

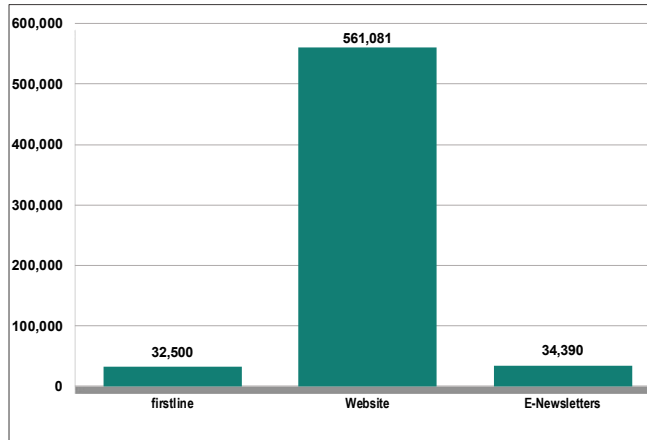
**CONSOLIDATED MEDIA REPORT**

**B2B Media**

6 months ended June 30, 2018

**TOTAL GROSS CONTACTS**

**627,971**



**EXECUTIVE SUMMARY**

Channels	Contacts	Period
<b>firstline</b> Total Qualified Circulation	32,500	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	34,390	6 months ended June 30, 2018
<b>Social Media</b> Facebook Likes Twitter Followers	5,397 4,402	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:

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.



TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION		32,500	
<b>AVERAGE QUALIFIED PAID CIRCULATION</b>		<b>AVERAGE QUALIFIED NONPAID CIRCULATION</b>	
Qualified Paid Individual - Print	46	Qualified Nonpaid Individual - Print	22,447
<b>Total Qualified Paid Individual</b>	<b>46</b>	Qualified Nonpaid Individual - Digital	10,000
<b>Total Average Qualified Paid Circulation</b>	<b>46</b>	<b>Total Qualified Nonpaid Individual</b>	<b>32,447</b>
		Qualified Nonpaid Multicopy Same Addressee - Print	7
		<b>Total Average Qualified Nonpaid Circulation</b>	<b>32,454</b>

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	117
<b>Total Nonqualified Allocated for Shows &amp; Conventions</b>	<b>117</b>
Nonqualified Miscellaneous, Including Staff Copies - Print	387
<b>Total Nonqualified Miscellaneous, Including Staff Copies</b>	<b>387</b>
<b>Total Average Nonqualified Circulation</b>	<b>504</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/Feb	48			48	22,452	10,000		32,452	32,500
Mar/Apr	47			47	22,453	10,000		32,453	32,500
May/Jun	44			44	22,456	10,000		32,456	32,500

