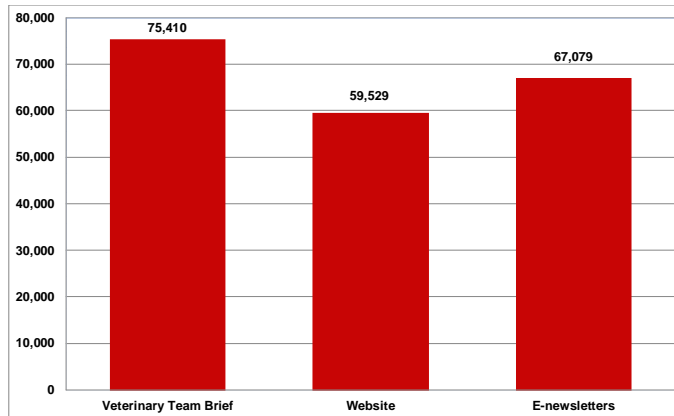


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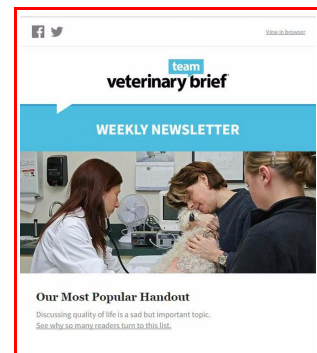
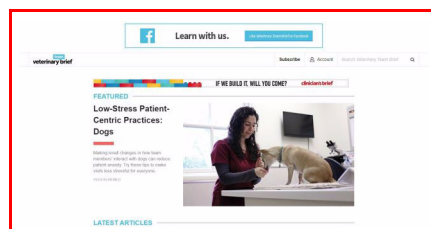
**TOTAL GROSS CONTACTS: 202,018\***



**EXECUTIVE SUMMARY**

PRODUCT	CONTACTS	PERIOD
<b>Veterinary Team Brief:</b> (See pages 2 - 5)	Qualified Nonpaid Circulation: <b>75,410</b>	6 months ended June 30, 2017 <i>Subject to Audit</i>
<b>Website<sup>A</sup></b> (See page 6) www.veterinaryteambrief.com	Page Impressions: <b>190,739</b> Visits: <b>96,682</b> Unique Browsers: <b>59,529</b>	6 months ended June 30, 2017
<b>E-newsletter<sup>AA</sup></b> (See page 6) Veterinary Team Brief Newsletter	Average Net Distribution Per Issue: <b>67,079</b>	6 months ended June 30, 2017 (issues in period 26)
<b>Social Media</b> (See page 7)	Facebook Likes: <b>177,923</b> Twitter Followers: <b>11,368</b>	As of June 30, 2017

\*Total Gross Contacts include Qualified Nonpaid Circulation, Unique Browsers and E-newsletter Average Net Distribution Per Issue. Gross data are contained in this Consolidated Media Report. There was no attempt made to eliminate any duplication that may exist.  
<sup>A</sup>SOURCE: Site Certifier    <sup>AA</sup>SOURCE: AAM Digital Audit



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**CHANNEL PROFILES**

**VETERINARY  
TEAM BRIEF**



**Field Served:** VETERINARY TEAM BRIEF serves exclusive small animal practices, and animal practices with more than 50% small animals; mixed practices; unknown practice types; veterinary students; government offices; academic and teaching libraries; and others allied to the field.

**Published by:** Brief Media  
**Frequency:** 10 times/year

<b>TOTAL AVERAGE QUALIFIED PAID &amp; NONPAID CIRCULATION</b>	<b>75,410</b>
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<b>1A AVERAGE QUALIFIED PAID CIRCULATION</b>	None Claimed
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<b>1B AVERAGE QUALIFIED NONPAID CIRCULATION</b>		
Print Only, See Explanatory . . . . .	40,068	
Digital Only, See Explanatory . . . . .	28,446	
Print & Digital (Unduplicated), See Explanatory . . . . .	6,896	
<b>Total Average Qualified Nonpaid Circulation . . . . .</b>	<b>75,410</b>	<b>75,410</b>

<b>1C AVERAGE NONQUALIFIED CIRCULATION</b>		
Allocated For Shows & Conventions . . . . .	2,400	
Miscellaneous, Including Staff Copies, See Explanatory . . . . .	1,210	
<b>Total Average Nonqualified Circulation . . . . .</b>	<b>3,610</b>	

