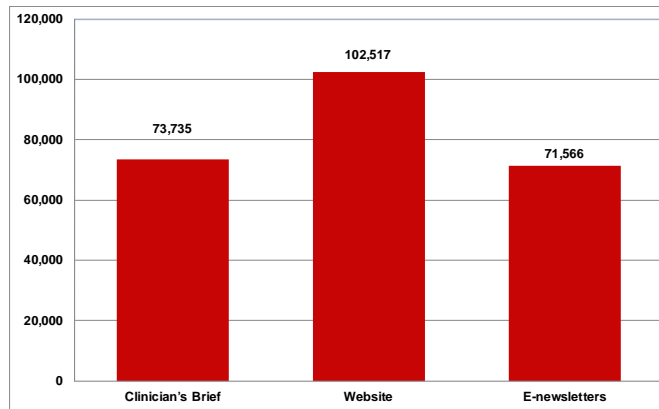


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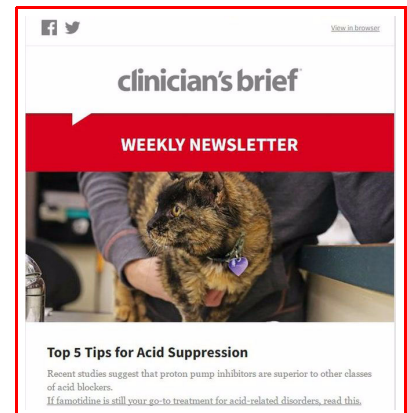
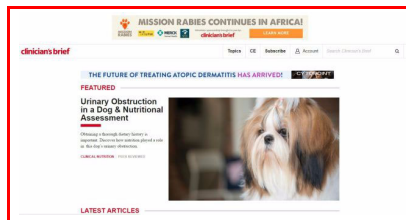
TOTAL GROSS CONTACTS: 247,818*



EXECUTIVE SUMMARY

PRODUCT	CONTACTS	PERIOD
Clinician's Brief: (See pages 2 - 5)	Qualified Nonpaid Circulation: 73,735	6 months ended December 31, 2016 <i>Subject to Audit</i>
Website ^A (See page 6) www.cliniciansbrief.com	Page Impressions: 447,795 Visits: 193,583 Unique Browsers: 102,517	6 months ended December 31, 2016
E-newsletter ^A (See page 6) Clinician's Brief E-Newsletter	Average Per issue Net Distribution: 71,566	6 months ended December 31, 2016 (issues in period 26)
Social Media (See page 7)	Facebook Likes: 154,376 Twitter Followers: 16,538	As of December 31, 2016

*Total Gross Contacts include Qualified Nonpaid Circulation, Unique Browsers and E-newsletter Average per issue Net Distribution. Gross data are contained in this Consolidated Media Report. There was no attempt made to eliminate any duplication that may exist.
^ASOURCE: AAM Digital Audit



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CHANNEL PROFILES

**CLINICIAN'S
BRIEF**



Field Served: CLINICIAN'S BRIEF serves veterinary professionals in small animal practice and other practices as well as others involved in the field of government, academic, teaching libraries, veterinary students, and other paid and nonpaid subscribers allied to the field.

Published by: Brief Media
Frequency: 12 times/year

TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION	73,735
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1A AVERAGE QUALIFIED PAID CIRCULATION	None Claimed
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1B AVERAGE QUALIFIED NONPAID CIRCULATION		
Print Only, See Explanatory	40,079	
Digital Only, See Explanatory	23,503	
Print & Digital (Unduplicated), See Explanatory	10,153	
Total Average Qualified Nonpaid Circulation		73,735

1C AVERAGE NONQUALIFIED CIRCULATION		
Allocated For Shows & Conventions	117	
Miscellaneous, Including Staff Copies, See Explanatory	1,305	
Total Average Nonqualified Circulation	1,422	

1D AVERAGE QUALIFIED PAID & NONPAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS	
None of record	

2 QUALIFIED PAID & NONPAID CIRCULATION BY ISSUES

2016 Issue	Total	Paid	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid
Jul	73,455		41,301	22,837	9,317	73,455
Aug	73,573		40,769	23,128	9,676	73,573
Sep	73,870		40,213	23,708	9,949	73,870
Oct	74,016		39,754	23,990	10,272	74,016
Nov	73,697		39,601	23,647	10,449	73,697
Dec	73,792		38,835	23,705	11,252	73,792

