

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.

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TODAY'S VETERINARY TECHNICIAN 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.

FIELD SERVED

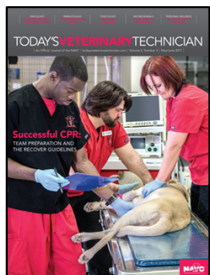
TODAY'S VETERINARY TECHNICIAN serves exclusive small animal practices, over 50% small animal practices, mixed practices, veterinary and veterinary technician school faculty, veterinary technician students, and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

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

CHANNELS

**TODAY'S
VETERINARY
TECHNICIAN
MAGAZINE**



3 Issues in the period
64,285 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
TODAY'S VETERINARY TECHNICIAN MAGAZINE Unique Total* (3 issues in the period)	64,285	-	64,285
a. Print	60,261	-	60,261
b. Digital	10,599	-	10,599
1. Requested	8,101	-	8,101
2. Non-Requested	2,498	-	2,498

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

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere		Copies
Other Paid Circulation	-	
Advertiser and Agency	1,037	
Allocated for Trade Shows and Conventions	5,317	
All Other	225	
TOTAL	6,579	

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	64,285	100.0	64,285	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	64,285	100.0	64,285	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Print	Digital	Unique Total Qualified*
January/February	60,253	10,156	63,631
March/April	60,267	10,948	64,559
May/June	60,264	10,693	64,666

*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 0.9% or 571 copies above the average of the other 2 issues reported in Paragraph 2.

Business & Industry	TOTAL QUALIFIED	PERCENT OF TOTAL	Veterinarian (Note 1)	Veterinary Technician	Veterinary Assistant	Practice/ Office Manager	Veterinary & Veterinary Technician School Faculty/ Veterinary Technician Student	Other
Exclusive Small Animal Practice	51,094	79.0	15,390	14,608	7,024	6,533	515	7,024
Over 50% Small Animal Practice	3,264	5.0	1,880	870	167	111	124	112
Mixed Practice	4,332	6.7	2,332	1,200	245	121	233	201
Academic/University	2,206	3.4	62	633	95	24	915	477
Other Practice Types	3,083	4.8	562	714	72	60	185	1,490
Practice Type Unspecified	687	1.1	22	31	4	1	12	617
TOTAL QUALIFIED CIRCULATION	64,666	100.0	20,248	18,056	7,607	6,850	1,984	9,921
PERCENT		100.0	31.3	27.9	11.8	10.6	3.1	15.3

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

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

Since this is the first 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 MAY/JUNE 2017

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	356		Kentucky	667	
New Hampshire	447		Tennessee	1,054	
Vermont	203		Alabama	768	
Massachusetts	1,540		Mississippi	333	
Rhode Island	257		EAST SO. CENTRAL	2,822	4.4
Connecticut	945		Arkansas	284	
NEW ENGLAND	3,748	5.8	Louisiana	509	
New York	3,241		Oklahoma	706	
New Jersey	1,352		Texas	3,841	
Pennsylvania	2,558		WEST SO. CENTRAL	5,340	8.2
MIDDLE ATLANTIC	7,151	11.1	Montana	316	
Ohio	2,413		Idaho	249	
Indiana	1,275		Wyoming	123	
Illinois	2,317		Colorado	1,949	
Michigan	1,819		New Mexico	346	
Wisconsin	1,354		Arizona	1,424	
EAST NO. CENTRAL	9,178	14.2	Utah	338	
Minnesota	1,516		Nevada	477	
Iowa	683		MOUNTAIN	5,222	8.1
Missouri	1,017		Alaska	147	
North Dakota	129		Washington	1,637	
South Dakota	153		Oregon	1,246	
Nebraska	399		California	6,273	
Kansas	643		Hawaii	192	
WEST NO. CENTRAL	4,540	7.0	PACIFIC	9,495	14.7
Delaware	175		UNITED STATES	62,501	96.7
Maryland	1,185		U.S. Territories	197	
Washington, DC	50		Canada	597	
Virginia	2,104		Mexico	21	
West Virginia	260		Other International	1,338	
North Carolina	2,190		APO/FPO	12	
South Carolina	984				
Georgia	1,982				
Florida	6,075				
SOUTH ATLANTIC	15,005	23.2			
			TOTAL QUALIFIED CIRCULATION	64,666	100.0

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipients 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.

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 T349B0J7

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.