<b>1D AVERAGE QUALIFIED PAID &amp; NONPAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS</b>	None
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**2 QUALIFIED PAID & NONPAID CIRCULATION BY ISSUES**

2017 Issue	Total	Paid	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid
Jan/Feb	75,337		37,297	30,478	7,562	75,337
Mar	75,383		37,729	30,447	7,207	75,383
Apr	75,500		37,697	30,629	7,174	75,500
May	75,031		43,781	24,975	6,275	75,031
Jun	75,798		43,837	25,701	6,260	75,798

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**CHANNEL PROFILES**



THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE MAY 2017 ISSUE IN WHICH:  
• QUALIFIED NONPAID CIRCULATION WAS 0.5% LESS THAN THE PERIOD AVERAGE



**3A BUSINESS/OCCUPATIONAL ANALYSIS**

Classification by Business & Industry	Total	%	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid	Qualified Within			Other
							Veterinarian	Veterinary Technician/ Assistant	Practice Manager/ Office Manager	
1. Exclusive Small Animal Practice .....	55,271	73.7	38,866	10,955	5,450	55,271	39,535	11,356	3,846	534
2. Over 50% Small Animal Practice.....	5,214	6.9	1,312	3,633	269	5,214	3,958	844	352	60
3. Mixed Practice.....	5,090	6.8	1,162	3,683	245	5,090	3,854	916	242	78
Sub-Total.....	65,575	87.4	41,340	18,271	5,964	65,575	47,347	13,116	4,440	672
4. Veterinary Student.....	5,081	6.8	22	5,056	3	5,081	335	589	32	4,125
5. Government.....	293	0.4	2	291		293	241	28	11	13
6. Academic, Teaching Libraries .....	1,566	2.1	458	800	308	1,566	779	605	42	140
7. Other Allied to the Field.....	2,516	3.3	1,959	557		2,516	246	2,048	29	193
<b>Total Qualified Circulation.....</b>	<b>75,031</b>	<b>100.0</b>	<b>43,781</b>	<b>24,975</b>	<b>6,275</b>	<b>75,031</b>	<b>48,948</b>	<b>16,386</b>	<b>4,554</b>	<b>5,143</b>

**3B AGE OF SOURCE DATA ANALYSIS**

Source	Print Only	Digital Only	Print & Digital (Unduplicated)	Qualified Within			Total	%
				1 Year	2 Years	3 Years		
Qualified Nonpaid Circulation:								
Total Direct request from recipient:	29,178	24,811	6,167	45,148	15,008		60,156	80.2
Written .....	2,455	768	288	2,646	865		3,511	4.7
Telecommunication .....	18,920	5,706	2,031	19,015	7,642		26,657	35.5
Internet and E-mail .....	7,803	18,337	3,848	23,487	6,501		29,988	40.0
Total Direct request from recipient's company:								
Written .....								
Telecommunication .....								
Internet and E-mail .....								
Total Communication other than request:								
Written .....								
Telecommunication .....								
Internet and E-mail .....								
Association .....								
Business Directories .....								
Lists.....								
Acquired Circulation.....								
Other Sources, See Explanatory .....	14,603	164	108	14,875			14,875	19.8
<b>Total Qualified Nonpaid Circulation .....</b>	<b>43,781</b>	<b>24,975</b>	<b>6,275</b>	<b>60,023</b>	<b>15,008</b>		<b>75,031</b>	<b>100.0</b>
<b>Percent.....</b>	<b>58.3</b>	<b>33.3</b>	<b>8.4</b>	<b>80.0</b>	<b>20.0</b>		<b>100.0</b>	
Paid Subscription Circulation .....								
Paid Acquired Circulation.....								
Single Copy Sales.....								
<b>Total Qualified Circulation.....</b>							<b>75,031</b>	

