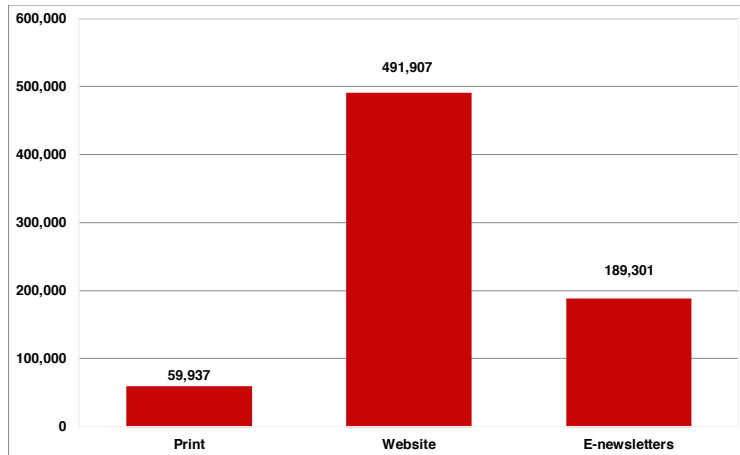


**CONSOLIDATED
MEDIA REPORT**
Business Publication
6 months ended June 30, 2016

TOTAL GROSS CONTACTS: 741,145*



EXECUTIVE SUMMARY

PRODUCT	CONTACTS	PERIOD
dvm360-Print: (See pages 2 - 7)	Qualified Paid & Nonpaid: 59,937	6 months ended June 30, 2016 <i>Subject to Audit</i>
Website (See page 7) www.dvm360.com	Page Impressions: 1,371,363 Visits: 609,394 Unique Browsers: 491,907	6 months ended June 30, 2016 <i>Subject to Audit</i>

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



**CONSOLIDATED
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EXECUTIVE SUMMARY (Continued)

PRODUCT	CONTACTS	PERIOD
E-newsletter (See page 8) HospitalDesign360	Average Issue Net Distribution:	11,985 6 months ended June 30, 2016 (issues in period 6) <i>Subject to Audit</i>
E-newsletter (See page 8) Business360	Average Issue Net Distribution:	33,726 6 months ended June 30, 2016 (issues in period 6) <i>Subject to Audit</i>
E-newsletter (See page 8) dvm360 Full Circle	Average Issue Net Distribution:	48,486 6 months ended June 30, 2016 (issues in period 26) <i>Subject to Audit</i>
E-newsletter (See page 8) Equine360	Average Issue Net Distribution:	7,673 6 months ended June 30, 2016 (issues in period 6) <i>Subject to Audit</i>
E-newsletter (See page 9) Firstline360	Average Issue Net Distribution:	25,584 6 months ended June 30, 2016 (issues in period 12) <i>Subject to Audit</i>
E-newsletter (See page 9) Medicine360	Average Issue Net Distribution:	39,864 6 months ended June 30, 2016 (issues in period 6) <i>Subject to Audit</i>
E-newsletter (See page 9) Products360	Average Issue Net Distribution:	21,983 6 months ended June 30, 2016 (issues in period 6) <i>Subject to Audit</i>
Social Media (See page 9)	Facebook Likes: (dvm360) Twitter Followers: (dvm360) Pinterest Followers: (dvm360)	22,941 19,782 3,217 As of June 30, 2016

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6 months ended June 30, 2016

CHANNEL PROFILES

PRINT



Field Served: DVM 360 serves the veterinary field.

