

(See Additional Data)

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.

Eastern States
Veterinary Association, dba NAVC
5003 SW 41st Boulevard
Gainesville, FL 32608
Tel. No.: 352-375-5672
Fax No.: 352-336-6827
www.todaysveterinarynurse.com

TODAY'S VETERINARY NURSE is intended for individuals with clinical interest and experience in veterinary medicine for small and companion animals. The brand content and editorial scope of the publication includes practical, peer-reviewed, state-of-the-art companion animal nursing and technical educational CE for veterinary technicians and veterinary assistants. The publication presents veterinary medicine and techniques, as well as career advice, to improve the skill set and professional development of the entire veterinary support team staff.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

**TODAY'S
VETERINARY
NURSE
MAGAZINE**



3 Issues in the period
57,795 average circulation

**TODAY'S
VETERINARY
NURSE
WEBSITE**



8,154 average users

**TODAY'S
VETERINARY
NURSE
SOCIAL MEDIA**



53,874 Facebook likes

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
TODAY'S VETERINARY NURSE MAGAZINE Unique Total* (3 issues in the period)	57,795	-	57,795
a. Print	53,231	-	53,231
b. Digital	9,717	-	9,717
1. Requested	9,717	-	9,717
2. Non-Requested	-	-	-
TODAY'S VETERINARY NURSE WEBSITE (Monthly Users with 22,190 average Pageviews)	8,154	-	8,154
TODAY'S VETERINARY NURSE SOCIAL MEDIA			
a. Facebook likes	**53,874	-	**53,874

*Unique Total represents unique recipients, not the sum of Print and Digital.

** Social Media claims are cumulative figures, not averages.

FIELD SERVED

TODAY'S VETERINARY NURSE serves exclusive small animal practices, over 50% small animal practices, mixed practices, academic/universities, other practice types and practice types unspecified.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are veterinarians, veterinary nurses, veterinary technicians, veterinary assistants, practice managers, veterinary university faculty, veterinary technician students, and others allied to the field.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	1,550
Allocated for Trade Shows and Conventions	4,033
All Other	240
TOTAL	5,823

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	57,795	100.0	57,795	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	57,795	100.0	57,795	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017/2018 Issue	Print	Digital	Unique Total Qualified*
July/August	60,255	9,924	64,517
September/October	60,278	9,828	64,589
December/January/February	39,158	9,399	44,278

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2017/JANUARY/FEBRUARY 2018
 This issue is 31.4% or 20,275 copies below the average of the other 2 issues reported in Paragraph 2. (See Additional Data)

Business & Industry	TOTAL QUALIFIED	PERCENT OF TOTAL	Veterinarian (Note 1)	Veterinary Technician	Veterinary Assistant	Practice Manager	University Faculty/ Veterinary Technician Student	Other
Exclusive Small Animal Practice	34,320	77.6	6,482	15,615	9,880	1,111	612	620
Over 50% Small Animal Practice	2,542	5.7	940	1,044	199	111	147	101
Mixed Practice	2,701	6.1	623	1,309	279	86	255	149
Academic/University	2,280	5.1	61	730	97	26	988	378
Other Practice Types	2,167	4.9	302	792	83	60	297	633
Practice Type Unspecified	268	0.6	8	26	3	-	11	220
TOTAL QUALIFIED CIRCULATION	44,278	100.0	8,416	19,516	10,541	1,394	2,310	2,101
PERCENT	100.0		19.0	44.2	23.8	3.1	5.2	4.7

Note 1: Includes Owner, Partner, and Associate Veterinarian.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2017/JANUARY/FEBRUARY 2018

Since this is the second Brand Report following an Initial Audit Report, figures for this paragraph are not required. In lieu thereof, the publisher makes the following statement concerning the source of names on the qualified list:

- Direct request: Written
- Direct request: Telecommunication
- Direct request: Electronic
- Request from recipient's company: Written
- Communication from recipient or recipient's company (other than request): Written
- Communication from recipient or recipient's company (other than request): Telecommunication
- Communication from recipient or recipient's company (other than request): Electronic
- Association rosters and directories
- Other sources

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2017/JANUARY/FEBRUARY 2018*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	230		Kentucky	403	
New Hampshire	293		Tennessee	716	
Vermont	108		Alabama	446	
Massachusetts	908		Mississippi	175	
Rhode Island	171		EAST SO. CENTRAL	1,740	3.9
Connecticut	542		Arkansas	172	
NEW ENGLAND	2,252	5.1	Louisiana	300	
New York	2,106		Oklahoma	447	
New Jersey	906		Texas	2,684	
Pennsylvania	1,730		WEST SO. CENTRAL	3,603	8.1
MIDDLE ATLANTIC	4,742	10.7	Montana	184	
Ohio	1,534		Idaho	159	
Indiana	884		Wyoming	85	
Illinois	1,537		Colorado	1,311	
Michigan	1,292		New Mexico	172	
Wisconsin	946		Arizona	1,041	
EAST NO. CENTRAL	6,193	14.0	Utah	251	
Minnesota	1,103		Nevada	347	
Iowa	381		MOUNTAIN	3,550	8.0
Missouri	669		Alaska	73	
North Dakota	85		Washington	1,088	
South Dakota	96		Oregon	780	
Nebraska	262		California	3,660	
Kansas	377		Hawaii	72	
WEST NO. CENTRAL	2,973	6.7	PACIFIC	5,673	12.8
Delaware	99		UNITED STATES	41,602	94.0
Maryland	788		U.S. Territories	201	
Washington, DC	38		Canada	710	
Virginia	1,355		Mexico	29	
West Virginia	165		Other International	1,316	
North Carolina	1,648		APO/FPO	13	
South Carolina	738		Email Only	407	
Georgia	1,389				
Florida	4,656				
SOUTH ATLANTIC	10,876	24.7			
			TOTAL QUALIFIED CIRCULATION	44,278	100.0

*See Additional Data

WEBSITE CHANNEL

<http://todaysveterinarynurse.com/>

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
July	16,366	10,097	5,274	1:51
August	19,288	10,729	6,305	1:46
September	24,048	12,947	8,843	1:28
October	30,330	15,035	11,158	1:27
November	22,170	12,681	8,921	1:33
December	20,943	12,499	8,425	1:25
AVERAGE:	22,190	12,331	8,154	1:35

July – December 2017 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

Sessions: A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Users: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adicompli.com

SOCIAL MEDIA CHANNEL

Today's Veterinary Nurse Social Media



Facebook likes

<http://facebook.com/todaysveterinarynurse>

2017

2017	
	Beginning Balance:
July	5,144
August	35,245
September	53,622
October	53,662
November	53,800
December	53,874

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.

CHANGE IN PUBLICATION NAME:

Effective with the Winter issue (December 2017/January/February 2018), TODAY'S VETERINARY TECHNICIAN changed its name to TODAY'S VETERINARY NURSE.

MAGAZINE:

CHANGE IN FREQUENCY:

Effective with the Winter issue (December 2017/January/February 2018), TODAY'S VETERINARY NURSE changed its frequency from 6 to 4 issues per year.

PARAGRAPH 3a:

The December 2017/January/February 2018 issue is 31.4% or 20,275 copies below the average of the other 2 issues reported in Paragraph 2.

GEOGRAPHIC DISTRIBUTION:

Geographic data for Website and Social Media are not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

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

Nick Paolo, Director of Operations and Business, Publishing

Sondra Reynolds, Director of Audience Development

(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 January 2, 2018

State Florida

City Gainesville

Received by BPA Worldwide January 2, 2018

Type BD

ID Number T349B0D7

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.