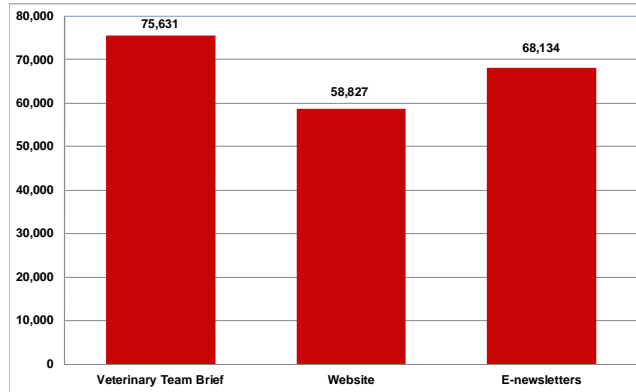


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TOTAL GROSS CONTACTS: 202,592*

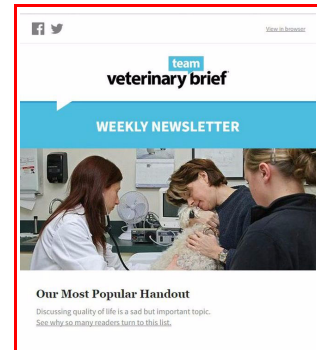
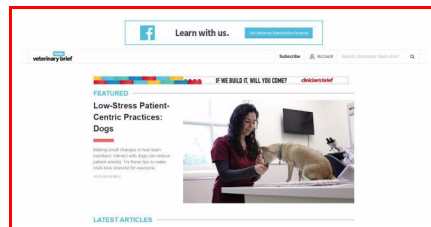
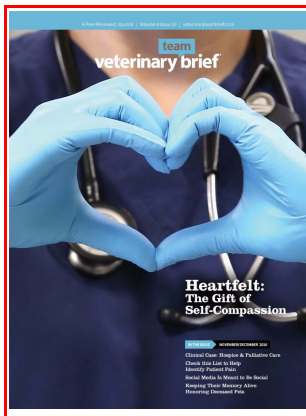


EXECUTIVE SUMMARY

PRODUCT	CONTACTS	PERIOD
Veterinary Team Brief: (See pages 2 - 5)	Qualified Nonpaid Circulation: 75,631	6 months ended December 31, 2016 <i>Subject to Audit</i>
Website[^] (See page 6) www.veterinaryteambrief.com	Page Impressions: 186,623 Visits: 98,285 Unique Browsers: 58,827	6 months ended December 31, 2016
E-newsletter[^] (See page 6) Veterinary Team Brief Newsletter	Average per issue Net Distribution: 68,134	6 months ended December 31, 2016 (issues in period 26)
Social Media (See page 7)	Facebook Likes: 157,116 Twitter Followers: 10,467	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.

[^]SOURCE: AAM Digital Audit

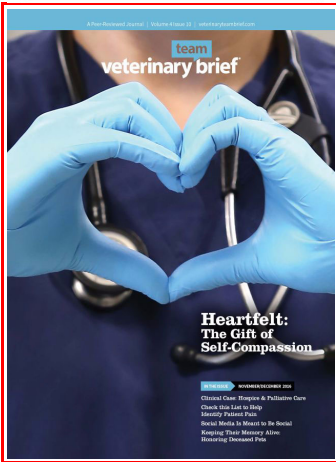


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CHANNEL PROFILES



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

TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION	75,631
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1A AVERAGE QUALIFIED PAID CIRCULATION	None Claimed
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1B AVERAGE QUALIFIED NONPAID CIRCULATION	
Print Only, See Explanatory	42,959
Digital Only, See Explanatory	24,659
Print & Digital (Unduplicated), See Explanatory	8,013
Total Average Qualified Nonpaid Circulation	75,631

1C AVERAGE NONQUALIFIED CIRCULATION	
Allocated For Shows & Conventions	30
Miscellaneous, Including Staff Copies, See Explanatory	1,295
Total Average Nonqualified Circulation	1,325