Published by: UBM
Frequency: 12 times/year

TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION 59,937

1A AVERAGE QUALIFIED PAID CIRCULATION

Print Only, See Explanatory	575	
Digital Only, See Explanatory	10	
Total Individual	585	
Multi-Copy Same Addressee, See Explanatory	87	
Total Average Qualified Paid Circulation		672

1B AVERAGE QUALIFIED NONPAID CIRCULATION

Print Only, See Explanatory	49,160	
Digital Only, See Explanatory	10,105	
Total Individual	59,265	
Total Average Qualified Nonpaid Circulation		59,265

1C AVERAGE NONQUALIFIED CIRCULATION

Allocated For Shows & Conventions	67	
Miscellaneous, Including Staff Copies, See Explanatory	775	
Total Average Nonqualified Circulation	842	

1D AVERAGE QUALIFIED PAID & NONPAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS
None

**CONSOLIDATED
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6 months ended June 30, 2016

CHANNEL PROFILES

PRINT

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	59,510	698	11	709	48,812	9,989		58,801	
Feb	60,027	687	9	696	49,340	9,991		59,331	
Mar	60,020	678	10	688	49,302	10,030		59,332	
Apr	60,000	668	10	678	49,332	9,990		59,322	
May	60,000	624	10	634	49,376	9,990		59,366	
Jun	60,066	616	9	625	48,800	10,641		59,441	

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE MAY 2016 ISSUE IN WHICH:

- QUALIFIED PAID CIRCULATION WAS 5.6% LESS THAN THE PERIOD AVERAGE
- QUALIFIED NONPAID CIRCULATION WAS 0.2% GREATER THAN THE PERIOD AVERAGE

3A

BUSINESS/OCCUPATIONAL ANALYSIS

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
1. Exclusive Small Animal Practice	43,917	73.2	241	6	247	37,171	6,499		43,670	
2. Over 50% Small Animal.....	5,411	9.0	57	1	58	4,422	931		5,353	
3. Mixed Practice.....	6,242	10.4	24	1	25	5,441	776		6,217	
4. Exclusive Large Animal Practice:										
A. Cattle.....	115	0.2	2		2	63	50		113	
B. Horse.....	995	1.7	5		5	722	268		990	
C. Swine.....	26	0.0				12	14		26	
D. Large Animal Practice (more than one)	647	1.1	9		9	525	113		638	
5. Over 50% Large Animal	347	0.6	9		9	266	72		338	
6. DVM Type of Practice Unknown.....	321	0.5	3		3	266	52		318	
7. Manufacturers of Veterinary Drugs or Equipment.	338	0.6	25		25	72	241		313	
8. Government: Federal, State, Municipal/Armed Forces.....	204	0.3	7		7	65	132		197	
9. Students:										
A. Veterinary Medical Students	283	0.5				97	186		283	
B. Veterinary Technician Students	130	0.2				33	97		130	
11. Academic/Teaching/Libraries/Research	552	0.9	12		12	117	423		540	
12. Others Allied to the Field	472	0.8	230	2	232	104	136		240	
Other Paid Circulation										
Subscriptions										
Single Copy Sales										
Total Qualified Circulation.....	60,000	100.0	624	10	634	49,376	9,990		59,366	

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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:	38,174	9,980		38,367	7,243	2,544	48,154	80.2
Written	3,463	513		3,208	560	208	3,976	6.6
Telecommunication	28,355	3,294		25,939	4,639	1,071	31,649	52.7
Internet and E-mail	6,356	6,173		9,220	2,044	1,265	12,529	20.9
Total Direct request from recipient's company:	6	2			4	4	8	0.0
Written								
Telecommunication	6	2			4	4	8	0.0
Internet and E-mail								
Total Communication other than request:								
See Explanatory	3,152	16		3,168			3,168	5.3
Written	538	16		554			554	0.9
Telecommunication	1,548			1,548			1,548	2.6
Internet and E-mail	1,066			1,066			1,066	1.8
Association.....								
Business Directories, See Explanatory.....	8,668	2		8,670			8,670	14.5
Lists.....								
Acquired Circulation								
Other Sources.....								
Total Qualified Paid and Nonpaid Circulation ..	50,000	10,000		50,205	7,247	2,548	60,000	100.0
Percent.....	83.3	16.7		83.7	12.1	4.2	100.0	
Single Copy Sales.....								
Total Qualified Circulation.....							60,000	