**3C MAILING ADDRESS ANALYSIS** Reporting not required

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**CHANNEL PROFILES**

**VETERINARY  
TEAM BRIEF**



**4 GEOGRAPHIC ANALYSIS**

State	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Qualified Nonpaid	Total Circulation
Alabama	564	286	94	944	944
Arizona	907	284	116	1,307	1,307
Arkansas	284	120	29	433	433
California	4,350	1,419	583	6,352	6,352
Colorado	1,405	493	136	2,034	2,034
Connecticut	602	156	110	868	868
Delaware	113	29	16	158	158
District of Columbia	44	15	12	71	71
Florida	3,132	1,091	572	4,795	4,795
Georgia	1,135	497	203	1,835	1,835
Idaho	211	103	22	336	336
Illinois	1,730	636	235	2,601	2,601
Indiana	1,050	386	133	1,569	1,569
Iowa	510	337	68	915	915
Kansas	517	347	75	939	939
Kentucky	542	216	63	821	821
Louisiana	475	241	70	786	786
Maine	363	146	38	547	547
Maryland	785	249	131	1,165	1,165
Massachusetts	1,029	328	142	1,499	1,499
Michigan	1,398	518	204	2,120	2,120
Minnesota	1,067	402	132	1,601	1,601
Mississippi	276	185	42	503	503
Missouri	1,094	370	109	1,573	1,573
Montana	203	101	22	326	326
Nebraska	325	152	32	509	509
Nevada	295	103	56	454	454
New Hampshire	329	96	51	476	476
New Jersey	1,048	296	159	1,503	1,503
New Mexico	228	109	27	364	364
New York	2,316	684	332	3,332	3,332
North Carolina	1,425	578	248	2,251	2,251
North Dakota	87	55	10	152	152
Ohio	1,654	522	203	2,379	2,379
Oklahoma	491	239	82	812	812
Oregon	741	309	95	1,145	1,145
Pennsylvania	1,889	608	243	2,740	2,740
Rhode Island	177	38	19	234	234
South Carolina	607	189	86	882	882
South Dakota	114	85	9	208	208
Tennessee	869	405	149	1,423	1,423
Texas	2,662	1,109	453	4,224	4,224
Utah	269	140	64	473	473
Vermont	171	56	15	242	242
Virginia	1,523	436	183	2,142	2,142
Washington	1,093	413	121	1,627	1,627
West Virginia	200	78	27	305	305
Wisconsin	1,165	409	173	1,747	1,747
Wyoming	63	80	10	153	153
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>43,527</b>	<b>16,144</b>	<b>6,204</b>	<b>65,875</b>	<b>65,875</b>
Alaska	108	35	14	157	157
Hawaii	92	90	21	203	203
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>200</b>	<b>125</b>	<b>35</b>	<b>360</b>	<b>360</b>
Single Copy Sales					
U.S. Unclassified					
<b>TOTAL UNITED STATES</b>	<b>43,727</b>	<b>16,269</b>	<b>6,239</b>	<b>66,235</b>	<b>66,235</b>
Poss. & Other Areas	54	137	36	227	227
<b>U.S. &amp; POSS., etc.</b>	<b>43,781</b>	<b>16,406</b>	<b>6,275</b>	<b>66,462</b>	<b>66,462</b>
Canada		1,518		1,518	1,518
International		7,026		7,026	7,026
Military or Civilian Personnel Overseas					
Other International					
<b>TOTAL INTERNATIONAL</b>		<b>8,544</b>		<b>8,544</b>	<b>8,544</b>
E-Mail Address Only		25		25	25
Other Unclassified					
<b>GRAND TOTAL</b>	<b>43,781</b>	<b>24,975</b>	<b>6,275</b>	<b>75,031</b>	<b>75,031</b>

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**CHANNEL PROFILES**

**VETERINARY TEAM BRIEF**



**ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS Sold During 6 Month Period Ended June 30, 2017**

- 5** **PRICE DATA** Reporting not required

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- 6** **TERM DATA** Reporting not required

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- 7** **SALES CHANNELS** Reporting not required

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- 8** **PREMIUM USAGE** Reporting not required

