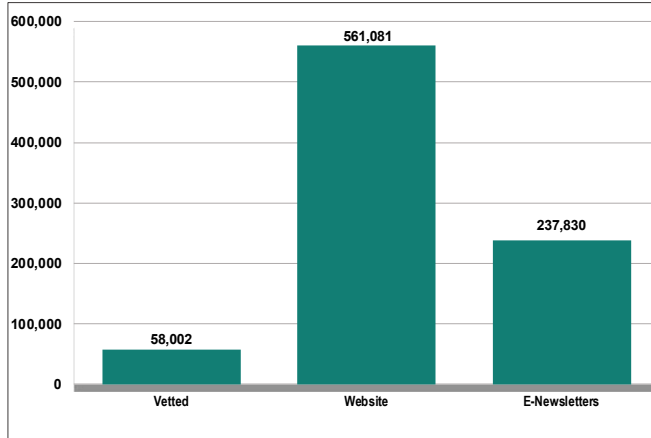


**CONSOLIDATED
MEDIA REPORT**

B2B Media

6 months ended June 30, 2018

TOTAL GROSS CONTACTS **856,913**



EXECUTIVE SUMMARY		
Channels	Contacts	Period
Vetted Total Qualified Circulation	58,002	6 months ended June 30, 2018
Website Activity Page Impressions Visits Unique Browsers	1,508,789 712,583 561,081	6 months ended June 30, 2018
E-Newsletters Total Average Net Distribution Per Issue	237,830	6 months ended June 30, 2018
Social Media 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:

Vetted serves the veterinary field.



TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION		58,002	
AVERAGE QUALIFIED PAID CIRCULATION		AVERAGE QUALIFIED NONPAID CIRCULATION	
Qualified Paid Individual - Print	939	Qualified Nonpaid Individual - Print	52,239
Qualified Paid Individual - Digital	5	Qualified Nonpaid Individual - Digital	4,796
Total Qualified Paid Individual	944	Total Qualified Nonpaid Individual	57,035
Qualified Paid Multicopy Same Addressee - Print	1	Qualified Nonpaid Multicopy Same Addressee - Print	22
Total Qualified Paid Multicopy Same Addressee	1	Total Average Qualified Nonpaid Circulation	57,057
Total Average Qualified Paid Circulation	945		

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Allocated for Shows & Conventions - Print	67
Total Nonqualified Allocated for Shows & Conventions	67
Nonqualified Miscellaneous, Including Staff Copies - Print	454
Total Nonqualified Miscellaneous, Including Staff Copies	454
Total Average Nonqualified Circulation	521

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	1,013	7		1,020	52,187	4,793		56,980	58,000
Feb	969	4		973	52,230	4,796		57,026	57,999
Mar	951	5		956	52,249	4,800		57,049	58,005
Apr	926	5		931	52,274	4,795		57,069	58,000
May	902	4		906	52,298	4,796		57,094	58,000
Jun	878	4		882	52,322	4,796		57,118	58,000

BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry		Total	%	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
1.	Exclusive Small Animal Practice	45,567	78.6	425	3		428	41,275	3,864		45,139
2.	Over 50% Small Animal	6,000	10.3	89			89	5,458	453		5,911
3.	Mixed Practice	6,000	10.3	32			32	5,564	404		5,968
4.	Exclusive Large Animal Practice:										
	A. Cattle	3	0.0	1			1		2		2
	B. Horse	7	0.0						7		7
	C. Swine										
	D. Large Animal Practice (more than one)	4	0.0	3			3		1		1
5.	Over 50% Large Animal	10	0.0	6			6		4		4
6.	DVM Type of Practice Unknown	5	0.0	5			5				
7.	Manufacturers of Veterinary Drugs or Equipment	8	0.0	4			4		4		4
8.	Government: Federal, State, Municipal/Armed Forces	8	0.0	1			1		7		7
9.	Students:										
	A. Veterinary Medical Students	2	0.0						2		2
	B. Veterinary Technician Students	1	0.0						1		1
11.	Academic/Teaching/Libraries/Research	22	0.0	5			5		17		17
12.	Others Allied to the Field	40	0.1	9			9	1	30		31
	Other Paid Circulation										
	Subscriptions	323	0.6	322	1		323				
	Single Copy Sales										
	Total Qualified Circulation	58,000	100.0	902	4		906	52,298	4,796		57,094

AGE OF SOURCE ANALYSIS				Qualified Within				
Source	Print	Digital	Print & Digital (Unduplicated)	1 Year	2 Years	3 Years	Total	Percent
Total Direct Request From Recipient	42,702	4,800		39,178	6,627	1,697	47,502	81.9
Written	3,106	83		2,235	643	311	3,189	5.5
Telecommunication	33,849	2,848		31,329	4,620	748	36,697	63.3
Internet and Email	5,747	1,869		5,614	1,364	638	7,616	13.1
Total Direct Request From Recipient's Company								
Written								
Telecommunication								
Internet and Email								
Total Communication Other Than Request	849			849			849	1.5
Written	224			224			224	0.4
Telecommunication	180			180			180	0.3
Internet and Email	445			445			445	0.8
Association								
Business Directories	9,649			9,649			9,649	16.6
Lists								
Acquired Circulation								
Other Sources								
Total Qualified Subscriptions	53,200	4,800		49,676	6,627	1,697	58,000	100.0
Percent	91.7	8.3		85.6	11.4	2.9	100.0	
Single Copy Sales								
Total Qualified Circulation							58,000	

