

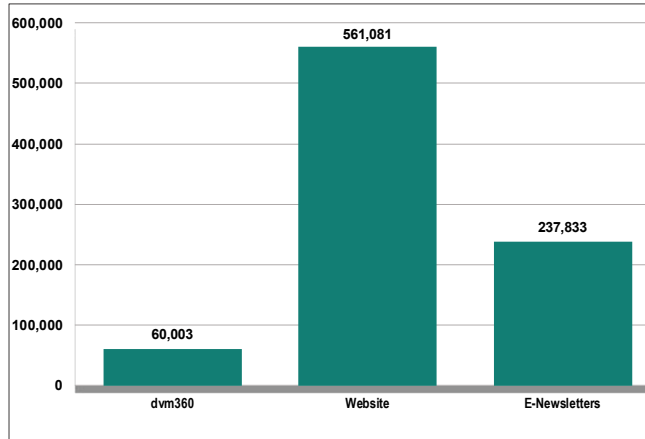
# CONSOLIDATED MEDIA REPORT

## B2B Media

6 months ended June 30, 2018

### TOTAL GROSS CONTACTS

858,917



### EXECUTIVE SUMMARY

Channels	Contacts	Period
<b>dvm360</b> Total Qualified Circulation	60,003	6 months ended June 30, 2018
<b>Website Activity</b> Page Impressions Visits Unique Browsers	1,508,789 712,583 561,081	6 months ended June 30, 2018
<b>E-Newsletters</b> Total Average Net Distribution Per Issue	237,833	6 months ended June 30, 2018
<b>Social Media</b> Facebook Likes Pinterest Followers Twitter Followers	34,284 3,956 24,235	As of January 31, 2018

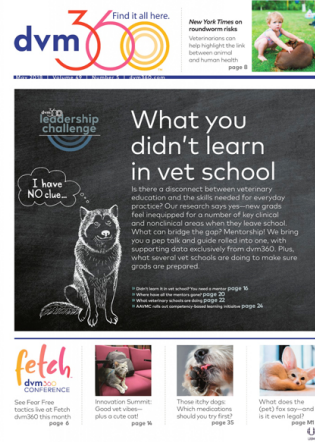
Gross data are contained in this Consolidated Media Report. There was no attempt made to eliminate any duplication that may exist.





6 months ended June 30, 2018  
 Subject to Audit

Field Served:  
 DVM 360 serves the veterinary field.



**TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION 60,003**

AVERAGE QUALIFIED PAID CIRCULATION		AVERAGE QUALIFIED NONPAID CIRCULATION	
Qualified Paid Individual - Print	364	Qualified Nonpaid Individual - Print	49,573
Qualified Paid Individual - Digital	1	Qualified Nonpaid Individual - Digital	9,999
<b>Total Qualified Paid Individual</b>	<b>365</b>	<b>Total Qualified Nonpaid Individual</b>	<b>59,572</b>
Qualified Paid Multicopy Same Addressee - Print	55	Qualified Nonpaid Multicopy Same Addressee - Print	11
<b>Total Qualified Paid Multicopy Same Addressee</b>	<b>55</b>	<b>Total Average Qualified Nonpaid Circulation</b>	<b>59,583</b>
<b>Total Average Qualified Paid Circulation</b>	<b>420</b>		

**AVERAGE NONQUALIFIED CIRCULATION**

Nonqualified Allocated for Shows & Conventions - Print	300
<b>Total Nonqualified Allocated for Shows &amp; Conventions</b>	<b>300</b>
Nonqualified Miscellaneous, Including Staff Copies - Print	427
<b>Total Nonqualified Miscellaneous, Including Staff Copies</b>	<b>427</b>
<b>Total Average Nonqualified Circulation</b>	<b>727</b>