3C MAILING ADDRESS ANALYSIS Reporting not required

CONSOLIDATED MEDIA REPORT

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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	7		7	7	763	120	883	890	
Arizona	8		8	8	914	194	1,108	1,116	
Arkansas	4		4	4	456	69	525	529	
California	51		51	51	3,923	862	4,785	4,836	
Colorado	18		18	18	1,270	274	1,544	1,562	
Connecticut	10		10	10	671	114	785	795	
Delaware	1		1	1	123	23	146	147	
District of Columbia	2		2	2	46	8	54	56	
Florida	28	2	30	30	3,172	594	3,766	3,796	
Georgia	7		7	7	1,449	293	1,742	1,749	
Idaho	3		3	3	333	60	393	396	
Illinois	39	2	41	41	1,857	384	2,241	2,282	
Indiana	14		14	14	1,052	207	1,259	1,273	
Iowa	10		10	10	776	138	914	924	
Kansas	11		11	11	734	183	917	928	
Kentucky	8		8	8	769	107	876	884	
Louisiana	7		7	7	668	104	772	779	
Maine	6		6	6	347	61	408	414	
Maryland	11		11	11	959	207	1,166	1,177	
Massachusetts	8		8	8	1,073	183	1,256	1,264	
Michigan	23		23	23	1,588	301	1,889	1,912	
Minnesota	18		18	18	1,078	212	1,290	1,308	
Mississippi	1		1	1	484	54	538	539	
Missouri	25	1	26	26	1,197	213	1,410	1,436	
Montana	2		2	2	311	49	360	362	
Nebraska	3		3	3	463	98	561	564	
Nevada	2		2	2	306	66	372	374	
New Hampshire	1		1	1	341	61	402	403	
New Jersey	15	1	16	16	1,108	191	1,299	1,315	
New Mexico	4		4	4	307	59	366	370	
New York	17	1	18	18	2,293	414	2,707	2,725	
North Carolina	15		15	15	1,727	335	2,062	2,077	
North Dakota	1		1	1	122	25	147	148	
Ohio	25		25	25	1,870	303	2,173	2,198	
Oklahoma	11	1	12	12	785	144	929	941	
Oregon	7		7	7	882	168	1,050	1,057	
Pennsylvania	96	1	97	97	2,006	324	2,330	2,427	
Rhode Island					166	29	195	195	
South Carolina	6		6	6	719	116	835	841	
South Dakota	3		3	3	195	29	224	227	
Tennessee	6		6	6	1,153	196	1,349	1,355	
Texas	30		30	30	3,484	725	4,209	4,239	
Utah	5		5	5	295	62	357	362	
Vermont					215	32	247	247	
Virginia	11		11	11	1,583	314	1,897	1,908	
Washington	7		7	7	1,259	245	1,504	1,511	
West Virginia	4		4	4	256	42	298	302	
Wisconsin	17		17	17	1,310	233	1,543	1,560	
Wyoming	3		3	3	146	26	172	175	
TOTAL 48 CONTERMINOUS STATES	611	9	620	620	49,004	9,251	58,255	58,875	
Alaska					122	16	138	138	
Hawaii	1		1	1	118	36	154	155	
TOTAL ALASKA & HAWAII	1		1	1	240	52	292	293	
Single Copy Sales									
U.S. Unclassified									
TOTAL UNITED STATES	612	9	621	621	49,244	9,303	58,547	59,168	
Poss. & Other Areas	1		1	1	79	69	148	148	
U.S. & POSS., etc.	613	9	622	622	49,323	9,372	58,695	59,317	
Canada	5	1	6	6	49	148	197	203	
International	6		6	6	1	466	467	473	
Military or Civilian Personnel Overseas						3	4	7	7
Other International									
TOTAL INTERNATIONAL	11	1	12	12	53	618	671	683	
E-Mail Address Only									
Other Unclassified									
GRAND TOTAL	624	10	634	634	49,376	9,990	59,366	60,000	

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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. \$40.00; 2 yrs. \$62.00. Canada and Mexico, 1 yr. \$40.00; 2 yrs. \$62.00. International, 1 yr. \$87.50; 2 yrs. \$129.00.
Single Copy: U.S., \$21.00. Canada and Mexico, \$22.00. International, \$27.00. Digital, \$30.00.

