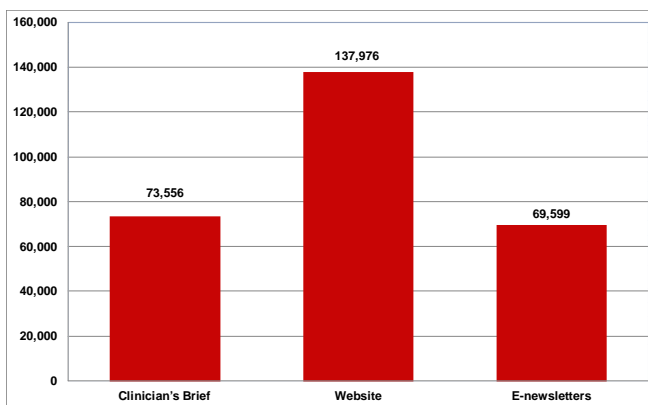


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# clinician's brief

**TOTAL GROSS CONTACTS: 281,131\***

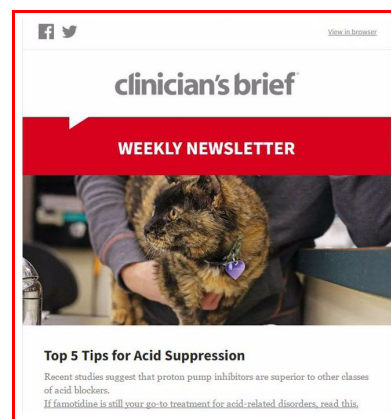
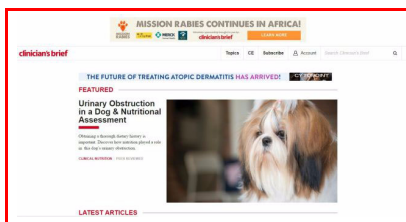


## EXECUTIVE SUMMARY

PRODUCT	CONTACTS	PERIOD
<b>Clinicians Brief:</b> (See pages 2 - 5)	Qualified Nonpaid Circulation: <b>73,556</b>	6 months ended June 30, 2017 <i>Subject to Audit</i>
<b>Website<sup>A</sup></b> (See page 6) www.cliniciansbrief.com	Page Impressions: <b>604,811</b> Visits: <b>282,070</b> Unique Browsers: <b>137,976</b>	6 months ended June 30, 2017
<b>E-newsletter<sup>AA</sup></b> (See page 6) Clinician's Brief E-Newsletter	Average Per issue Net Distribution: <b>69,599</b>	6 months ended June 30, 2017 (issues in period 122)
<b>Social Media</b> (See page 7)	Facebook Likes: <b>172,028</b> Twitter Followers: <b>17,558</b>	As of June 30, 2017

\*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.

<sup>A</sup>SOURCE: Site Certifier <sup>AA</sup>SOURCE: AAM Digital Audit



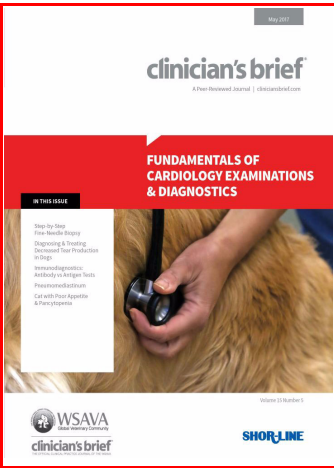
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## CHANNEL PROFILES

### CLINICIAN'S BRIEF



**Field Served:** CLINICIAN'S BRIEF serves veterinary professionals in small animal practice and other practices as well as others involved in the field of government, academic, teaching libraries, veterinary students, and other paid and nonpaid subscribers allied to the field.

**Published by:** Brief Media  
**Frequency:** 12 times/year

### TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION **73,556**

#### 1A AVERAGE QUALIFIED PAID CIRCULATION None Claimed

1B AVERAGE QUALIFIED NONPAID CIRCULATION		
Print Only, See Explanatory . . . . .	39,948	
Digital Only, See Explanatory . . . . .	23,434	
Print & Digital (Unduplicated), See Explanatory . . . . .	10,174	
<b>Total Average Qualified Nonpaid Circulation . . . . .</b>	<b>73,556</b>	<b>73,556</b>

1C AVERAGE NONQUALIFIED CIRCULATION		
Allocated For Shows & Conventions . . . . .	1,193	
Miscellaneous, Including Staff Copies, See Explanatory . . . . .	2,206	
<b>Total Average Nonqualified Circulation . . . . .</b>	<b>3,399</b>	

#### 1D AVERAGE QUALIFIED PAID & NONPAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS

None

### 2 QUALIFIED PAID & NONPAID CIRCULATION BY ISSUES

2017 Issue	Total	Paid	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid
Jan	73,825		38,861	23,709	11,255	73,825
Feb	73,697		38,779	23,647	11,271	73,697
Mar	73,600		39,094	23,355	11,151	73,600
Apr	73,582		38,729	23,479	11,374	73,582
May	73,330		42,066	23,219	8,045	73,330
Jun	73,297		42,158	23,194	7,945	73,297

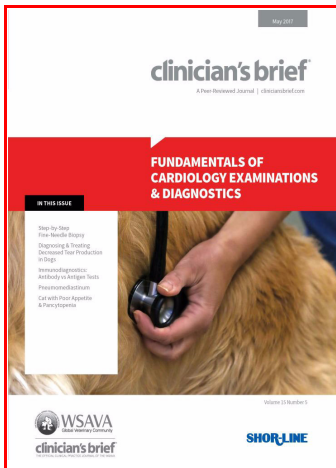
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## CHANNEL PROFILES

