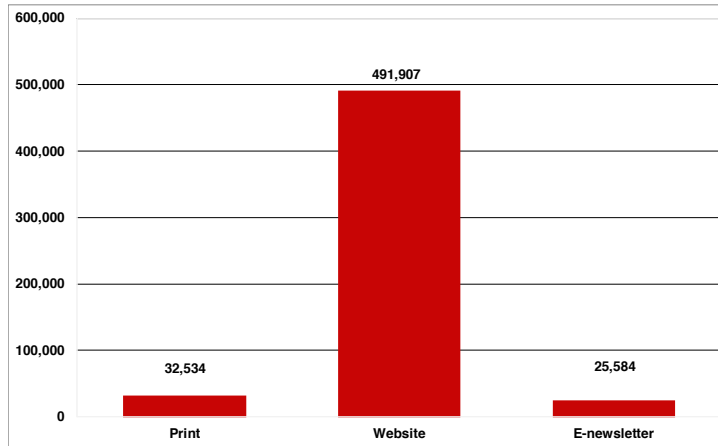


**CONSOLIDATED
MEDIA REPORT**
Business Publication
6 months ended June 30, 2016

TOTAL GROSS CONTACTS: 550,025*



EXECUTIVE SUMMARY

PRODUCT	CONTACTS	PERIOD
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Firstline-Print:
(See pages 3 - 7)

Qualified Paid & Nonpaid: **32,534** 6 months ended June 30, 2016
Subject to Audit

Website (See page 8)
www.dvm360.com

Page Impressions: **1,371,363** 6 months ended June 30, 2016
Visits: **609,394** *Subject to Audit*
Unique Browsers: **491,907**

*Total Gross Contacts include Qualified Paid and Nonpaid Circulation, Unique Browsers, and E-newsletter Average Net Distribution. Gross data are contained in this Consolidated Media Report. There was no attempt made to eliminate any duplication that may exist.



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EXECUTIVE SUMMARY (Continued)

PRODUCT	CONTACTS	PERIOD
E-newsletter (See page 8) FirstLine360	Average Issue Net Distribution: 25,584	6 months ended June 30, 2016 (issues in period 12) <i>Subject to Audit</i>
Social Media (See page 9)	Facebook Likes: 4,364 Twitter Followers: 3,801	As of June 30, 2016

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CHANNEL PROFILES

PRINT



Field Served: FIRSTLINE serves the field of Veterinary Medicine including exclusive small animal, over 50% small animal, mixed, and large animal practices. It also serves DVM type of practice unknown, manufacturers of veterinary drugs or equipment, government agencies, veterinary medical/technician students, members of the National Association of Veterinary Technicians in America, individuals involved in Academics/Teaching/Library/Research, and others allied to the field.

Published by: UBM
Frequency: 12 times/year

TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION 32,534

1A AVERAGE QUALIFIED PAID CIRCULATION

Print Only, See Explanatory	57	
Digital Only, See Explanatory	1	
Total Individual	58	
Total Average Qualified Paid Circulation		58

1B AVERAGE QUALIFIED NONPAID CIRCULATION

Print Only, See Explanatory	22,650	
Digital Only, See Explanatory	9,826	
Total Individual	32,476	
Total Average Qualified Nonpaid Circulation		32,476

1C AVERAGE NONQUALIFIED CIRCULATION

Allocated For Shows & Conventions	50	
Miscellaneous, Including Staff Copies, See Explanatory	526	
Total Average Nonqualified Circulation	576	

1D AVERAGE QUALIFIED PAID & NONPAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS

None

2 QUALIFIED PAID & NONPAID CIRCULATION BY ISSUES

2016 Issue	Total	Paid Print Only	Paid Digital Only	Paid Print & Digital (Unduplicated)	Total Paid	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid
Jan	32,554	60			60	22,854	9,640		32,494
Feb	32,596	59	1		60	22,541	9,995		32,536
Mar	32,513	57	1		58	22,592	9,863		32,455
Apr	32,500	57			57	22,680	9,763		32,443
May	32,549	57	1		58	22,637	9,854		32,491
Jun	32,495	55	1		56	22,600	9,839		32,439