**ADDITIONAL CIRCULATION INFORMATION**

**9** **POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION**  
Reporting not required

**10** **RENEWAL ANALYSIS OF PAID CIRCULATION**  
Reporting not required

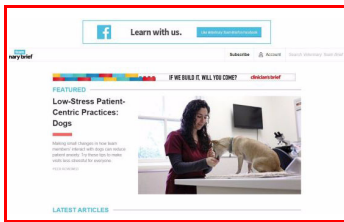
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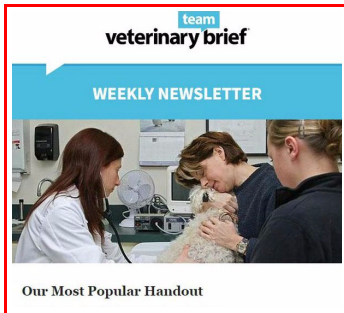
**WEBSITE**

www.veterinaryteambrief.com



6 MONTHS ENDED JUNE 30, 2017	Total Page Impressions	Visits	Unique Browsers
January	185,441	88,282	56,632
February	191,551	99,198	61,686
March	188,405	96,550	59,509
April	203,603	103,561	66,165
May	191,827	99,772	60,963
June	183,606	92,727	56,216

**E-NEWSLETTER**



6 MONTHS ENDED JUNE 30, 2017	Issues	Average Net Distribution Per Issue
January	5	69,606
February	4	69,517
March	4	67,705
April	4	65,011
May	5	65,122
June	4	65,372

## Social Media As of June 30, 2017

See Explanatory

### Facebook Likes

177,923



[https://www.facebook.com/  
veterinaryteambrief](https://www.facebook.com/veterinaryteambrief)

### Twitter Followers

11,368



<http://twitter.com/vetteambrief>

## EXPLANATORY

### Publication:

Audit Cycle: June Ending.

(a) Print Only Individual subscriptions, averaging 40,068 copies per issue, represents copies served to individuals receiving the print version only of VETERINARY TEAM BRIEF.

(b) Digital Only Individual subscriptions, averaging 28,446 copies per issue, represents copies served to individuals receiving the digital version only. The digital version of VETERINARY TEAM BRIEF is made available to subscribers through an e-mail notice sent to recipients notifying them of the availability of each issue.

(c) Print & Digital (Unduplicated) individual subscriptions, averaging 6,896 copies per issue, represent copies served to individuals receiving both a print and digital version of VETERINARY TEAM BRIEF. The digital version of VETERINARY TEAM BRIEF is made available to subscribers through an e-mail notice sent to recipients notifying them of the availability of each issue.

(d) Miscellaneous including checking and promotional copies, averaging 1,034 copies per issue, served to advertisers and agencies.

(e) Other Sources represent copies served to subscribers obtained from various lists.

### Definition of Recipient Qualification:

Qualified recipients are: veterinarians, veterinary technicians, practice managers/office managers, and others allied to the field.

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## EXPLANATORY (Cont'd)

### Website:

#### AAM Digital Services Definitions:

Domains included in website traffic: [www.veterinaryteambrief.com](http://www.veterinaryteambrief.com).

This site uses the cookie-based method to measure unique browsers. If cookies are not accepted, then the IP address & user-agent in combination based method is used to measure unique browsers.

Note: The total number of unique browsers is adjusted to remove duplicate Visits by the same browser. In other words, regardless of the number of times that a browser visited the site, they were considered a single unique browser for the period.

Browser: A software program running on a computer that can request, load and display documents available on the World Wide Web. In our definition, it is assumed that a "human being" is operating the browser manually and viewing the page.

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.

Unique Browser: A unique and valid identifier. Sites may use (i) IP+User-Agent and/or (ii) Cookie. This metric measures each browser, it does not measure a person. Counting of unique browsers may overstate or understate the number of individual devices concerned due to factors such as dynamic IP address allocation, significant levels of uniformity in IP and browser combinations operating through a proxy, cookie blocking and deletion.

Visit: A series of interactions by a browser with a site without 30 consecutive minutes of inactivity.

### E-newsletters:

Net Distribution: The Newsletters from a given newsletter mailing that reached the subscriber's e-mail delivery server with a positive status code response received in return, net of any internal and test addresses. Calculated by subtracting undelivered messages from gross sent message.

### Social Media:

#### Facebook Likes:

Facebook is a social networking website. A like represents the number of times that a registered user clicks on the Like button on a Facebook page controlled by a Publisher. A Facebook Like may not equate to an individual person.

#### Twitter Followers:

Twitter is a real-time short messaging service that works over multiple networks and devices. Followers are registered users of Twitter who "follow" the "tweets" of another registered user. A tweet consists of a text message of 140 characters or less. The number of Twitter Followers represents the total followers of the tweets and may contain followers that subscribe to multiple feeds. A Twitter Follower may not equate to 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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Director Audience/Technology

**ELIZABETH GREEN**

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