**CIRCULATION BY ISSUES**

Issue	Qualified Paid - Print	Qualified Paid - Digital	Qualified Paid - Print & Digital (Unduplicated)	Total Qualified Paid	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid	Total
Jan	391	1		392	49,623	9,999		59,622	60,014
Feb	386	1		387	49,620	9,999		59,619	60,006
Mar	381	1		382	49,619	9,999		59,618	60,000
Apr	458	1		459	49,542	9,999		59,541	60,000
May	453	1		454	49,547	9,999		59,546	60,000
Jun	446	1		447	49,554	9,999		59,553	60,000

**BUSINESS/OCCUPATIONAL ANALYSIS**

			Qualified Paid - Print	Qualified Paid - Digital	Qualified Paid - Print & Digital (Undupli- cated)	Total Qualified Paid	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Undupli- cated)	Total Qualified Nonpaid
<b>Classification by Business &amp; Industry</b>	<b>Total</b>	<b>%</b>								
1. Exclusive Small Animal Practice	45,701	76.2	169			169	40,013	5,519		45,532
2. Over 50% Small Animal	6,022	10.0	44			44	4,083	1,895		5,978
3. Mixed Practice	6,000	10.0	17			17	3,861	2,122		5,983
4. Exclusive Large Animal Practice:										
A. Cattle	10	0.0	3			3		7		7
B. Horse	1,262	2.1	3			3	1,120	139		1,259
C. Swine										
D. Large Animal Practice (more than one)	559	0.9	6			6	469	84		553
5. Over 50% Large Animal	20	0.0	4			4		16		16
6. DVM Type of Practice Unknown	1	0.0						1		1
7. Manufacturers of Veterinary Drugs or Equipment	42	0.1	10			10		32		32
8. Government: Federal, State, Municipal/ Armed Forces	30	0.1	4			4		26		26
9. Students:										
A. Veterinary Medical Students	8	0.0						8		8
B. Veterinary Technician Students	7	0.0						7		7
11. Academic/Teaching/Libraries/Research	85	0.1	5			5	1	79		80
12. Others Allied to the Field	70	0.1	6			6		64		64
Other Paid Circulation										
Subscriptions	183	0.3	182	1		183				
Single Copy Sales										
<b>Total Qualified Circulation</b>	<b>60,000</b>	<b>100.0</b>	<b>453</b>	<b>1</b>		<b>454</b>	<b>49,547</b>	<b>9,999</b>		<b>59,546</b>

AGE OF SOURCE ANALYSIS				Qualified Within				
Source	Print	Digital	Print & Digital (Unduplicated)	1 Year	2 Years	3 Years	Total	Percent
<b>Total Direct Request From Recipient</b>	<b>40,221</b>	<b>9,913</b>		<b>41,582</b>	<b>7,434</b>	<b>1,118</b>	<b>50,134</b>	<b>83.6</b>
Written	3,580	415		3,365	524	106	3,995	6.7
Telecommunication	32,542	5,951		32,669	5,103	721	38,493	64.2
Internet and Email	4,099	3,547		5,548	1,807	291	7,646	12.7
<b>Total Direct Request From Recipient's Company</b>								
Written								
Telecommunication								
Internet and Email								
<b>Total Communication Other Than Request</b>	<b>1,129</b>	<b>87</b>		<b>1,216</b>			<b>1,216</b>	<b>2.0</b>
Written	353	24		377			377	0.6
Telecommunication	196	7		203			203	0.3
Internet and Email	580	56		636			636	1.1
Association								
Business Directories	8,650			8,650			8,650	14.4
Lists								
Acquired Circulation								
Other Sources								
<b>Total Qualified Subscriptions</b>	<b>50,000</b>	<b>10,000</b>		<b>51,448</b>	<b>7,434</b>	<b>1,118</b>	<b>60,000</b>	<b>100.0</b>
<b>Percent</b>	<b>83.3</b>	<b>16.7</b>		<b>85.7</b>	<b>12.4</b>	<b>1.9</b>	<b>100.0</b>	
Single Copy Sales								
<b>Total Qualified Circulation</b>							<b>60,000</b>	

