	3,576	1,083	4,659	
Kansas _____	565	263	828		Hawaii _____	125	31	156	
<b>WEST NO. CENTRAL</b>	<b>3,589</b>	<b>1,241</b>	<b>4,830</b>	<b>8.7</b>	<b>PACIFIC</b>	<b>5,679</b>	<b>1,692</b>	<b>7,371</b>	<b>13.3</b>
Delaware _____	106	36	142		<b>UNITED STATES</b>	<b>41,993</b>	<b>11,928</b>	<b>53,921</b>	<b>97.0</b>
Maryland _____	875	235	1,110		U.S. Territories _____	58	44	102	
Washington, DC _____	36	13	49		Canada _____	490	217	707	
Virginia _____	1,359	376	1,735		Mexico _____	12	57	69	
West Virginia _____	219	45	264		Other International _____	172	579	751	
North Carolina _____	1,420	384	1,804		APO/FPO _____	5	8	13	
South Carolina _____	606	127	733		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>42,730</b>	<b>12,833</b>	<b>55,563</b>	<b>100.0</b>
Georgia _____	1,286	341	1,627						
Florida _____	2,721	731	3,452						
<b>SOUTH ATLANTIC</b>	<b>8,628</b>	<b>2,288</b>	<b>10,916</b>	<b>19.6</b>					

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	55,738	56,158	55,416	55,222	54,836	55,603
Qualified Non-Paid Total	50,915	51,714	51,235	51,483	51,469	52,575
Print Version Only	46,913	47,410	43,314	41,961	39,002	39,310
Digital Version Only	4,002	4,304	7,921	9,522	12,467	13,265
Qualified Paid Total	4,823	4,444	4,181	3,739	3,367	3,028
Print Version Only	4,790	4,437	4,159	3,719	3,361	3,026
Digital Version Only	33	7	22	20	6	2
Post Expire Copies included in Total Qualified Circulation	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price	\$45.97	\$46.71	\$48.42	\$47.66	\$48.61	\$49.02

\*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 of a 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 or circulation for a quantity of 7,309 copies or 13.2%, 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	42,336	100.0	39,310	92.9	3,026	7.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>42,336</b>	<b>100.0</b>	<b>39,310</b>	<b>92.9</b>	<b>3,026</b>	<b>7.1</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	13,267	100.0	13,265	100.0	2	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,267</b>	<b>100.0</b>	<b>13,265</b>	<b>100.0</b>	<b>2</b>	<b>-</b>

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
<b>IMPORTANT NOTE:</b>	Type	PJ
This unaudited circulation statement has been checked against the previous audit report.	ID Number	V007Y0J1
It will be included in the annual audit made by BPA Worldwide.		