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	23	1		24	852	64		916	940
Arizona	14			14	983	79		1,062	1,076
Arkansas	7			7	466	33		499	506
California	73			73	4,081	412		4,493	4,566
Colorado	20			20	1,373	150		1,523	1,543
Connecticut	7			7	697	51		748	755
Delaware	2			2	136	18		154	156
District of Columbia	2			2	43	4		47	49
Florida	33	1		34	3,383	302		3,685	3,719
Georgia	18			18	1,620	151		1,771	1,789
Idaho	5			5	341	34		375	380
Illinois	24			24	1,929	178		2,107	2,131
Indiana	28			28	1,127	91		1,218	1,246
Iowa	14			14	806	60		866	880
Kansas	16			16	820	72		892	908
Kentucky	11			11	821	45		866	877
Louisiana	12			12	757	61		818	830
Maine	5			5	361	36		397	402
Maryland	12			12	1,049	86		1,135	1,147
Massachusetts	11			11	1,046	91		1,137	1,148
Michigan	22			22	1,653	172		1,825	1,847
Minnesota	14			14	1,052	115		1,167	1,181
Mississippi	3			3	531	24		555	558
Missouri	21			21	1,311	95		1,406	1,427
Montana	2			2	339	31		370	372
Nebraska	5			5	491	56		547	552
Nevada	3			3	343	26		369	372
New Hampshire	8			8	369	34		403	411
New Jersey	17			17	1,137	86		1,223	1,240
New Mexico	4			4	327	31		358	362
New York	40	1		41	2,416	220		2,636	2,677
North Carolina	22			22	1,896	166		2,062	2,084
North Dakota	3			3	131	10		141	144
Ohio	32			32	2,005	131		2,136	2,168
Oklahoma	17			17	843	62		905	922
Oregon	13			13	926	102		1,028	1,041
Pennsylvania	31			31	2,031	178		2,209	2,240
Rhode Island	2			2	165	12		177	179
South Carolina	6			6	798	67		865	871
South Dakota	3			3	195	13		208	211
Tennessee	15			15	1,257	100		1,357	1,372
Texas	42			42	3,824	396		4,220	4,262
Utah	3			3	318	37		355	358
Vermont	4			4	210	21		231	235
Virginia	15			15	1,642	167		1,809	1,824
Washington	13			13	1,378	146		1,524	1,537
West Virginia	7			7	270	16		286	293
Wisconsin	14			14	1,291	147		1,438	1,452
Wyoming	3			3	158	8		166	169
TOTAL 48 CONTERMINOUS STATES	721	3		724	51,998	4,687		56,685	57,409
Alaska	2			2	101	14		115	117
Hawaii	2	1		3	131	13		144	147
TOTAL ALASKA & HAWAII	4	1		5	232	27		259	264
Single Copy Sales									
U.S. Unclassified									
TOTAL UNITED STATES	725	4		729	52,230	4,714		56,944	57,673
Poss. & Other Areas	4			4	45	22		67	71
U.S. & POSS., etc.	729	4		733	52,275	4,736		57,011	57,744
Canada	108			108	22			22	130
International	65			65		57		57	122
Military or Civilian Personnel Overseas					1	3		4	4
Total International	173			173	23	60		83	256
E-mail Address Only									
Other Unclassified									
GRAND TOTAL	902	4		906	52,298	4,796		57,094	58,000

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 - dvm360 Full 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	48,403	193,610
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	34,329	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	49,892
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. \$52.00; 2 yrs. \$80.00; 3 yrs. \$112.00. Canada & Mexico, 1 yr. \$65.00; 2 yrs. \$120.00; 3 yrs. \$160.00. International, 1 yr. \$80.00; 2 yrs. \$145.00; 3 yrs. \$215.00.
Single Copy	U.S., \$26.00. Canada & Mexico, \$28.00. International, \$32.00. Digital, \$40.00.

Definition of Recipient Qualification:

Qualified recipients are: private practice veterinarians. DVM's whose specialty is unknown, students in veterinary colleges, teachers and researchers in veterinary educational and research institutions. Also qualified are veterinary drug and equipment manufacturers, government agencies including the armed forces, universities and libraries, veterinary technician students, and members of the Veterinary Hospital Managers Association.

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 Veterinary 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: 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.

Frequency: Monthly
Format: Standard

Established: 1959
AAM Member Since: 2015
Member #: 06-1318-1
SRDS: H46

Parent Company: UBM

Published by:
UBM
8033 Flint Street
Lenexa, KS 66214
T: (800) 255-6864 • F: (913) 492-4157
www.dvm360.com

Kristina Bildeaux
Audience Development Director

Joy Puzzo
VP Marketing and Audience Development