

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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**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.

**MAGAZINE CHANNEL FORMAT – PRINT AND DIGITAL ISSUES**

**VETERINARY PRACTICE NEWS** is produced in print and digital formats. The editorial for the print copy is the same for all recipients. The digital format is written and designed for the digital reading experience, accessed by a computer, mobile phone, or tablet. Digital formats may include features such as videos and surveys allowing for user interaction with the brand.

**FIELD SERVED**

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

**DEFINITION OF RECIPIENT QUALIFICATION**

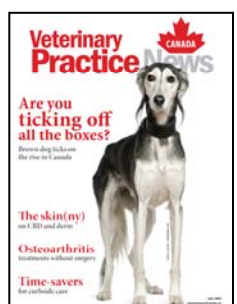
Qualified recipients include private practice veterinarians, veterinary technicians, practice managers, manufacturers of veterinary drugs and equipment, government, veterinarian students, academic and research institutions, and others allied to the field.

## CHANNELS

**VETERINARY PRACTICE NEWS  
PRINT AND DIGITAL  
MAGAZINE**



**VETERINARY PRACTICE NEWS - CANADA  
PRINT AND DIGITAL  
MAGAZINE**



## EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
<b>VETERINARY PRACTICE NEWS COMBINED</b>	62,686	46	62,732
<b>VETERINARY PRACTICE NEWS PRINT AND DIGITAL MAGAZINE</b> (6 issues in the period)	56,146	46	56,192
a. Print	48,813	46	48,859
b. Digital	7,333	-	7,333
<b>VETERINARY PRACTICE NEWS – CANADA PRINT AND DIGITAL MAGAZINE</b> (2 issues in the period)	6,540	-	6,540
a. Print	6,327	-	6,327
b. Digital	213	-	213

(See Paragraph 3b for Source)

## AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	1,214
Allocated for Trade Shows and Conventions	33
All Other	11
<b>TOTAL</b>	<b>1,258</b>

## 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	57,658	91.9	57,612	91.8	46	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	5,074	8.1	5,074	8.1	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>62,732</b>	<b>100.0</b>	<b>62,686</b>	<b>99.9</b>	<b>46</b>	<b>0.1</b>

## 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

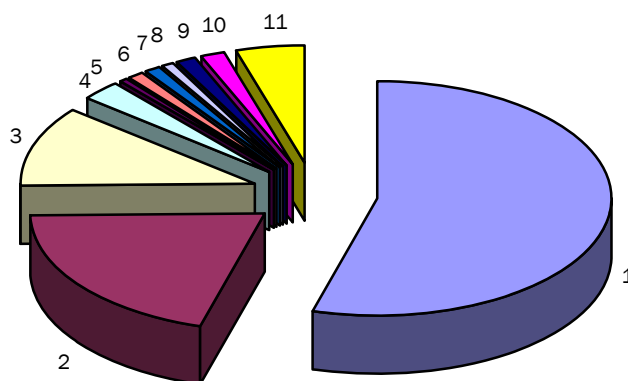
2021 Issue	VPN	VPN Canada	Print	Digital	Total Qualified
January	55,986	-	48,923	7,063	55,986
February	55,903	-	48,884	7,019	55,903
March	56,115	6,703	55,206	7,612	62,818
April	56,259	-	48,793	7,466	56,259
May	56,382	-	48,840	7,542	56,382
June	56,510	6,377	55,162	7,725	62,887