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CHANNEL PROFILES

PRINT

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE MAY 2016 ISSUE IN WHICH:
 • QUALIFIED PAID CIRCULATION WAS THE SAME AS THE PERIOD AVERAGE
 • QUALIFIED NONPAID CIRCULATION WAS 0.1% GREATER THAN THE PERIOD AVERAGE

3A BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Title, Occupation and/or Function

Classification by Business & Industry	Total	%	Paid Print Only	Paid Digital Only	Paid Print & Digital (Unduplicated)	Total Paid	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid	Classification by Title, Occupation and/or Function				
											Credentialed/Registered Veterinary Technician	Veterinary Hospital Manager	Receptionist	Veterinary Assistant	Other
1. Exclusive Small Animal Practice	23,621	72.6	21	1		22	15,760	7,839		23,599	6,337	8,070	3,395	1,548	4,271
2. Over 50% Small Animal	2,649	8.1	1			1	1,766	882		2,648	545	831	358	228	687
3. Mixed Practice (50%-50%)	2,607	8.0	1			1	1,781	825		2,606	751	759	437	251	409
4. Exclusive Large Animal Practice															
A. Cattle	15	0.0					8	7		15	6	5	1		3
B. Horse	59	0.2					21	38		59	16	20	3	4	16
C. Swine	2	0.0						2		2	1			1	
D. Large Animal Practice (more than one species)	47	0.1					25	22		47	20	10	7	2	8
5. Over 50% Large Animal	50	0.2					20	30		50	11	21	5	3	10
6. DVM Type of Practice Unknown	3,223	9.9					3,205	18		3,223	2,929	283	3		8
7. Manufacturers of Veterinary Drugs or Equipment including Marketing and Sales Personnel	21	0.1					6	15		21	10	2	2		7
8. Government: Federal, State, Municipal/Armed Forces	27	0.1					8	19		27	13	3	1		10
9. Students															
A. Veterinary Medical Students	19	0.1					2	17		19	1	1	1	2	14
B. Veterinary Technician Students	26	0.1					5	21		26	3	2		14	7
10. Academic/ Teaching/Libraries/ Research	145	0.4	2			2	24	119		143	90	7	2	6	40
11. Others Allied to the Field	38	0.1	32			32	6			6	4	1	1		32
Other Paid Circulation															
Subscriptions															
Single Copy Sales															
Total Qualified Circulation	32,549	100.0	57	1		58	22,637	9,854		32,491	10,737	10,015	4,216	2,059	5,522

**CONSOLIDATED
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CHANNEL PROFILES

PRINT

3B

AGE OF SOURCE DATA ANALYSIS



Source	Print Only	Digital Only	Print & Digital (Unduplicated)	Qualified Within			Total	%
				1 Year	2 Years	3 Years		
Qualified Paid & Nonpaid Circulation:								
Total Direct request from recipient:	13,178	9,686		15,232	5,549	2,083	22,864	70.2
Written	1,767	906		1,219	1,099	355	2,673	8.2
Telecommunication	10,291	3,508		9,691	3,440	668	13,799	42.4
Internet and E-mail	1,120	5,272		4,322	1,010	1,060	6,392	19.6
Total Direct request from recipient's company:	13	6			6	13	19	0.1
Written								
Telecommunication	13	6			6	13	19	0.1
Internet and E-mail								
Total Communication other than request:	58	24		47	16	19	82	0.3
Written	58	24		47	16	19	82	0.3
Telecommunication								
Internet and E-mail								
Association								
Business Directories								
Lists								
Acquired Circulation								
Other Sources, See Explanatory	9,445	139		8,813	771		9,584	29.4
Total Qualified Nonpaid Circulation	22,694	9,855		24,092	6,342	2,115	32,549	100.0
Percent	69.7	30.3		74.0	19.5	6.5	100.0	
Single Copy Sales								
Total Qualified Circulation							32,549	