**BUSINESS/OCCUPATIONAL ANALYSIS**

Classification by Business & Industry		Total	%	Qualified Paid - Print	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	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	25,518	78.5	10	17,873	7,635		25,508	16,081	7,771	341	244	1,081
2.	Over 50% Small Animal	3,226	9.9		2,421	805		3,226	2,173	1,038	6	8	1
3.	Mixed Practice (50%-50%)	3,721	11.4	1	2,160	1,560		3,720	2,566	710	79	67	299
4.	Academic/ Teaching/Libraries/ Research	2	0.0	2					1				1
5.	Other Allied to the Field	1	0.0	1									1
	Other Paid Circulation												
	Subscriptions	32	0.1	30	2			2	2				30
	Single Copy Sales												
	<b>Total Qualified Circulation</b>	<b>32,500</b>	<b>100.0</b>	<b>44</b>	<b>22,456</b>	<b>10,000</b>		<b>32,456</b>	<b>20,823</b>	<b>9,519</b>	<b>426</b>	<b>319</b>	<b>1,413</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>18,597</b>	<b>9,998</b>		<b>22,425</b>	<b>4,529</b>	<b>1,641</b>	<b>28,595</b>	<b>88.0</b>
Written	540	867		989	301	117	1,407	4.3
Telecommunication	16,928	7,100		19,801	3,129	1,098	24,028	73.9
Internet and Email	1,129	2,031		1,635	1,099	426	3,160	9.7
<b>Total Direct Request From Recipient's Company</b>								
Written								
Telecommunication								
Internet and Email								
<b>Total Communication Other Than Request</b>	<b>37</b>	<b>2</b>		<b>39</b>			<b>39</b>	<b>0.1</b>
Written	37	2		39			39	0.1
Telecommunication								
Internet and Email								
Association								
Business Directories								
Lists								
Acquired Circulation								
Other Sources	3,866			3,866			3,866	11.9
<b>Total Qualified Subscriptions</b>	<b>22,500</b>	<b>10,000</b>		<b>26,330</b>	<b>4,529</b>	<b>1,641</b>	<b>32,500</b>	<b>100.0</b>
<b>Percent</b>	<b>69.2</b>	<b>30.8</b>		<b>81.0</b>	<b>13.9</b>	<b>5.0</b>	<b>100.0</b>	
Single Copy Sales								
<b>Total Qualified Circulation</b>							<b>32,500</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					386	155		541	541
Arizona					323	170		493	493
Arkansas	1			1	225	85		310	311
California					1,753	787		2,540	2,540
Colorado	2			2	485	211		696	698
Connecticut					295	120		415	415
Delaware					67	21		88	88
District of Columbia					11	8		19	19
Florida	1			1	1,615	694		2,309	2,310
Georgia	2			2	737	294		1,031	1,033
Idaho					149	82		231	231
Illinois	1			1	804	372		1,176	1,177
Indiana	5			5	538	252		790	795
Iowa	1			1	363	167		530	531
Kansas	1			1	339	168		507	508
Kentucky					405	139		544	544
Louisiana					320	141		461	461
Maine					148	78		226	226
Maryland					428	171		599	599
Massachusetts					394	178		572	572
Michigan	4			4	839	380		1,219	1,223
Minnesota					449	259		708	708
Mississippi					238	84		322	322
Missouri	2			2	599	273		872	874
Montana					132	53		185	185
Nebraska	1			1	205	113		318	319
Nevada					129	44		173	173
New Hampshire					188	83		271	271
New Jersey					444	196		640	640
New Mexico					129	52		181	181
New York	4			4	1,093	482		1,575	1,579
North Carolina					754	338		1,092	1,092
North Dakota	1			1	62	26		88	89
Ohio	3			3	978	394		1,372	1,375
Oklahoma					375	135		510	510
Oregon	1			1	364	167		531	532
Pennsylvania					891	368		1,259	1,259
Rhode Island					62	36		98	98
South Carolina	2			2	373	160		533	535
South Dakota					82	39		121	121
Tennessee	1			1	544	223		767	768
Texas	6			6	1,527	749		2,276	2,282
Utah					155	79		234	234
Vermont	1			1	78	45		123	124
Virginia					618	262		880	880
Washington					517	246		763	763
West Virginia					145	52		197	197
Wisconsin					616	293		909	909
Wyoming					60	27		87	87
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>40</b>			<b>40</b>	<b>22,431</b>	<b>9,951</b>		<b>32,382</b>	<b>32,422</b>
Alaska					8	17		25	25
Hawaii					6	13		19	19
<b>TOTAL ALASKA &amp; HAWAII</b>					<b>14</b>	<b>30</b>		<b>44</b>	<b>44</b>
Single Copy Sales									
U.S. Unclassified									
<b>TOTAL UNITED STATES</b>	<b>40</b>			<b>40</b>	<b>22,445</b>	<b>9,981</b>		<b>32,426</b>	<b>32,466</b>
Poss. & Other Areas					9	11		20	20
<b>U.S. &amp; POSS., etc.</b>	<b>40</b>			<b>40</b>	<b>22,454</b>	<b>9,992</b>		<b>32,446</b>	<b>32,486</b>
Canada	2			2	2			2	4
International	2			2		7		7	9
Military or Civilian Personnel Overseas						1		1	1
<b>Total International</b>	<b>4</b>			<b>4</b>	<b>2</b>	<b>8</b>		<b>10</b>	<b>14</b>
E-mail Address Only									
Other Unclassified									
<b>GRAND TOTAL</b>	<b>44</b>			<b>44</b>	<b>22,456</b>	<b>10,000</b>		<b>32,456</b>	<b>32,500</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 - 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	34,329	68,658

**Social Media**

Channel	Total as of January 31, 2018
Facebook Likes	5,397
Twitter Followers	4,402

## NOTES

Price Data	Basic Prices
Basic Price Subscriptions	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., \$17.00. Canada and Mexico, \$19.00. International, \$24.00.

**Definition of Recipient Qualification:**

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

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

**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/June 2018 issue.

**Age of Source Projection:** The figures used are based on percentages established for the November/December 2017 issue and projected against the totals for the May/June 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 www.dvm360.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.

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**Format:** Standard

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