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THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE NOVEMBER 2016 ISSUE IN WHICH:
• QUALIFIED NONPAID CIRCULATION WAS 0.1% 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
1. Exclusive Small Animal Practice	56,005	76.0	33,365	14,263	8,377	56,005
2. Over 50% Small Animal Practice	5,838	7.9	3,065	1,698	1,075	5,838
3. Mixed Practice	4,875	6.6	2,735	1,542	598	4,875
Sub-Total	66,718	90.5	39,165	17,503	10,050	66,718
4. Veterinary Student	4,156	5.7	12	4,137	7	4,156
5. Government	365	0.5	2	362	1	365
6. Academic, Teaching Libraries	1,758	2.4	390	982	386	1,758
7. Other Allied to the Field	700	0.9	32	663	5	700
Total Qualified Circulation	73,697	100.0	39,601	23,647	10,449	73,697

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:	32,343	23,050	10,345	55,420	10,318		65,738	89.2
Written	2,137	1,469	521	2,691	1,436		4,127	5.6
Telecommunication	21,281	4,447	3,309	23,549	5,488		29,037	39.4
Internet and E-mail	8,925	17,134	6,515	29,180	3,394		32,574	44.2
Total Direct request from recipient's company:			74	74			74	0.1
Written			74	74			74	0.1
Telecommunication								
Internet and E-mail								
Total Communication other than request:			30	30			30	
Written			30	30			30	
Telecommunication								
Internet and E-mail								
Association								
Business Directories								
Lists								
Acquired Circulation								
Other Sources, See Explanatory	7,258	597		7,855			7,855	10.7
Total Qualified Nonpaid Circulation	39,601	23,647	10,449	63,379	10,318		73,697	100.0
Percent	53.7	32.1	14.2	86.0	14.0		100.0	
Paid Subscription Circulation								
Paid Acquired Circulation								
Single Copy Sales								
Total Qualified Circulation							73,697	

3C MAILING ADDRESS ANALYSIS Reporting not required

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4 GEOGRAPHIC ANALYSIS					
State	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Qualified Nonpaid	Total Circulation
Alabama	559	243	138	940	940
Arizona	783	239	194	1,216	1,216
Arkansas	333	49	63	445	445
California	3,101	1,350	969	5,420	5,420
Colorado	1,050	455	249	1,754	1,754
Connecticut	499	149	158	806	806
Delaware	120	28	24	172	172
District of Columbia	24	25	17	66	66
Florida	3,079	1,005	931	5,015	5,015
Georgia	1,113	416	346	1,875	1,875
Idaho	241	52	49	342	342
Illinois	1,629	595	402	2,626	2,626
Indiana	960	304	225	1,489	1,489
Iowa	569	192	132	893	893
Kansas	565	219	136	920	920
Kentucky	559	115	110	784	784
Louisiana	509	181	122	812	812
Maine	239	102	61	402	402
Maryland	666	205	218	1,089	1,089
Massachusetts	852	348	218	1,418	1,418
Michigan	1,327	439	336	2,102	2,102
Minnesota	881	337	210	1,428	1,428
Mississippi	323	117	67	507	507
Missouri	948	249	184	1,381	1,381
Montana	224	48	45	317	317
Nebraska	352	82	72	506	506
Nevada	274	99	88	461	461
New Hampshire	279	70	73	422	422
New Jersey	783	269	259	1,311	1,311
New Mexico	245	80	54	379	379
New York	1,844	606	543	2,993	2,993
North Carolina	1,351	521	394	2,266	2,266
North Dakota	109	23	19	151	151
Ohio	1,613	416	335	2,364	2,364
Oklahoma	543	155	145	843	843
Oregon	727	244	166	1,137	1,137
Pennsylvania	1,483	519	403	2,405	2,405
Rhode Island	122	42	34	198	198
South Carolina	598	153	161	912	912
South Dakota	142	35	26	203	203
Tennessee	853	294	218	1,365	1,365
Texas	2,704	810	685	4,199	4,199
Utah	267	95	93	455	455
Vermont	178	33	43	254	254
Virginia	1,211	406	303	1,920	1,920
Washington	980	359	232	1,571	1,571
West Virginia	230	50	41	321	321
Wisconsin	1,126	286	240	1,652	1,652
Wyoming	115	30	20	165	165
TOTAL 48 CONTERMINOUS STATES	39,282	13,139	10,251	62,672	62,672
Alaska	86	30	24	140	140
Hawaii	95	89	42	226	226
TOTAL ALASKA & HAWAII	181	119	66	366	366
Single Copy Sales					
U.S. Unclassified					
TOTAL UNITED STATES	39,463	13,258	10,317	63,038	63,038
Poss. & Other Areas	59	77	73	209	209
U.S. & POSS., etc.	39,522	13,335	10,390	63,247	63,247
Canada	52	1,879	34	1,965	1,965
International		346		346	346
Military or Civilian Personnel Overseas	5	15	6	26	26
Other International	22	8,033	19	8,074	8,074
TOTAL INTERNATIONAL	79	10,273	59	10,411	10,411
E-Mail Address Only					
Other Unclassified		39		39	39
GRAND TOTAL	39,601	23,647	10,449	73,697	73,697