**GEOGRAPHIC ANALYSIS**

State	Qualified Paid - Print	Qualified Paid - Digital	Qualified Paid - Print & Digital (Unduplicated)	Total Qualified Paid	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid	Total
Alabama	6			6	795	142		937	943
Arizona	5			5	950	190		1,140	1,145
Arkansas					440	92		532	532
California	36	1		37	4,021	778		4,799	4,836
Colorado	13			13	1,314	274		1,588	1,601
Connecticut	7			7	658	92		750	757
Delaware	1			1	129	23		152	153
District of Columbia	2			2	31	10		41	43
Florida	20			20	3,296	544		3,840	3,860
Georgia	3			3	1,513	311		1,824	1,827
Idaho	1			1	323	91		414	415
Illinois	32			32	1,859	326		2,185	2,217
Indiana	12			12	1,084	216		1,300	1,312
Iowa	5			5	718	199		917	922
Kansas	4			4	717	189		906	910
Kentucky	4			4	813	145		958	962
Louisiana	6			6	714	150		864	870
Maine	2			2	343	54		397	399
Maryland	9			9	1,006	170		1,176	1,185
Massachusetts	7			7	997	173		1,170	1,177
Michigan	20			20	1,580	294		1,874	1,894
Minnesota	6			6	996	248		1,244	1,250
Mississippi					470	96		566	566
Missouri	19			19	1,185	243		1,428	1,447
Montana	2			2	302	82		384	386
Nebraska	2			2	415	142		557	559
Nevada	2			2	321	65		386	388
New Hampshire					362	66		428	428
New Jersey	8			8	1,090	189		1,279	1,287
New Mexico	1			1	323	64		387	388
New York	11			11	2,277	445		2,722	2,733
North Carolina	13			13	1,804	354		2,158	2,171
North Dakota	1			1	124	31		155	156
Ohio	14			14	1,906	316		2,222	2,236
Oklahoma	10			10	800	153		953	963
Oregon	5			5	868	198		1,066	1,071
Pennsylvania	96			96	1,923	343		2,266	2,362
Rhode Island					164	23		187	187
South Carolina	3			3	741	131		872	875
South Dakota	1			1	161	55		216	217
Tennessee	4			4	1,156	199		1,355	1,359
Texas	22			22	3,573	810		4,383	4,405
Utah	2			2	305	76		381	383
Vermont					204	38		242	242
Virginia	10			10	1,563	293		1,856	1,866
Washington	5			5	1,289	274		1,563	1,568
West Virginia	2			2	252	51		303	305
Wisconsin	7			7	1,244	299		1,543	1,550
Wyoming	4			4	123	48		171	175
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>445</b>	<b>1</b>		<b>446</b>	<b>49,242</b>	<b>9,795</b>		<b>59,037</b>	<b>59,483</b>
Alaska					99	19		118	118
Hawaii	1			1	134	25		159	160
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>1</b>			<b>1</b>	<b>233</b>	<b>44</b>		<b>277</b>	<b>278</b>
Single Copy Sales									
U.S. Unclassified									
<b>TOTAL UNITED STATES</b>	<b>446</b>	<b>1</b>		<b>447</b>	<b>49,475</b>	<b>9,839</b>		<b>59,314</b>	<b>59,761</b>
Poss. & Other Areas					40	53		93	93
<b>U.S. &amp; POSS., etc.</b>	<b>446</b>	<b>1</b>		<b>447</b>	<b>49,515</b>	<b>9,892</b>		<b>59,407</b>	<b>59,854</b>
Canada	1			1	32	1		33	34
International	6			6		105		105	111
Military or Civilian Personnel Overseas						1		1	1
<b>Total International</b>	<b>7</b>			<b>7</b>	<b>32</b>	<b>107</b>		<b>139</b>	<b>146</b>
E-mail Address Only									
Other Unclassified									
<b>GRAND TOTAL</b>	<b>453</b>	<b>1</b>		<b>454</b>	<b>49,547</b>	<b>9,999</b>		<b>59,546</b>	<b>60,000</b>

