

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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(See Additional Data)  
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veterinarypracticenews.com

**VETERINARY PRACTICE NEWS** is a B2B brand intended for veterinarians and their support staff. VPN showcases comprehensive and timely coverage of industry news and new products, highlights successful veterinary practices and practitioners, provides fresh and objective coverage of issues, trends and events, serves as an open forum for discussing controversial topics. The content of every issue is also available to subscribers globally via the online digital version.

**FIELD SERVED**

**VETERINARY PRACTICE NEWS** serves the field of veterinary medicine and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are private practice veterinarians, veterinarian students, and others allied to the animal health care field.

**CHANNELS**

**VETERINARY  
PRACTICE NEWS**



6 Issues in the period  
57,075 average circulation

**EXECUTIVE SUMMARY**

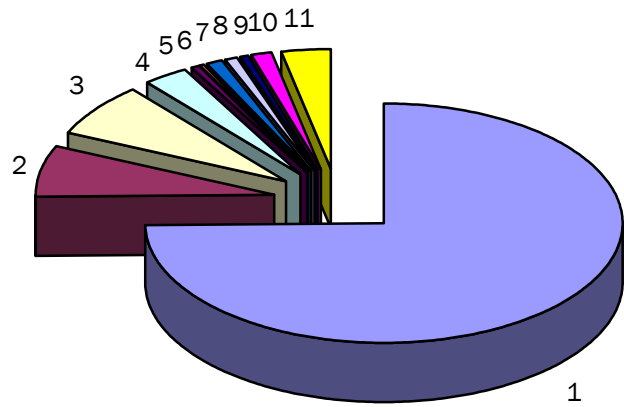
Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
<b>VETERINARY PRACTICE NEWS</b> (6 issues in the period)	57,075	-	57,075
a. Print	52,258	-	52,258
b. Digital	4,817	-	4,817
1. Requested	4,817	-	4,817
2. Non-Requested	-	-	-



### 3a. Breakout of Qualified Circulation of Business and Industry

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
1. Exclusive Small Animal Practice	42,750	74.8
2. Over 50% Small Animal Practice	3,907	6.8
3. Mixed Practice (50%-50%)	4,233	7.4
4. Exclusive Large Animal Practice	1,651	2.9
5. Over 50% Large Animal Practice	397	0.7
6. DVM Type of Practice Unknown	191	0.3
7. Manufacturers of Veterinary Drugs or Equipment (Note 1)	613	1.1
8. Government: Federal, State, Municipal/Armed Forces	329	0.6
9. Students	370	0.7
10. Academic/Teaching/Libraries/Research	764	1.3
11. Others Allied to the Field	1,963	3.4



### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 year	2 years	3 years				
<b>I. TOTAL – Direct Request:</b>	<b>28,897</b>	<b>8,735</b>	<b>3,749</b>	<b>36,487</b>	<b>4,894</b>	<b>41,381</b>	<b>72.4</b>
a. Written	9,015	2,433	1,012	11,981	479	12,460	21.8
b. Telecommunication	17,461	5,349	2,156	22,177	2,789	24,966	43.7
c. Electronic	2,421	953	581	2,329	1,626	3,955	6.9
<b>II. TOTAL – Request from recipient's company:</b>	<b>25</b>	<b>9</b>	<b>3</b>	<b>37</b>	-	<b>37</b>	<b>0.1</b>
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	6	-	6	-	6	-
c. Electronic	25	3	3	31	-	31	0.1
<b>III. TOTAL – Membership Benefit:</b>	-	-	-	-	-	-	-
a. Individual	-	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-	-
<b>IV. TOTAL – Communication from recipient or recipient's company (other than request):</b>	<b>1</b>	<b>1</b>	-	<b>2</b>	-	<b>2</b>	-
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	1	1	-	2	-	2	-
<b>V. *TOTAL - Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources</b>	<b>15,747</b>	<b>1</b>	-	<b>15,748</b>	-	<b>15,748</b>	<b>27.5</b>
<b>VI. TOTAL – Single Copy Sales:</b>	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>44,670</b>	<b>8,746</b>	<b>3,752</b>	<b>52,274</b>	<b>4,894</b>	<b>57,168</b>	<b>100.0</b>
<b>PERCENT</b>	<b>78.1</b>	<b>15.3</b>	<b>6.6</b>	<b>91.4</b>	<b>8.6</b>	<b>100.0</b>	