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CLINICIAN'S BRIEF



ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS Sold During 6 Month Period Ended December 31, 2016

- 5** **PRICE DATA** Reporting not required
- 6** **TERM DATA** Reporting not required
- 7** **SALES CHANNELS** Reporting not required
- 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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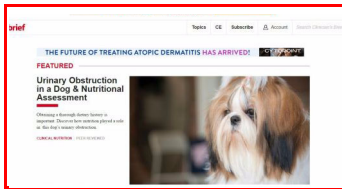
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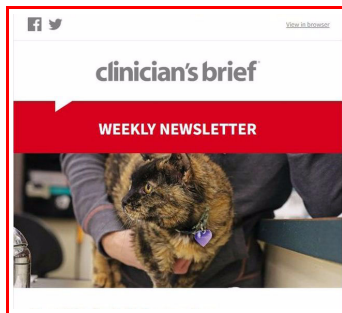
WEBSITE

www.cliniciansbrief.com



6 MONTHS ENDED DECEMBER 31, 2016	Total Page Impressions	Visits	Unique Browsers
Jul	448,815	195,430	100,048
Aug	448,398	199,260	106,315
Sep	447,206	194,934	103,508
Oct	427,392	186,777	99,149
Nov	420,033	183,280	99,994
Dec	494,926	201,815	106,087

E-NEWSLETTER



6 MONTHS ENDED DECEMBER 31, 2016	Issues	Average Net Distribution Per Issue
Jul	4	72,073
Aug	4	69,194
Sep	5	69,918
Oct	4	72,284
Nov	4	74,218
Dec	5	72,011

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Social Media As of December 31, 2016

See Explanatory

Facebook Likes

154,376



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

Twitter Followers

16,538



[http://twitter.com/
cliniciansbrief](http://twitter.com/cliniciansbrief)

EXPLANATORY

Publication:

Audit Cycle: June Ending.

- (a) Print Only Individual subscriptions, averaging 40,079 copies per issue, represents copies served to individuals receiving the print version only of CLINICIAN'S BRIEF.
- (b) Digital Only Individual subscriptions, averaging 23,503 copies per issue, represents copies served to individuals receiving the digital version only. The digital version of is made available to subscribers through an e-mail notice sent to recipients notifying them of availability of each issue.
- (c) Print & Digital (Unduplicated) individual subscriptions, averaging 10,153 copies per issue, represent copies served to receiving both a print and digital version of CLINICIAN'S BRIEF. The digital version of CLINICIAN'S 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 1,062 copies per issue, served to advertisers and agencies.
- (e) Other Sources represent copies served to subscribers obtained from recognized lists.

Definition of Recipient Qualification:

Qualified recipients are: individuals in the field of veterinary medicine.

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EXPLANATORY (Cont'd)

Website:

AAM Digital Services Definitions:

Domains included in website traffic: cliniciansbrief.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

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T: (918) 749-0118 • F: (918) 749-1987

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