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

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

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CHANNEL PROFILES

E-NEWSLETTERS

E-NEWSLETTER	Number of Issues	Average Issue Net Distribution
HospitalDesign360		
Jan 2016	1	10,639
Feb 2016	1	10,454
Mar 2016	1	10,237
Apr 2016	1	10,088
May 2016	1	15,324
Jun 2016	1	15,166

E-NEWSLETTER	Number of Issues	Average Issue Net Distribution
Business360		
Jan 2016	1	30,439
Feb 2016	1	33,620
Mar 2016	1	33,599
Apr 2016	1	35,449
May 2016	1	34,873
Jun 2016	1	34,376

E-NEWSLETTER	Number of Issues	Average Issue Net Distribution
dvm360 Full Circle		
Jan 2016	4	47,449
Feb 2016	4	44,809
Mar 2016	5	47,465
Apr 2016	4	50,672
May 2016	4	50,536
Jun 2016	5	49,887

E-NEWSLETTER	Number of Issues	Average Issue Net Distribution
Equine360		
Jan 2016	1	7,664
Feb 2016	1	7,648
Mar 2016	1	7,578
Apr 2016	1	7,556
May 2016	1	7,836
Jun 2016	1	7,754

**CONSOLIDATED
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CHANNEL PROFILES

E-NEWSLETTERS

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

E-NEWSLETTER	Number of Issues	Average Issue Net Distribution
Medicine360		
Jan 2016	1	37,394
Feb 2016	1	41,240
Mar 2016	1	40,974
Apr 2016	1	40,897
May 2016	1	39,608
Jun 2016	1	39,072

E-NEWSLETTER	Number of Issues	Average Issue Net Distribution
Products360		
Jan 2016	1	21,294
Feb 2016	1	20,688
Mar 2016	1	19,958
Apr 2016	1	20,598
May 2016	1	25,218
Jun 2016	1	24,140

Social Media

As of June 30, 2016

See Explanatory

Facebook Likes

22,941



<https://www.facebook.com/dvm360>

Twitter Followers

19,782



<http://twitter.com/dvm360>

Pinterest Followers

3,217



<https://www.pinterest.com/dvm360/>

EXPLANATORY

Publication:

Audit Cycle: December Ending.

- (a) Print Only Individual subscriptions, averaging 575 paid copies per issue and 49,160 qualified nonpaid copies per issue, represent copies served to individuals receiving the print version only of DVM360.
- (b) Digital Only Individual subscriptions, averaging 10 paid copies per issue and 10,105 qualified nonpaid copies per issue, represent copies served to individuals receiving the digital version only. The digital version of DVM360 is made available to subscribers wherein an e-mail notice is sent to recipients notifying them of the availability of each issue.
- (c) Multi-Copy Same Addressee - Print Only subscriptions, averaging 87 copies per issue, represent copies sold in quantities of 2 or more to business concerns at prices shown in Par. 5. Copies were mailed in bulk to the purchaser for redistribution.
- (d) Miscellaneous includes checking and promotion copies, averaging 775 copies per issue, served to advertisers and agencies.
- (e) Communication other than request, represents copies obtained from sister publications.
- (f) Business Directories represent copies served to subscribers obtained from recognized directories.

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.

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EXPLANATORY (Continued)

Website:

AAM Digital Services Definitions:

Domains included in website traffic: 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-newsletters:

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.

Pinterest Follower:

Pinterest is a Social Network that allows users to share and organize content on their browsers. Once someone follows another Pinterest user, they can then choose to display the host content on their personal Pinterest page. A Pinterest 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.

Parent Company: UBM

KRISTINA BILDEAUX

Audience Development Director

JOY PUZZO

VP Marketing and Audience
Development

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8033 Flint Street

Lenexa, KS 66214

T: (800) 255-6864 - F: (913) 492-4157

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	International Subscription Price	87.50