\*See Additional Data

### AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July – December 2014	January – June 2015	July – December 2015	January – June 2016	July – December 2016	January – June 2017*
Total Audit Average Qualified:	57,898	57,823	57,967	57,617	57,477	57,075
Qualified Non-Paid:	57,898	57,823	57,967	57,617	57,477	57,075
Print:	53,107	52,996	53,087	52,689	52,682	52,258
Digital:	4,791	4,827	4,880	4,928	4,795	4,817
Qualified Paid:	-	-	-	-	-	-
Print:	-	-	-	-	-	-
Digital:	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

\*NOTE: January – June 2017 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017**

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	345	30	375		Kentucky	732	55	787	
New Hampshire	348	21	369		Tennessee	1,084	85	1,169	
Vermont	213	21	234		Alabama	780	40	820	
Massachusetts	1,065	69	1,134		Mississippi	439	27	466	
Rhode Island	163	12	175		<b>EAST SO. CENTRAL</b>	<b>3,035</b>	<b>207</b>	<b>3,242</b>	<b>5.7</b>
Connecticut	681	55	736		Arkansas	405	35	440	
<b>NEW ENGLAND</b>	<b>2,815</b>	<b>208</b>	<b>3,023</b>	<b>5.3</b>	Louisiana	677	50	727	
New York	2,406	215	2,621		Oklahoma	746	55	801	
New Jersey	1,161	82	1,243		Texas	3,556	342	3,898	
Pennsylvania	2,132	174	2,306		<b>WEST SO. CENTRAL</b>	<b>5,384</b>	<b>482</b>	<b>5,866</b>	<b>10.3</b>
<b>MIDDLE ATLANTIC</b>	<b>5,699</b>	<b>471</b>	<b>6,170</b>	<b>10.8</b>	Montana	302	31	333	
Ohio	1,956	151	2,107		Idaho	292	26	318	
Indiana	1,104	74	1,178		Wyoming	124	11	135	
Illinois	2,036	168	2,204		Colorado	1,285	158	1,443	
Michigan	1,607	131	1,738		New Mexico	299	27	326	
Wisconsin	1,256	97	1,353		Arizona	997	107	1,104	
<b>EAST NO. CENTRAL</b>	<b>7,959</b>	<b>621</b>	<b>8,580</b>	<b>15.0</b>	Utah	313	25	338	
Minnesota	1,046	94	1,140		Nevada	331	29	360	
Iowa	858	67	925		<b>MOUNTAIN</b>	<b>3,943</b>	<b>414</b>	<b>4,357</b>	<b>7.6</b>
Missouri	1,205	83	1,288		Alaska	110	13	123	
North Dakota	114	10	124		Washington	1,231	123	1,354	
South Dakota	206	16	222		Oregon	863	99	962	
Nebraska	491	38	529		California	4,187	476	4,663	
Kansas	740	83	823		Hawaii	157	13	170	
<b>WEST NO. CENTRAL</b>	<b>4,660</b>	<b>391</b>	<b>5,051</b>	<b>8.8</b>	<b>PACIFIC</b>	<b>6,548</b>	<b>724</b>	<b>7,272</b>	<b>12.7</b>
Delaware	122	7	129		<b>UNITED STATES</b>	<b>50,438</b>	<b>4,421</b>	<b>54,859</b>	<b>96.0</b>
Maryland	1,009	91	1,100		U.S. Territories	60	15	75	
Washington, DC	32	7	39		Canada	1,773	457	2,230	
Virginia	1,599	128	1,727		Mexico	-	-	-	
West Virginia	244	15	259		Other International	-	-	-	
North Carolina	1,693	153	1,846		APO/FPO	3	1	4	
South Carolina	720	54	774						
Georgia	1,465	123	1,588						
Florida	3,511	325	3,836						
<b>SOUTH ATLANTIC</b>	<b>10,395</b>	<b>903</b>	<b>11,298</b>	<b>19.8</b>					
					<b>TOTAL QUALIFIED CIRCULATION</b>	<b>52,274</b>	<b>4,894</b>	<b>57,168</b>	<b>100.0</b>

**ADDITIONAL DATA**

**METHOD OF DISTRIBUTION:**

All qualified circulation conforms to the field served and definition of recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

**STATEMENT OF CONTENT PLATFORM:**

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

**CHANGE IN OWNERSHIP:**

Effective with the June 2017 issue, Veterinary Practice News was purchased by Kenilworth Media.

**PARAGRAPH 3b:**

Association rosters and directories include 1 source of circulation for a quantity of 15,748 copies or 27.5%, including The American Veterinary Medical Association.

**PUBLISHER'S AFFIDAVIT**

We hereby make oath and say that all data set forth in this statement are true.

Erik Tolles, CEO  
Mark Rosen, Account Director

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

**IMPORTANT NOTE:**

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed July 10, 2017  
State California  
County Orange  
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**About BPA Worldwide:**

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