**CHANNEL PROFILES****WEBSITE ACTIVITY - www.dvm360.com**

Month	Page Impressions	Visits	Unique Browsers
January	1,669,452	767,333	615,241
February	1,464,079	681,429	543,641
March	1,615,172	775,029	610,231
April	1,557,882	709,958	576,589
May	1,422,089	693,771	527,988
June	1,324,058	647,975	492,798

**E-NEWSLETTERS - Business360**

Month	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
January	1	41,395	41,395
February	1	41,711	41,711
March	1	41,617	41,617
April	1	40,678	40,678
May	1	40,519	40,519
June	1	40,925	40,925

**E-NEWSLETTERS - dmv360Full Circle**

Month	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
January	5	49,319	246,593
February	4	50,719	202,876
March	4	48,423	193,690
April	4	49,131	196,525
May	5	49,083	245,413
June	4	49,417	197,667

**E-NEWSLETTERS - Equine360**

Month	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
January	1	16,287	16,287
February	1	17,501	17,501
March	1	16,837	16,837
April	1	17,048	17,048
May	1	16,898	16,898
June	1	17,603	17,603

**CHANNEL PROFILES (Continued)****E-NEWSLETTERS - Firstline360**

Month	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
January	2	34,702	69,404
February	2	34,819	69,638
March	2	34,634	69,267
April	2	33,985	67,969
May	2	33,869	67,737
June	2	34,339	68,658

**E-NEWSLETTERS - HospitalDesign360**

Month	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
January	1	21,127	21,127
February	2	24,946	48,892
March	1	25,087	25,087
April	1	23,309	23,309
May	1	22,734	22,734
June	1	22,616	22,616

**E-NEWSLETTERS - Medicine360**

Month	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
January	1	44,770	44,770
February	1	49,418	49,418
March	1	49,347	49,347
April	1	47,556	47,556
May	1	47,342	47,342
June	1	47,383	47,383

**E-NEWSLETTERS - Products360**

Month	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
January	1	24,364	24,364
February	1	25,128	25,128
March	1	25,006	25,006
April	1	24,477	24,477
May	1	24,403	24,403
June	1	25,191	25,191

**Social Media**

Channel	Total as of January 31, 2018
Facebook Likes	34,284
Pinterest Followers	3,956
Twitter Followers	24,235

## NOTES

Price Data	Basic Prices
Basic Price Subscriptions	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.

**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.

**Rounding %:** Due to rounding, percentages may not always add up to 100%.

**Paid Multicopy Same Addressee - Print:** Represent copies sold in quantities of 2 or more to business concerns receiving the print version of this publication at prices shown in price paragraph. Copies were mailed in bulk to the purchaser for redistribution.

**Qualified Nonpaid Multicopy Same Addressee :** Represent copies distributed in bulk to business concerns in quantities of 2 or more.

**Business Directories:** Represent copies served to subscribers obtained from American Vet Medical Association.

**Age of Source Reporting :** Includes both paid and nonpaid circulation.

**Analyzed Issue:** The information in Business/Occupational Analysis; Age of Source Analysis; and Geographic Analysis is from an analysis of the May 2018 issue.

**Age of Source Projection:** The figures used are based on percentages established for the November 2017 issue and projected against the totals for the May 2018 issue.

**Total Gross Contacts Include :** Qualified Paid and Nonpaid Circulation, Unique Browsers, and E-newsletters Average Issue Net Distribution.

**Website Data Source:** Site Certifier

**Website Domains:** 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.thevcv.com.

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

**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, recorded as late as possible in the process of delivery of the content to the user's browser. One request by a browser should result in reported one page impression.

**Visits:** 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 Data Source:** Subject to Audit

**E-Newsletters Net Distribution:** The newsletters from a given mailing that reached the subscriber's email delivery server with a positive status code, net of any internal or test addresses. Calculated by subtracting undelivered messages from sent messages.

**Social Media:** Social media is comprised of likes, followers, subscribers and members who may not be actively engaged with the brand. These metrics do not equal 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.

**Frequency:** Monthly  
**Format:** Tabloid

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