

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.

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
56,513 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
VETERINARY PRACTICE NEWS (6 issues in the period)	56,473	40	56,513
a. Print	52,203	40	52,243
b. Digital	4,270	-	4,270
1. Requested	4,270	-	4,270
2. Non-Requested	-	-	-

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	532
*Allocated for Trade Shows and Conventions	42
All Other	2
TOTAL	576

*See Additional Data

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	56,513	100.0	56,473	99.9	40	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	56,513	100.0	56,473	99.9	40	0.1

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Print	Digital	Total Qualified
January	52,120	4,492	56,612
February	51,990	4,511	56,501
March	52,594	4,093	56,687
April	52,622	4,200	56,822
May	52,391	4,193	56,584
June	51,735	4,134	55,869

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2018

This issue is 1.4% or 772 copies below the average of the other 5 issues reported in Paragraph 2.

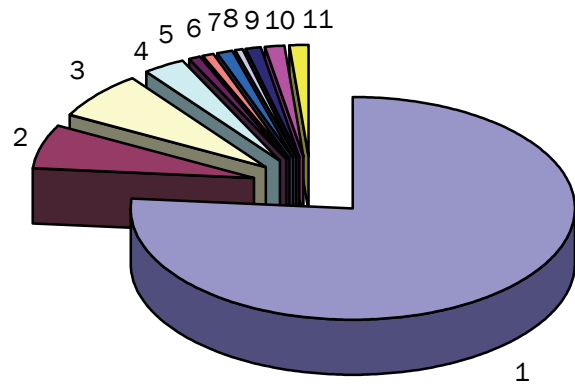
This publication conforms to the uniform business/professional breakdown which was developed by the BPA advertiser, agency and publisher committee for the Veterinarians Market in January 1981, revised September 1983 and December 1986, requiring participating publications to report their circulation on a comparable basis by June 1984. A copy of the comparability brochure can be obtained from BPA.

Business and Industry	Total Qualified	Percent of Total	Print	Digital
Veterinarians by Type of Private Practice and Specialty				
1. Exclusive Small Animal Practice	42,693	76.4	40,261	2,432
2. Over 50% Small Animal Practice	3,557	6.3	3,190	367
3. Mixed Practice (50%-50%)	3,992	7.1	3,693	299
4. Exclusive Large Animal Practice				
A. Cattle	273	0.5	252	21
B. Horse	875	1.6	750	125
C. Swine	38	0.1	34	4
D. Large Animal Practice (more than one species)	427	0.8	390	37
5. Over 50% Large Animal Practice	433	0.8	396	37
6. DVM Type of Practice Unknown	386	0.7	331	55
SUB-TOTAL	52,674	94.3	49,297	3,377
7. Manufacturers of Veterinary Drugs or Equipment (Note 1)	652	1.2	489	163
8. Government: Federal, State, Municipal/Armed Forces	349	0.6	290	59
9. Students				
A. Veterinary Medical Students	202	0.4	150	52
B. Veterinary Technician Students	326	0.6	262	64
10. Academic/Teaching/Libraries/Research	862	1.5	663	199
11. Others Allied to the Field	804	1.4	584	220
TOTAL QUALIFIED CIRCULATION	55,869	100.0	51,735	4,134
PERCENT	100.0		92.6	7.4

Note 1: Includes Marketing and Sales Personnel

3a. Breakout of Qualified Circulation of Business and Industry

Business and Industry	Total Qualified	Percent of Total
1. Exclusive Small Animal Practice	42,693	76.4
2. Over 50% Small Animal Practice	3,557	6.3
3. Mixed Practice (50%-50%)	3,992	7.1
4. Exclusive Large Animal Practice	1,613	3.0
5. Over 50% Large Animal Practice	433	0.8
6. DVM Type of Practice Unknown	386	0.7
7. Manufacturers of Veterinary Drugs or Equipment	652	1.2
8. Government: Federal, State, Municipal/Armed Forces	349	0.6
9. Students	528	1.0
10. Academic/Teaching/Libraries/Research	862	1.5
11. Others Allied to the Field	804	1.4