## 3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2021

Business and Industry	Total Qualified	Percent of Total	Print	Digital	Veterinary Practice News	Veterinary Practice News - Canada
<b>VETERINARIANS &amp; VETERINARY TECHNICIANS BY TYPE OF PRIVATE PRACTICE AND SPECIALTY</b>						
1. Exclusive Small Animal Practice	34,195	54.4	29,736	4,459	29,779	4,416
2. Over 50% Small Animal Practice	12,846	20.4	12,358	488	12,716	130
3. Mixed Practice (50%-50%)	6,917	11.0	6,300	617	6,163	754
4. Exclusive Large Animal Practice						
A. Cattle	252	0.4	227	25	160	92
B. Horse	1,053	1.7	909	144	868	185
C. Swine	39	0.1	32	7	26	13
D. Large Animal Practice (more than one species)	455	0.7	417	38	314	141
5. Over 50% Large Animal Practice	390	0.6	347	43	319	71
6. DVM Type of Practice Unknown	671	1.0	569	102	599	72
SUB-TOTAL	56,818	90.3	50,895	5,923	50,944	5,874
7. Manufacturers of Veterinary Drugs or Equipment	731	1.2	409	322	696	35
8. Government: Federal, State, Municipal/Armed Forces	487	0.8	388	99	348	139
9. Students						
A. Veterinary Medical Students	280	0.4	199	81	263	17
B. Veterinary Technician Students	492	0.8	386	106	474	18
10. Academic/Teaching/Libraries/Research	1,199	1.9	784	415	1,081	118
11. Others Allied to the Field	2,880	4.6	2,101	779	2,704	176
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>62,887</b>	<b>100.0</b>	<b>55,162</b>	<b>7,725</b>	<b>56,510</b>	<b>6,377</b>
<b>PERCENT</b>	<b>100.0</b>		<b>87.7</b>	<b>12.3</b>	<b>89.9</b>	<b>10.1</b>

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

Business and Industry	Total Qualified	Percent of Total
1. Exclusive Small Animal Practice	34,195	54.4
2. Over 50% Small Animal Practice	12,846	20.4
3. Mixed Practice (50%-50%)	6,917	11.0
4. Exclusive Large Animal Practice	1,799	2.9
5. Over 50% Large Animal Practice	390	0.6
6. DVM Type of Practice Unknown	671	1.0
7. Manufacturers of Veterinary Drugs or Equipment	731	1.2
8. Government: Federal, State, Municipal/Armed Forces	487	0.8
9. Students	772	1.2
10. Academic/Teaching/Libraries/Research	1,199	1.9
11. Others Allied to the Field	2,880	4.6



### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2021 – COMBINED

Qualification Source	Print	Digital	Total Qualified	Percent
I. Direct Request:	<b>26,429</b>	<b>7,662</b>	<b>34,091</b>	<b>54.2</b>
II. Request from recipient's company:	<b>209</b>	<b>62</b>	<b>271</b>	<b>0.4</b>
III. Membership Benefit:	-	-	-	-
IV. Communication (other than request):	<b>1,059</b>	-	<b>1,059</b>	<b>1.7</b>
V. <b>TOTAL - Sources other than above (listed alphabetically):</b>	<b>27,465</b>	<b>1</b>	<b>27,466</b>	<b>43.7</b>
*Association rosters and directories	25,305	1	25,306	40.3
Business directories	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-
*Other sources	2,160	-	2,160	3.4
VI. <b>TOTAL - Single Copy Sales:</b>	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>55,162</b>	<b>7,725</b>	<b>62,887</b>	<b>100.0</b>
<b>PERCENT</b>	<b>87.7</b>	<b>12.3</b>	<b>100.0</b>	

\*See Additional Data

Note: In these unprecedented times caused by the coronavirus (COVID-19) pandemic, resulting in workplace closures, sporadic workplace visits and work-from-home solutions, consent and renewal campaigns are impacted. Therefore, BPA has granted an exception permitting publishers to carry as "qualified" circulation sources aging beyond 36 months but not to exceed 48 months. 3,067 of copies or 4.9% of Total Qualified circulation is 36 to 48 months.

### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2021 – VPN

Qualification Source	Print	Digital	Total Qualified	Percent
I. Direct Request:	<b>25,409</b>	<b>7,594</b>	<b>33,003</b>	<b>58.4</b>
II. Request from recipient's company:	<b>142</b>	<b>56</b>	<b>198</b>	<b>0.4</b>
III. Membership Benefit:	-	-	-	-
IV. Communication (other than request):	<b>2</b>	-	<b>2</b>	-
V. <b>TOTAL - Sources other than above (listed alphabetically):</b>	<b>23,306</b>	<b>1</b>	<b>23,307</b>	<b>41.2</b>
Association rosters and directories	21,605	1	21,606	38.2
Business directories	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-
Other sources	1,701	-	1,701	3.0
VI. <b>TOTAL - Single Copy Sales:</b>	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>48,859</b>	<b>7,651</b>	<b>56,510</b>	<b>100.0</b>
<b>PERCENT</b>	<b>86.5</b>	<b>13.5</b>	<b>100.0</b>	

