

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
Inc., dba NAVC
5003 SW 41st Blvd
Gainesville, FL 32608
Tel. No.: 352-375-5672
Fax No.: 352-336-6827
www.todaysveterinarypractice.com

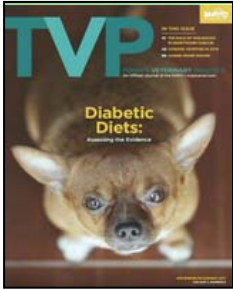
TODAY'S VETERINARY PRACTICE is intended for individuals with clinical interest in veterinary medicine for small and companion animals—primarily veterinarians and their practice staff. The brand content and editorial scope of the publication includes peer reviewed veterinary medicine articles on the latest standard of care in veterinary medicine.

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 PRACTICE MAGAZINE




3 Issues in the period
69,540 average circulation

TODAY'S VETERINARY PRACTICE WEBSITE



50,925 average users

TODAY'S VETERINARY PRACTICE SOCIAL MEDIA



33,987 Facebook likes

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
TODAY'S VETERINARY PRACTICE MAGAZINE Unique Total* (3 issues in the period)	69,540	-	69,540
a. Print	60,246	-	60,246
b. Digital	14,904	-	14,904
1. Requested	14,903	-	14,903
2. Non-Requested	1	-	1
TODAY'S VETERINARY PRACTICE WEBSITE (Monthly Users with 86,641 average Pageviews)	50,925	-	50,925
TODAY'S VETERINARY PRACTICE SOCIAL MEDIA			
a. Facebook likes	**33,987	-	**33,987

*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 PRACTICE serves exclusive small animal practices, over 50% small animal practices, mixed practices, academic/universities, other practice types, and practice type unspecified.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include veterinarians, veterinary technicians, practice managers, veterinary university faculty, veterinary students, and others allied to the field.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	1,086
Allocated for Trade Shows and Conventions	850
All Other	239
TOTAL	2,175

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	69,538	100.0	69,538	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	2	-	2	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	69,540	100.0	69,540	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Print	Digital	*Unique Total Qualified
July/August	60,259	14,287	69,062
September/October	60,252	14,530	69,201
November/December	60,226	15,895	70,357

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2017 This issue is 1.8% or 1,225 copies above the average of the other 2 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Veterinarian (Note 1)	Veterinary Technician	Practice Manager	University Faculty	Veterinary Student	Other
Exclusive Small Animal Practice	54,011	76.8	39,121	3,042	6,392	162	572	4,722
Over 50% Small Animal Practice	3,934	5.6	2,958	397	158	25	170	226
Mixed Practice	5,545	7.9	4,083	464	201	40	390	367
Academic/University	2,848	4.0	120	261	31	474	1,610	352
Other Practice Types	3,385	4.8	1,119	253	70	26	381	1,536
Practice Type Unspecified	634	0.9	174	22	13	-	18	407
TOTAL QUALIFIED CIRCULATION	70,357	100.0	47,575	4,439	6,865	727	3,141	7,610
PERCENT	100.0		67.6	6.3	9.8	1.0	4.5	10.8

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

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2017

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Year	3 Year				
I. Direct Request:	25,785	16,359	7,115	39,131	15,890	49,259	70.0
II. Request from recipient's company:	2,789	4,227	-	7,013	4	7,016	10.0
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. **Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	11,199	2,883	-	14,082	1	14,082	20.0
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	39,773	23,469	7,115	60,226	15,895	70,357	100.0
PERCENT	56.5	33.4	10.1	85.6	22.6	100.0	

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

**See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2017*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	383		Kentucky	781	
New Hampshire	424		Tennessee	1,323	
Vermont	209		Alabama	1,074	
Massachusetts	1,503		Mississippi	472	
Rhode Island	213		EAST SO. CENTRAL	3,650	5.2
Connecticut	791		Arkansas	379	
NEW ENGLAND	3,523	5.0	Louisiana	724	
New York	3,058		Oklahoma	809	
New Jersey	1,625		Texas	4,068	
Pennsylvania	2,436		WEST SO. CENTRAL	5,980	8.5
MIDDLE ATLANTIC	7,119	10.1	Montana	323	
Ohio	2,602		Idaho	288	
Indiana	1,344		Wyoming	134	
Illinois	2,469		Colorado	1,912	
Michigan	1,832		New Mexico	340	
Wisconsin	1,366		Arizona	1,340	
EAST NO. CENTRAL	9,613	13.7	Utah	409	
Minnesota	1,432		Nevada	424	
Iowa	943		MOUNTAIN	5,170	7.3
Missouri	1,271		Alaska	149	
North Dakota	146		Washington	1,668	
South Dakota	175		Oregon	1,212	
Nebraska	445		California	5,588	
Kansas	771		Hawaii	129	
WEST NO. CENTRAL	5,183	7.4	PACIFIC	8,746	12.4
Delaware	168		UNITED STATES	64,668	91.9
Maryland	1,231		U.S. Territories	198	
Washington, DC	65		Canada	1,373	
Virginia	2,051		Mexico	95	
West Virginia	281		Other International	3,510	
North Carolina	2,382		APO/FPO	14	
South Carolina	1,018		Email Only	499	
Georgia	2,167				
Florida	6,321				
SOUTH ATLANTIC	15,684	22.3			
			TOTAL QUALIFIED CIRCULATION	70,357	100.0

*See Additional Data

WEBSITE CHANNEL

WWW.TODAYSVETERINARYPRACTICE.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
July	80,193	59,955	47,200	1:03
August	84,795	61,373	48,985	1:01
September	84,952	60,710	48,645	1:02
October	98,324	71,041	56,775	1:01
November	96,272	72,827	57,810	1:01
December	75,311	58,183	46,137	0:58
AVERAGE:	86,641	64,014	50,925	1:01

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'd 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'd 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 Practice Social Media



Facebook likes

<http://facebook.com/Today'sVeterinaryPractice>

2017

Beginning Balance	27,878
July	28,989
August	32,434
September	33,134
October	33,539
November	33,753
December	33,987

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.

MAGAZINE

PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 12,934 copies or 18.4%, including American Animal Hospital Association. Other sources include 1 source of circulation for a quantity of 1,148 copies or 1.6%, including Veterinary Practice Websites.

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 T323B0D7

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.