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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



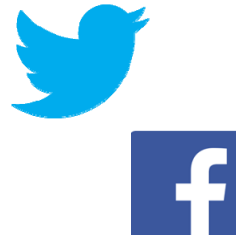
3 Issues in the period
68,873 average circulation

TODAY'S VETERINARY PRACTICE WEBSITE



36,942 average users

TODAY'S VETERINARY PRACTICE SOCIAL MEDIA



1,194 Twitter followers
27,878 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)	68,873	-	68,873
a. Print	60,330	-	60,330
b. Digital	14,813	-	14,813
1. Requested	14,813	-	14,813
2. Non-Requested	-	-	-
TODAY'S VETERINARY PRACTICE WEBSITE (Monthly Users with 62,475 average Pageviews)	36,942	-	36,942
TODAY'S VETERINARY PRACTICE SOCIAL MEDIA			
a. Twitter followers	**1,194	-	**1,194
b. Facebook likes	**27,878	-	**27,878

*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	1,090
Allocated for Trade Shows and Conventions	5,316
All Other	223
TOTAL	6,629

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	68,871	100.0	68,871	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	2	-	2	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	68,873	100.0	68,873	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Print	Digital	*Unique Total Qualified
January/February	60,279	14,156	67,819
March/April	60,256	15,825	69,508
May/June	60,456	14,459	69,293

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2017 This issue is 0.9% or 629 copies above the average of the other 2 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	Veterinarian (Note 1)	Veterinary Technician	Practice Manager	University Faculty	Veterinary Student	Other (Note 2)
Exclusive Small Animal Practice	52,410	75.7	37,409	3,061	6,181	151	587	5,021
Over 50% Small Animal Practice	4,042	5.8	3,046	392	166	25	165	248
Mixed Practice	6,046	8.7	4,454	501	205	44	406	436
Academic/University	2,820	4.1	105	240	29	465	1,641	340
Other Practice Types	3,484	5.0	1,186	253	72	29	371	1,573
Practice Type Unspecified	491	0.7	22	5	-	-	21	443
*UNIQUE TOTAL QUALIFIED CIRCULATION	69,293	100.0	46,222	4,452	6,653	714	3,191	8,061
PERCENT	100.0		66.7	6.4	9.6	1.0	4.6	11.7

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

Note 2: Includes Veterinary Assistant, Veterinary Technician Student, and Others Allied to the Field.

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

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2017

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Year	3 Year				
I. Direct Request:	30,786	10,106	5,214	40,226	9,621	46,106	66.6
II. Request from recipient's company:	7,133	-	-	6,223	1,488	7,133	10.3
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	365	418	-	683	163	783	1.1
V. **Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	12,173	3,098	-	13,324	3,187	15,271	22.0
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	50,457	13,622	5,214	60,456	14,459	69,293	100.0
PERCENT	72.8	19.7	7.5	87.2	20.9	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 MAY/JUNE 2017*

State	Unique Total Qualified**	Percent	State	Unique Total Qualified**	Percent
Maine	391		Kentucky	778	
New Hampshire	431		Tennessee	1,330	
Vermont	204		Alabama	1,162	
Massachusetts	1,494		Mississippi	482	
Rhode Island	221		EAST SO. CENTRAL	3,752	5.4
Connecticut	799		Arkansas	393	
NEW ENGLAND	3,540	5.1	Louisiana	713	
New York	3,040		Oklahoma	873	
New Jersey	1,566		Texas	4,005	
Pennsylvania	2,445		WEST SO. CENTRAL	5,984	8.6
MIDDLE ATLANTIC	7,051	10.2	Montana	340	
Ohio	2,634		Idaho	299	
Indiana	1,350		Wyoming	138	
Illinois	2,460		Colorado	1,875	
Michigan	1,808		New Mexico	342	
Wisconsin	1,369		Arizona	1,323	
EAST NO. CENTRAL	9,621	13.9	Utah	389	
Minnesota	1,428		Nevada	427	
Iowa	984		MOUNTAIN	5,133	7.4
Missouri	1,270		Alaska	149	
North Dakota	145		Washington	1,653	
South Dakota	177		Oregon	1,208	
Nebraska	458		California	5,538	
Kansas	808		Hawaii	145	
WEST NO. CENTRAL	5,270	7.6	PACIFIC	8,693	12.5
Delaware	170		UNITED STATES	64,403	92.9
Maryland	1,209		U.S. Territories	189	
Washington, DC	63		Canada	1,270	
Virginia	2,054		Mexico	79	
West Virginia	283		Other International	3,339	
North Carolina	2,291		APO/FPO	13	
South Carolina	991				
Georgia	2,132				
Florida	6,166				
SOUTH ATLANTIC	15,359	22.2			
			UNIQUE TOTAL QUALIFIED CIRCULATION**	69,293	100.0

*See Additional Data

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

WEBSITE CHANNEL

WWW.TODAYSVETERINARYPRACTICE.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
January	66,838	47,599	36,931	1:06
February	45,564	33,480	27,049	1:04
March	61,878	46,079	36,752	1:02
April	61,749	47,498	37,824	0:58
May	69,797	53,114	41,072	1:02
June	69,027	54,210	42,025	1:04
AVERAGE:	62,475	46,996	36,942	1:02

January - June 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

2017	 Twitter followers http://twitter.com/tvpjournal	 Facebook likes http://facebook.com/Today'sVeterinaryPractice
Beginning Balance	987	18,153
January	1,014	18,813
February	1,044	20,282
March	1,091	21,778
April	1,137	23,462
May	1,154	25,414
June	1,194	27,878

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 14,967 copies or 21.6%, including American Animal Hospital Association. Other sources include 3 sources of circulation for a quantity of 2 copies or -% to 207 copies or 0.3%.

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 July 13, 2017

State Pennsylvania

County Delaware

Received by BPA Worldwide July 13, 2017

Type BD

ID Number T323B0J7

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.