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

2 QUALIFIED PAID & NONPAID CIRCULATION BY ISSUES

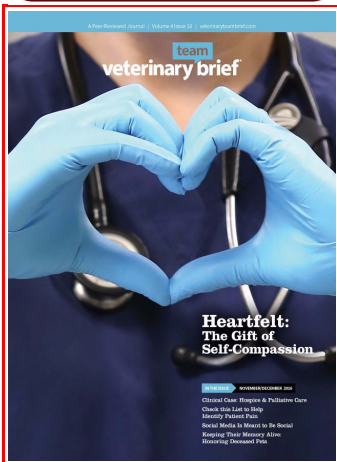
2016 Issue	Total	Paid	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid
Jul	75,565		44,575	23,482	7,508	75,565
Aug	75,500		44,020	23,767	7,713	75,500
Sep	75,605		42,504	24,968	8,133	75,605
Oct	75,658		41,937	25,425	8,296	75,658
Nov/Dec	75,831		41,761	25,653	8,417	75,831

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THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE NOVEMBER/DECEMBER 2016 ISSUE IN WHICH:
• QUALIFIED NONPAID CIRCULATION WAS 0.3% GREATER 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	51,827	68.4	32,155	13,145	6,527	51,827	37,532	9,700	3,896	699
2. Over 50% Small Animal Practice.....	5,376	7.1	2,808	1,624	944	5,376	4,140	837	335	64
3. Mixed Practice.....	5,492	7.2	2,753	2,147	592	5,492	4,084	980	327	101
Sub-Total.....	62,695	82.7	37,716	16,916	8,063	62,695	45,756	11,517	4,558	864
4. Veterinary Student.....	6,710	8.9	21	6,686	3	6,710	796	793	55	5,066
5. Government.....	385	0.5	3	382		385	299	51	16	19
6. Academic, Teaching Libraries	1,842	2.4	468	1,024	350	1,842	973	649	56	164
7. Other Allied to the Field.....	4,199	5.5	3,553	645	1	4,199	341	3,678	23	157
Total Qualified Circulation.....	75,831	100.0	41,761	25,653	8,417	75,831	48,165	16,688	4,708	6,270

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:	30,592	25,447	8,417	53,081	11,375		64,456	85.0
Written	2,742	1,041	312	3,124	971		4,095	5.4
Telecommunication	20,173	8,456	1,931	25,014	5,546		30,560	40.3
Internet and E-mail	7,677	15,950	6,174	24,943	4,858		29,801	39.3
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, See Explanatory	11,169	206		11,375			11,375	15.0
Acquired Circulation.....								
Other Sources.....								
Total Qualified Nonpaid Circulation	41,761	25,653	8,417	64,456	11,375		75,831	100.0
Percent.....	55.1	33.8	11.1	85.0	15.0		100.0	
Paid Subscription Circulation								
Paid Acquired Circulation.....								
Single Copy Sales.....								
Total Qualified Circulation.....							75,831	

3C MAILING ADDRESS ANALYSIS Reporting not required

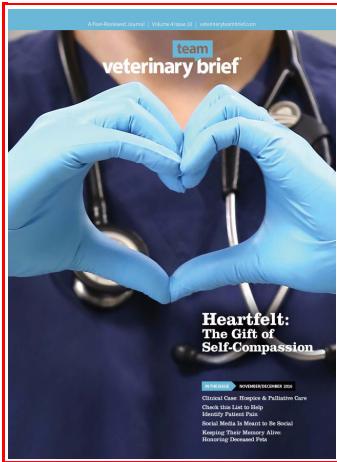
**CONSOLIDATED MEDIA
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CHANNEL PROFILES