Note: In these unprecedented times caused by the coronavirus (COVID-19) pandemic, resulting in workplace closures, sporadic workplace visits and work-from-home solutions, consent and renewal campaigns are impacted. Therefore, BPA has granted an exception permitting publishers to carry as "qualified" circulation sources aging beyond 36 months but not to exceed 48 months. 3,067 of copies or 5.4% of Total Qualified circulation is 36 to 48 months.

### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2021 – VPN CANADA

Qualification Source	Print	Digital	Total Qualified	Percent
I. Direct Request:	<b>1,020</b>	<b>68</b>	<b>1,088</b>	<b>17.1</b>
II. Request from recipient's company:	<b>67</b>	<b>6</b>	<b>73</b>	<b>1.1</b>
III. Membership Benefit:	-	-	-	-
IV. Communication (other than request):	<b>1,057</b>	-	<b>1,057</b>	<b>16.6</b>
V. <b>TOTAL - Sources other than above (listed alphabetically):</b>	<b>4,159</b>	-	<b>4,159</b>	<b>65.2</b>
Association rosters and directories	3,700	-	3,700	58.0
Business directories	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-
Other sources	459	-	459	7.2
VI. <b>TOTAL - Single Copy Sales:</b>	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>6,303</b>	<b>74</b>	<b>6,377</b>	<b>100.0</b>
<b>PERCENT</b>	<b>98.8</b>	<b>1.2</b>	<b>100.0</b>	

Note: Although age is not reported, all qualified circulation must be sourced within 36 months of the analyzed issue.

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2021**

State	VPN	VPN-Canada	Print	Digital	Total Qualified	Percent
Maine	504	-	434	70	504	
New Hampshire	333	-	283	50	333	
Vermont	271	-	246	25	271	
Massachusetts	1,113	-	992	121	1,113	
Rhode Island	202	-	181	21	202	
Connecticut	776	-	689	87	776	
<b>NEW ENGLAND</b>	<b>3,199</b>	<b>-</b>	<b>2,825</b>	<b>374</b>	<b>3,199</b>	<b>5.1</b>
New York	2,255	-	1,972	283	2,255	
New Jersey	1,588	-	1,408	180	1,588	
Pennsylvania	1,911	-	1,683	228	1,911	
<b>MIDDLE ATLANTIC</b>	<b>5,754</b>	<b>-</b>	<b>5,063</b>	<b>691</b>	<b>5,754</b>	<b>9.1</b>
Ohio	1,690	-	1,501	189	1,690	
Indiana	981	-	879	102	981	
Illinois	1,807	-	1,567	240	1,807	
Michigan	1,434	-	1,249	185	1,434	
Wisconsin	1,169	-	1,018	151	1,169	
<b>EAST NO. CENTRAL</b>	<b>7,081</b>	<b>-</b>	<b>6,214</b>	<b>867</b>	<b>7,081</b>	<b>11.3</b>
Minnesota	1,129	-	972	157	1,129	
Iowa	744	-	665	79	744	
Missouri	1,461	-	1,314	147	1,461	
North Dakota	252	-	228	24	252	
South Dakota	221	-	195	26	221	
Nebraska	437	-	388	49	437	
Kansas	769	-	652	117	769	
<b>WEST NO. CENTRAL</b>	<b>5,013</b>	<b>-</b>	<b>4,414</b>	<b>599</b>	<b>5,013</b>	<b>8.0</b>
Delaware	121	-	104	17	121	
Maryland	970	-	823	147	970	
Washington, DC	43	-	36	7	43	
Virginia	1,737	-	1,539	198	1,737	
West Virginia	220	-	204	16	220	
North Carolina	2,135	-	1,877	258	2,135	
South Carolina	645	-	562	83	645	
Georgia	2,042	-	1,825	217	2,042	
Florida	3,907	-	3,445	462	3,907	
<b>SOUTH ATLANTIC</b>	<b>11,820</b>	<b>-</b>	<b>10,415</b>	<b>1,405</b>	<b>11,820</b>	<b>18.8</b>

