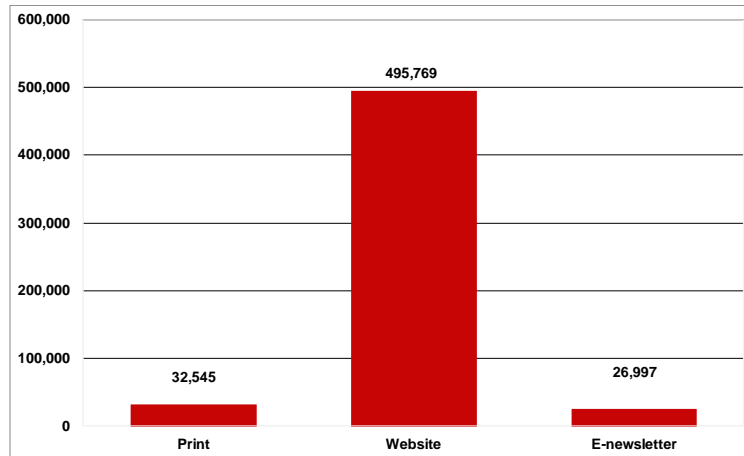


**CONSOLIDATED
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6 months ended December 31, 2016

TOTAL GROSS CONTACTS: 555,311*



EXECUTIVE SUMMARY

PRODUCT	CONTACTS	PERIOD
Firstline-Print: (See pages 3 - 7)	Qualified Paid & Nonpaid: 32,545	6 months ended December 31, 2016 <i>Subject to Audit</i>
Website (See page 8) www.dvm360.com	Page Impressions: 1,350,699 Visits: 617,331 Unique Browsers: 495,769	6 months ended December 31, 2016 <i>Subject to Audit</i>

*Total Gross Contacts include Qualified Paid and Nonpaid Circulation, Unique Browsers, and E-newsletter Average Issue 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:	26,997 6 months ended December 31, 2016 (issues in period 12) <i>Subject to Audit</i>
Social Media (See page 9)	Facebook Likes: Twitter Followers:	4,682 4,071 As of December 31, 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 32,545

1A	AVERAGE QUALIFIED PAID CIRCULATION	
	Print Only, See Explanatory	54
	Digital Only, See Explanatory	1
	Total Individual	55
	Total Average Qualified Paid Circulation	55

1B	AVERAGE QUALIFIED NONPAID CIRCULATION	
	Print Only, See Explanatory	22,446
	Digital Only, See Explanatory	10,044
	Total Individual	32,490
	Total Average Qualified Nonpaid Circulation	32,490

1C	AVERAGE NONQUALIFIED CIRCULATION	
	Allocated For Shows & Conventions	70
	Miscellaneous, Including Staff Copies, See Explanatory	569
	Total Average Nonqualified Circulation	639

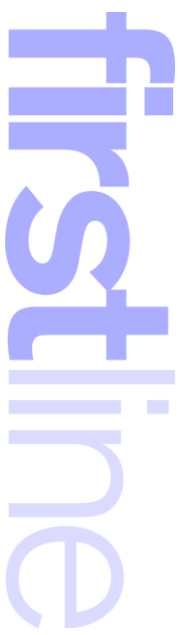
1D AVERAGE QUALIFIED PAID & NONPAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS

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
Jul	32,725	55	1	56	56	22,445	10,224	32,669	32,669
Aug	32,500	55	1	56	56	22,445	9,999	32,444	32,444
Sep	32,500	56	1	57	57	22,444	9,999	32,443	32,443
Oct	32,500	54	1	55	55	22,446	9,999	32,445	32,445
Nov/Dec	32,500	52	1	53	53	22,448	9,999	32,447	32,447

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CHANNEL PROFILES

PRINT

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE NOVEMBER/DECEMBER 2016 ISSUE IN WHICH:
 • QUALIFIED PAID CIRCULATION WAS 3.6% LESS THAN THE PERIOD AVERAGE
 • QUALIFIED NONPAID CIRCULATION WAS 0.1% LESS 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	25,623	78.9	18	1	19	17,556	8,048	25,604	13,768	8,170	1,396	664	1,625		
2. Over 50% Small Animal	2,804	8.6	1		1	1,939	864	2,803	1,528	902	170	93	11		
3. Mixed Practice (50%-50%)	4,041	12.4	1		1	2,953	1,087	4,040	2,739	828	306	155	13		
4. Exclusive Large Animal Practice															
A. Cattle															
B. Horse															
C. Swine															
D. Large Animal Practice (more than one species)															
5. Over 50% Large Animal															
6. DVM Type of Practice Unknown															
7. Manufacturers of Veterinary Drugs or Equipment Including Marketing and Sales Personnel															
8. Government: Federal, State, Municipal/Armed Forces Students															
A. Veterinary Medical Students															
B. Veterinary Technician Students															
10. Academic Teaching/Librarians/ Research	3	0.0	3		3								2		
11. Others Allied to the Field	29	0.1	29		29								29		
Other Paid Circulation															
Subscriptions															
Single Copy Sales															
Total Qualified Circulation	32,500	100.0	52	1	53	22,448	9,999	32,447	18,136	9,900	1,872	912	1,680		