**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	536	304	118	958	958
Arizona	676	291	169	1,136	1,136
Arkansas	289	76	43	408	408
California	4,678	1,705	806	7,189	7,189
Colorado	1,024	512	205	1,741	1,741
Connecticut	604	155	125	884	884
Delaware	120	30	20	170	170
District of Columbia	34	18	15	67	67
Florida	2,985	1,096	735	4,816	4,816
Georgia	1,126	445	276	1,847	1,847
Idaho	211	85	40	336	336
Illinois	1,453	658	334	2,445	2,445
Indiana	970	350	187	1,507	1,507
Iowa	522	238	108	868	868
Kansas	524	260	96	880	880
Kentucky	553	149	91	793	793
Louisiana	424	299	93	816	816
Maine	383	130	48	561	561
Maryland	758	220	165	1,143	1,143
Massachusetts	1,149	354	157	1,660	1,660
Michigan	1,216	511	270	1,997	1,997
Minnesota	896	381	186	1,463	1,463
Mississippi	302	140	64	506	506
Missouri	1,018	295	162	1,475	1,475
Montana	198	73	36	307	307
Nebraska	316	103	55	474	474
Nevada	263	121	77	461	461
New Hampshire	337	81	60	478	478
New Jersey	1,037	286	203	1,526	1,526
New Mexico	207	82	44	333	333
New York	2,228	707	408	3,343	3,343
North Carolina	1,365	541	305	2,211	2,211
North Dakota	105	28	18	151	151
Ohio	1,397	497	278	2,172	2,172
Oklahoma	481	171	128	780	780
Oregon	640	325	119	1,084	1,084
Pennsylvania	1,806	611	324	2,741	2,741
Rhode Island	202	32	25	259	259
South Carolina	612	160	109	881	881
South Dakota	133	43	24	200	200
Tennessee	959	317	178	1,454	1,454
Texas	2,380	1,066	597	4,043	4,043
Utah	242	118	79	439	439
Vermont	190	45	26	261	261
Virginia	1,731	421	230	2,382	2,382
Washington	843	504	173	1,520	1,520
West Virginia	206	60	47	313	313
Wisconsin	1,089	339	220	1,648	1,648
Wyoming	91	55	18	164	164
TOTAL 48 CONTERMINOUS STATES	41,509	15,488	8,294	65,291	65,291
Alaska	98	40	18	156	156
Hawaii	68	122	31	221	221
TOTAL ALASKA & HAWAII	166	162	49	377	377
Single Copy Sales					
U.S. Unclassified					
TOTAL UNITED STATES	41,675	15,650	8,343	65,668	65,668
Poss. & Other Areas	72	103	51	226	226
U.S. & POSS., etc.	41,747	15,753	8,394	65,894	65,894
Canada	7	1,765	11	1,783	1,783
International	3	8,112	7	8,122	8,122
Military or Civilian Personnel Overseas	4	23	5	32	32
Other International					
TOTAL INTERNATIONAL	14	9,900	23	9,937	9,937
E-Mail Address Only					
Other Unclassified					
GRAND TOTAL	41,761	25,653	8,417	75,831	75,831

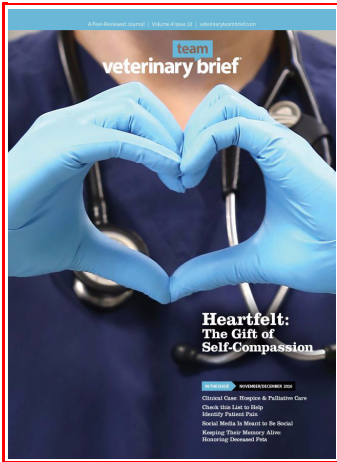
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**VETERINARY
TEAM BRIEF**



**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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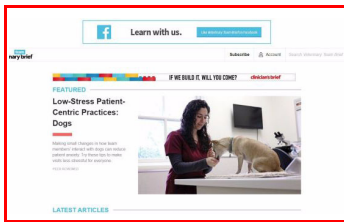
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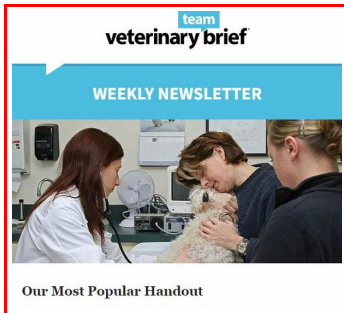
WEBSITE

www.veterinaryteambrief.com



6 MONTHS ENDED DECEMBER 31, 2016	Total Page Impressions	Visits	Unique Browsers
July	186,661	104,286	61,913
August	227,630	121,869	70,364
September	173,354	91,153	54,506
October	188,196	97,264	60,570
November	192,830	102,590	61,640
December	151,064	72,547	43,971

E-NEWSLETTER



6 MONTHS ENDED DECEMBER 31, 2016	Issues	Average Net Distribution Per Issue
July	4	68,075
August	5	63,940
September	4	70,256
October	4	70,087
November	5	68,741
December	4	68,603

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Social Media As of December 31, 2016

See Explanatory

Facebook Likes

157,116



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

Twitter Followers

10,467



<http://twitter.com/vetteambrief>

EXPLANATORY

Publication:

Audit Cycle: June Ending.

(a) Print Only Individual subscriptions, averaging 42,959 copies per issue, represents copies served to individuals receiving the print version only of VETERINARY TEAM BRIEF.

(b) Digital Only Individual subscriptions, averaging 24,659 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 8,013 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 1,055 copies per issue, served to advertisers and agencies.

(e) Lists 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.

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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NATALIE WILLIAMS

Director Audience/Technology

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T: (918) 749-0118 • F: (918) 749-1987

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