State	VPN	VPN-Canada	Print	Digital	Total Qualified	Percent
Kentucky	1,168	-	1,078	90	1,168	
Tennessee	1,182	-	1,052	130	1,182	
Alabama	1,016	-	901	115	1,016	
Mississippi	354	-	322	32	354	
<b>EAST SO. CENTRAL</b>	<b>3,720</b>	<b>-</b>	<b>3,353</b>	<b>367</b>	<b>3,720</b>	<b>5.9</b>
Arkansas	409	-	361	48	409	
Louisiana	594	-	525	69	594	
Oklahoma	877	-	779	98	877	
Texas	3,476	-	2,996	480	3,476	
<b>WEST SO. CENTRAL</b>	<b>5,356</b>	<b>-</b>	<b>4,661</b>	<b>695</b>	<b>5,356</b>	<b>8.5</b>
Montana	318	-	280	38	318	
Idaho	294	-	267	27	294	
Wyoming	138	-	123	15	138	
Colorado	1,760	-	1,522	238	1,760	
New Mexico	328	-	294	34	328	
Arizona	1,372	-	1,200	172	1,372	
Utah	304	-	258	46	304	
Nevada	303	-	262	41	303	
<b>MOUNTAIN</b>	<b>4,817</b>	<b>-</b>	<b>4,206</b>	<b>611</b>	<b>4,817</b>	<b>7.7</b>
Alaska	109	-	97	12	109	
Washington	1,230	-	1,052	178	1,230	
Oregon	1,214	-	1,066	148	1,214	
California	3,708	-	3,162	546	3,708	
Hawaii	153	-	134	19	153	
<b>PACIFIC</b>	<b>6,414</b>	<b>-</b>	<b>5,511</b>	<b>903</b>	<b>6,414</b>	<b>10.2</b>
<b>UNITED STATES</b>	<b>53,174</b>	<b>-</b>	<b>46,662</b>	<b>6,512</b>	<b>53,174</b>	<b>84.6</b>
U.S. Territories	58	-	40	18	58	
Canada	2,902	6,377	8,459	820	9,279	
Mexico	10	-	-	10	10	
Other International	366	-	1	365	366	
APQ/FPO	-	-	-	-	-	

**TOTAL QUALIFIED CIRCULATION** 56,510 6,377 55,162 7,725 62,887 100.0

**ADDITIONAL DATA**
**METHOD OF DISTRIBUTION:**

All qualified circulation conforms to the field served and definition of recipient 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.

**DATE ESTABLISHED:**

Veterinary Practice News: 1987  
Veterinary Practice News Canada: 2018

**FREQUENCY:**

Veterinary Practice News - 12  
Veterinary Practice News Canada is issued 4 times per year as a special edition to Canadian-based recipients.

**PARAGRAPH 3b:**

Association rosters and directories include 40 sources of circulation for quantities of 1 copy or -% to 14,736 copies or 23.4%, including AVMA21.  
Other Sources include 10 sources of circulation for quantities of 3 copies or -% to 990 copies or 1.6%.

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - VPN**

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	51,750	92.1	51,704	92.0	46	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	4,442	7.9	4,442	7.9	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>56,192</b>	<b>100.0</b>	<b>56,146</b>	<b>99.9</b>	<b>46</b>	<b>0.1</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - VPN CANADA**

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	5,908	90.3	5,908	90.3	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	632	9.7	632	9.7	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>6,540</b>	<b>100.0</b>	<b>6,540</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**PUBLISHER'S AFFIDAVIT**

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

Krista Taylor, Senior Director of Operations

Mei Hong, Circulation Coordinator

(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 20, 2021

Province Ontario

Country Canada

Received by BPA Worldwide July 20, 2021

Type BD

ID Number V008B0J1

**About BPA Worldwide**

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-Compli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.