3C

MAILING ADDRESS ANALYSIS Reporting not required

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CHANNEL PROFILES

PRINT

4

GEOGRAPHIC ANALYSIS



State	Paid Print Only	Paid Digital Only	Paid Print & Digital (Unduplicated)	Total Paid	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid	Total Circulation
Alabama	1			1	333	131		464	465
Arizona	1			1	361	179		540	541
Arkansas	1			1	215	89		304	305
California					2,067	823		2,890	2,890
Colorado	2			2	518	202		720	722
Connecticut					248	134		382	382
Delaware					49	30		79	79
District of Columbia					11	8		19	19
Florida	1			1	1,506	627		2,133	2,134
Georgia	1			1	682	295		977	978
Idaho					148	60		208	208
Illinois	2			2	871	437		1,308	1,310
Indiana	6			6	546	233		779	785
Iowa	1			1	319	174		493	494
Kansas	1			1	352	183		535	536
Kentucky					360	135		495	495
Louisiana	1			1	260	122		382	383
Maine					184	84		268	268
Maryland					376	155		531	531
Massachusetts	1			1	432	168		600	601
Michigan	6			6	847	353		1,200	1,206
Minnesota					443	243		686	686
Mississippi					197	80		277	277
Missouri	2			2	636	235		871	873
Montana					151	44		195	195
Nebraska	1			1	229	89		318	319
Nevada					129	46		175	175
New Hampshire					148	74		222	222
New Jersey	1			1	404	197		601	602
New Mexico					132	41		173	173
New York	4			4	1,107	435		1,542	1,546
North Carolina	1			1	766	306		1,072	1,073
North Dakota	1			1	52	24		76	77
Ohio	2	1		3	1,058	359		1,417	1,420
Oklahoma	1			1	297	136		433	434
Oregon	1			1	422	170		592	593
Pennsylvania	2			2	1,014	357		1,371	1,373
Rhode Island					77	31		108	108
South Carolina	1			1	363	137		500	501
South Dakota					74	33		107	107
Tennessee	1			1	561	208		769	770
Texas	7			7	1,341	722		2,063	2,070
Utah					131	65		196	196
Vermont	1			1	97	36		133	134
Virginia					607	276		883	883
Washington					549	235		784	784
West Virginia	1			1	124	52		176	177
Wisconsin					683	322		1,005	1,005
Wyoming					55	27		82	82
TOTAL 48 CONTERMINOUS STATES	52	1		53	22,532	9,602		32,134	32,187
Alaska					46	12		58	58
Hawaii					46	28		74	74
TOTAL ALASKA & HAWAII					92	40		132	132
TOTAL UNITED STATES	52	1		53	22,624	9,642		32,266	32,319
Poss. & Other Areas					7	33		40	40
U.S. & POSS., etc.	52	1		53	22,631	9,675		32,306	32,359
Canada	3			3	6	62		68	71
International	2			2		115		115	117
Military or Civilian Personnel Overseas							2	2	2
Other International									
TOTAL INTERNATIONAL	5			5	6	179		185	190
E-Mail Address Only									
Other Unclassified									
GRAND TOTAL	57	1		58	22,637	9,854		32,491	32,549

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CHANNEL PROFILES

PRINT

ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS Sold During 6 Month Period Ended June 30, 2016



5 PRICE DATA

Basic Prices: Subscriptions: U.S., 1 yr. \$21.00; 2 yrs. \$36.50. Canada and Mexico, 1 yr. \$31.50; 2 yrs. \$57.00. International, 1 yr. \$42.00; 2 yrs. \$78.00. Digital, 1 yr. \$15.00.
Single Copy: U.S., \$13.00. Canada and Mexico, \$17.00. International, \$19.00.