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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:	18,301	9,531		23,870	3,215	747	27,832	85.6
Written	541	608		697	301	151	1,149	3.5
Telecommunication	16,586	5,394		19,412	2,088	480	21,980	67.6
Internet and E-mail	1,174	3,529		3,761	826	116	4,703	14.5
Total Direct request from recipient's company:	1	1		2			2	0.0
Written								
Telecommunication								
Internet and E-mail	1	1		2			2	0.0
Total Communication other than request:	14	18		32			32	0.1
Written	14	18		32			32	0.1
Telecommunication								
Internet and E-mail								
Association.....								
Business Directories								
Lists.....								
Acquired Circulation								
Other Sources, See Explanatory.....	4,184	450		2,192	2,442		4,634	14.3
Total Qualified Nonpaid Circulation	22,500	10,000		26,096	5,657	747	32,500	100.0
Percent.....	69.2	30.8		80.3	17.4	2.3	100.0	
Single Copy Sales.....								
Total Qualified Circulation.....							32,500	

3C MAILING ADDRESS ANALYSIS Reporting not required

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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	370	144		514	515
Arizona	1			1	370	168		538	539
Arkansas	1			1	226	72		298	299
California					1,852	743		2,595	2,595
Colorado	2			2	481	200		681	683
Connecticut					284	119		403	403
Delaware					47	30		77	77
District of Columbia					10	4		14	14
Florida	2			2	1,463	675		2,138	2,140
Georgia	1			1	723	330		1,053	1,054
Idaho					164	64		228	228
Illinois	2			2	820	404		1,224	1,226
Indiana	6			6	554	251		805	811
Iowa	1			1	383	153		536	537
Kansas	1			1	356	169		525	526
Kentucky					388	123		511	511
Louisiana	2			2	328	152		480	482
Maine					161	81		242	242
Maryland					382	171		553	553
Massachusetts					425	190		615	615
Michigan	5			5	830	390		1,220	1,225
Minnesota					468	224		692	692
Mississippi					212	71		283	283
Missouri	2			2	618	263		881	883
Montana					140	44		184	184
Nebraska	1			1	235	88		323	324
Nevada					129	49		178	178
New Hampshire					159	87		246	246
New Jersey					409	212		621	621
New Mexico					140	52		192	192
New York	4			4	987	474		1,461	1,465
North Carolina	1			1	799	359		1,158	1,159
North Dakota	1			1	44	31		75	76
Ohio	2	1		3	892	424		1,316	1,319
Oklahoma	1			1	351	134		485	486
Oregon	1			1	401	171		572	573
Pennsylvania	2			2	798	382		1,180	1,182
Rhode Island					71	33		104	104
South Carolina	1			1	349	170		519	520
South Dakota					78	32		110	110
Tennessee	1			1	551	219		770	771
Texas	5			5	1,696	720		2,416	2,421
Utah					140	68		208	208
Vermont	1			1	91	43		134	135
Virginia					627	308		935	935
Washington					586	244		830	830
West Virginia	1			1	130	56		186	187
Wisconsin					613	305		918	918
Wyoming					57	21		78	78
TOTAL 48 CONTERMINOUS STATES	49	1		50	22,388	9,917		32,305	32,355
Alaska					26	16		42	42
Hawaii					25	20		45	45
TOTAL ALASKA & HAWAII					51	36		87	87
Single Copy Sales U.S. Unclassified									
TOTAL UNITED STATES	49	1		50	22,439	9,953		32,392	32,442
Poss. & Other Areas					8	20		28	28
U.S. & POSS., etc.	49	1		50	22,447	9,973		32,420	32,470
Canada	1			1	1	8		9	10
International	2			2		17		17	19
Military or Civilian Personnel Overseas							1	1	1
Other International									
TOTAL INTERNATIONAL	3			3	1	26		27	30
E-Mail Address Only									
Other Unclassified									
GRAND TOTAL	52	1		53	22,448	9,999		32,447	32,500

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CHANNEL PROFILES

PRINT

ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS
Sold During 6 Month Period Ended December 31, 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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WEBSITE

www.dvm360.com

6 MONTHS ENDED DECEMBER 31, 2016	Page Impressions	Visits	Unique Browsers
Jul	1,333,856	638,151	517,066
Aug	1,457,082	653,455	526,155
Sep	1,393,050	635,656	511,964
Oct	1,451,213	655,460	519,880
Nov	1,249,808	561,355	447,245
Dec	1,219,184	559,909	452,302

E-NEWSLETTER

E-NEWSLETTER	Number of Issues	Average Issue Net Distribution
FirstLine360		
Jul 2016	2	24,903
Aug 2016	2	25,562
Sep 2016	2	27,160
Oct 2016	2	27,140
Nov 2016	2	28,832
Dec 2016	2	28,385

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Social Media

As of December 31, 2016

See Explanatory

Facebook Likes

Twitter Followers



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



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

EXPLANATORY

Publication:

Audit Cycle: December Ending.

- (a) Print Only Individual subscriptions, averaging 54 paid copies per issue and 22,446 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 10,044 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 569 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.

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'd 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.

Parent Company: UBM

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Format: Standard

Established: 2005

AAM Member Since: 2015

Member No. 06-0501-1

SRDS: H46

Published by:

UBM

8033 Flint Street

Lenexa, KS 66214

T: (732) 346-3027

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Publisher: Becky Turner Chapman

Editor: Portia Stewart

06-0501-1	Analyzed Issue Date	11-12/01/16
	Analyzed Issue Text (for double month issue date)	
	Single Copy Price	13.00
	Association Subscription Price	
	U.S. Subscription Price	21.00
	Canadian Subscription Price	31.50
	International Subscription Price	42.00