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2018

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL – Direct Request:	11,355	14,586	7,565	29,587	3,919	33,506	60.0
a. Written	241	3,224	3,179	6,569	75	6,644	11.9
b. Telecommunication	1,757	10,312	3,757	14,583	1,243	15,826	28.3
c. Electronic	9,357	1,050	629	8,435	2,601	11,036	19.8
II. TOTAL – Request from recipient's company:	2,361	2	8	2,156	215	2,371	4.2
a. Written	-	-	-	-	-	-	-
b. Telecommunication	2,346	2	-	2,137	211	2,348	4.2
c. Electronic	15	-	8	19	4	23	-
III. TOTAL – Membership Benefit:	-	-	-	-	-	-	-
a. Individual	-	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-	-
IV. TOTAL – Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
V. *TOTAL - Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources	19,992	-	-	19,992	-	19,992	35.8
VI. TOTAL – Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	33,708	14,588	7,573	51,735	4,134	55,869	100.0
PERCENT	60.3	26.1	13.6	92.6	7.4	100.0	

*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 2015	January – June 2016	July – December 2016	January – June 2017	January – June 2018*	January – June 2018*
Total Audit Average Qualified:	57,967	57,617	57,477	57,075	56,790	56,513
Qualified Non-Paid:	57,967	57,617	57,477	57,075	56,790	56,473
Print:	53,087	52,689	52,682	52,258	52,024	52,203
Digital:	4,880	4,928	4,795	4,817	4,766	4,270
Qualified Paid:	-	-	-	-	-	40
Print:	-	-	-	-	-	40
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 2018 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 JUNE 2018

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	387	19	406		Kentucky	853	45	898	
New Hampshire	324	21	345		Tennessee	1,000	70	1,070	
Vermont	210	19	229		Alabama	933	30	963	
Massachusetts	978	46	1,024		Mississippi	404	27	431	
Rhode Island	141	13	154		EAST SO. CENTRAL	3,190	172	3,362	6.0
Connecticut	795	32	827		Arkansas	396	26	422	
NEW ENGLAND	2,835	150	2,985	5.4	Louisiana	664	44	708	
New York	2,241	156	2,397		Oklahoma	706	35	741	
New Jersey	1,083	86	1,169		Texas	3,376	305	3,681	
Pennsylvania	1,976	133	2,109		WEST SO. CENTRAL	5,142	410	5,552	9.9
MIDDLE ATLANTIC	5,300	375	5,675	10.2	Montana	296	33	329	
Ohio	1,848	126	1,974		Idaho	269	23	292	
Indiana	1,040	50	1,090		Wyoming	110	10	120	
Illinois	1,890	136	2,026		Colorado	1,393	124	1,517	
Michigan	1,529	98	1,627		New Mexico	299	22	321	
Wisconsin	1,187	87	1,274		Arizona	953	93	1,046	
EAST NO. CENTRAL	7,494	497	7,991	14.3	Utah	265	25	290	
Minnesota	987	87	1,074		Nevada	319	18	337	
Iowa	821	58	879		MOUNTAIN	3,904	348	4,252	7.6
Missouri	1,268	75	1,343		Alaska	107	12	119	
North Dakota	100	12	112		Washington	1,157	100	1,257	
South Dakota	188	18	206		Oregon	801	89	890	
Nebraska	465	33	498		California	3,924	373	4,297	
Kansas	711	66	777		Hawaii	145	15	160	
WEST NO. CENTRAL	4,540	349	4,889	8.8	PACIFIC	6,134	589	6,723	12.0
Delaware	114	7	121		UNITED STATES	49,035	3,585	52,620	94.2
Maryland	955	83	1,038		U.S. Territories	56	16	72	
Washington, DC	34	4	38		Canada	2,642	463	3,105	
Virginia	1,454	90	1,544		Mexico	-	-	-	
West Virginia	231	11	242		Other International	1	69	70	
North Carolina	1,590	122	1,712		APO/FPO	1	1	2	
South Carolina	656	39	695						
Georgia	1,828	90	1,918						
Florida	3,634	249	3,883						
SOUTH ATLANTIC	10,496	695	11,191	20.0					
					TOTAL QUALIFIED CIRCULATION	51,735	4,134	55,869	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.

AVERAGE NON-QUALIFIED CIRCULATION:
TRADE SHOWS:

February - VMX 2018 Conference, 400 copies

March - WVC Conference, 250 copies

PARAGRAPH 3b:

Association rosters and directories include 10 sources of circulation for quantities of 219 copies or 0.4% to 14,674 copies or 26.3%, including The American Veterinary Medical Association.

Other sources include 2 sources of circulation for quantities of 1 copy or -% to 1,265 copies or 2.3%.

PUBLISHER'S AFFIDAVIT

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

Erik Tolles, CEO

Matthew Gale, Audience Development Analyst

(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.

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Province Ontario

Country Canada

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Type BD

ID Number V008B0J8

About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.