6 TERM DATA Reporting not required

7 SALES CHANNELS Reporting not required

8 PREMIUM USAGE Reporting not required

ADDITIONAL CIRCULATION INFORMATION

9 POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION

Reporting not required

10 RENEWAL ANALYSIS OF PAID CIRCULATION

Reporting not required

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CHANNEL PROFILES

WEBSITE

www.dvm360.com

6 MONTHS ENDED JUNE 30, 2016	Page Impressions	Visits	Unique Browsers
Jan	1,483,693	630,723	514,771
Feb	1,375,873	592,938	479,562
Mar	1,430,344	616,832	496,231
Apr	1,370,043	616,478	494,356
May	1,334,434	620,689	500,671
Jun	1,233,790	578,704	465,853

E-NEWSLETTER

E-NEWSLETTER	Number of Issues	Average Issue Net Distribution
FirstLine360		
Jan 2016	2	24,817
Feb 2016	2	26,171
Mar 2016	2	26,118
Apr 2016	2	25,858
May 2016	2	25,426
Jun 2016	2	25,112

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Social Media

As of June 30, 2016

See Explanatory

Facebook Likes

4,364



<https://www.facebook.com/FirstlineMag>

Twitter Followers

3,801



<http://www.twitter.com/FirstlineMag>

EXPLANATORY

Publication:

Audit Cycle: December Ending.

(a) Print Only Individual subscriptions, averaging 58 paid copies per issue and 22,650 qualified nonpaid copies per issue, represent copies served to individuals receiving the print version only of FIRSTLINE.

(b) Digital Only Individual subscriptions, averaging 1 paid copy per issue and 9,826 qualified nonpaid copies per issue, represent copies served to individuals receiving the digital version only. The digital version of FIRSTLINE is made available to subscribers wherein an e-mail notice is sent to recipients notifying them of the availability of each issue.

(c) Miscellaneous includes checking and promotion copies, averaging 526 copies per issue, served to advertisers and agencies.

(d) Other Sources represent copies served to subscribers obtained from trade shows and conventions and to individuals in the field served as selected by the publisher.

Definition of Recipient Qualification:

Qualified recipients include: Credentialed /Registered Veterinary Technicians, Veterinary Hospital Managers, Receptionists, Veterinary Assistants and other titled and nontitled personnel.

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EXPLANATORY (Continued)

Website:

AAM Digital Services Definitions:

Domain included in Web Site Usage: veterinarybusiness.dvm360.com, veterinarycalendar.dvm360.com, veterinaryhospitaldesign.dvm360.com, veterinarymedicine.dvm360.com, veterinarynews.dvm360.com, veterinaryteam.dvm360.com, www.dvm360.com, www.thecvc.com.

This site uses the cookie-based method to measure unique browsers. If cookies are not accepted, then the IP address & user-agent in combination based method is used to measure unique browsers.

Note: The total number of unique browsers is adjusted to remove duplicate visits by the same browser. In other words, regardless of the number of times that an identified browser visited the site, they were considered a single unique browser for the period.

Website Usage Definitions:

Page Impressions: The combination of one or more files presented to a browser as a single document as a result of a single request received by the server, and that is recorded at a point as late as possible in the process of delivery of the content to the user's browser, therefore closest to the actual opportunity to see the content by the user. In effect, one request by a browser should result in one page impression being reported. The counted page impression may not necessarily be in focus or visible in the user's browser.

Unique Browser: A measurement of unduplicated cookie browsers that accessed the digital content of a site during the measurement period reported. In the absence of a cookie, the combination of the IP address and user-agent string may be used to measure a unique browser. For numerous reasons, a unique browser does not represent a unique individual.

Visit: A series of interactions with a site by a unique browser or user (if registration-based or a panel participant) without 30 minutes of inactivity.

E-newsletter:

Net Distribution: The number of e-newsletters for a given mailing that reached the subscriber's email delivery server with a positive status code response received in return. Net distribution is calculated by subtracting undelivered messages from sent messages.

Social Media:

Facebook Likes:

Facebook is a social networking website. A like represents the number of times that a registered user clicks on the "Like" button on a Facebook page controlled by a Publisher. A Facebook "Like" may not equate to an individual person.

Twitter Followers:

Twitter is a real-time short messaging service that works over multiple networks and devices. Followers are registered users of Twitter who "follow" the "tweets" of another registered user. A tweet consists of a text message of 140 characters or less. The number of Twitter Followers represents the total followers of the tweets and may contain followers that subscribe to multiple feeds. A Twitter Follower may not equate to an individual person.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

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