### CLINICIAN'S BRIEF



THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE MAY 2017 ISSUE IN WHICH:  
• QUALIFIED NONPAID CIRCULATION WAS 0.3% LESS 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
1. Exclusive Small Animal Practice .....	56,425	77.0	36,122	12,331	7,972	56,425
2. Over 50% Small Animal Practice .....	5,967	8.1	3,315	2,637	15	5,967
3. Mixed Practice .....	4,432	6.0	1,986	2,425	21	4,432
Sub-Total .....	66,824	91.1	41,423	17,393	8,008	66,824
4. Veterinary Student .....	3,586	4.9	85	3,474	27	3,586
5. Government .....	412	0.6	25	386	1	412
6. Academic, Teaching Libraries .....	1,794	2.4	473	1,315	6	1,794
7. Other Allied to the Field .....	714	1.0	60	651	3	714
<b>Total Qualified Circulation .....</b>	<b>73,330</b>	<b>100.0</b>	<b>42,066</b>	<b>23,219</b>	<b>8,045</b>	<b>73,330</b>

### 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:	34,399	23,080	7,904	55,223	10,160		65,383	89.2
Written .....	3,173	467	412	3,486	566		4,052	5.5
Telecommunication .....	20,467	4,151	1,899	21,147	5,370		26,517	36.2
Internet and E-mail .....	10,759	18,462	5,593	30,590	4,224		34,814	47.5
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 .....								
Acquired Circulation .....								
Other Sources, See Explanatory .....	7,667	139	141	7,947			7,947	10.8
<b>Total Qualified Nonpaid Circulation .....</b>	<b>42,066</b>	<b>23,219</b>	<b>8,045</b>	<b>63,170</b>	<b>10,160</b>		<b>73,330</b>	<b>100.0</b>
<b>Percent .....</b>	<b>57.4</b>	<b>31.6</b>	<b>11.0</b>	<b>86.1</b>	<b>13.9</b>		<b>100.0</b>	
Paid Subscription Circulation .....								
Paid Acquired Circulation .....								
Single Copy Sales .....								
<b>Total Qualified Circulation .....</b>							<b>73,330</b>	

### 3C MAILING ADDRESS ANALYSIS Reporting not required

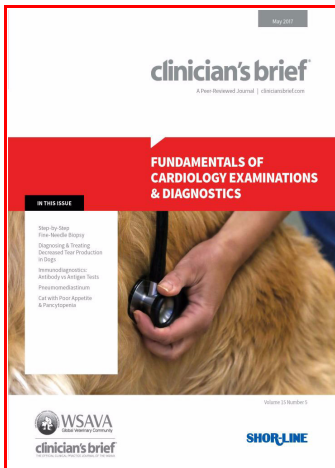
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## CHANNEL PROFILES

### CLINICIAN'S BRIEF



### 4 GEOGRAPHIC ANALYSIS

State	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Qualified Nonpaid	Total Circulation
Alabama	574	220	104	898	898
Arizona	854	263	135	1,252	1,252
Arkansas	315	84	40	439	439
California	3,402	1,250	802	5,454	5,454
Colorado	1,175	450	197	1,822	1,822
Connecticut	570	145	135	850	850
Delaware	135	27	19	181	181
District of Columbia	42	21	15	78	78
Florida	3,080	977	757	4,814	4,814
Georgia	1,220	415	265	1,900	1,900
Idaho	205	89	25	319	319
Illinois	1,744	520	317	2,581	2,581
Indiana	980	300	159	1,439	1,439
Iowa	577	215	86	878	878
Kansas	590	245	81	916	916
Kentucky	542	151	68	761	761
Louisiana	492	184	93	769	769
Maine	272	113	51	436	436
Maryland	772	231	191	1,194	1,194
Massachusetts	955	314	194	1,463	1,463
Michigan	1,428	412	256	2,096	2,096
Minnesota	951	353	153	1,457	1,457
Mississippi	312	116	34	462	462
Missouri	986	264	130	1,380	1,380
Montana	207	56	32	295	295
Nebraska	335	109	39	483	483
Nevada	257	103	65	425	425
New Hampshire	306	85	59	450	450
New Jersey	989	282	216	1,487	1,487
New Mexico	244	79	38	361	361
New York	2,060	633	447	3,140	3,140
North Carolina	1,471	527	320	2,318	2,318
North Dakota	108	35	3	146	146
Ohio	1,723	428	254	2,405	2,405
Oklahoma	514	193	79	786	786
Oregon	718	232	121	1,071	1,071
Pennsylvania	1,738	500	329	2,567	2,567
Rhode Island	149	33	28	210	210
South Carolina	610	165	125	900	900
South Dakota	126	43	10	179	179
Tennessee	895	342	153	1,390	1,390
Texas	2,845	871	540	4,256	4,256
Utah	256	117	68	441	441
Vermont	173	53	23	249	249
Virginia	1,408	380	250	2,038	2,038
Washington	989	346	174	1,509	1,509
West Virginia	193	53	34	280	280
Wisconsin	1,161	306	198	1,665	1,665
Wyoming	99	44	10	153	153
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>41,747</b>	<b>13,374</b>	<b>7,922</b>	<b>63,043</b>	<b>63,043</b>
Alaska	88	30	16	134	134
Hawaii	96	76	29	201	201
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>184</b>	<b>106</b>	<b>45</b>	<b>335</b>	<b>335</b>
Single Copy Sales					
U.S. Unclassified					
<b>TOTAL UNITED STATES</b>	<b>41,931</b>	<b>13,480</b>	<b>7,967</b>	<b>63,378</b>	<b>63,378</b>
Poss. & Other Areas	58	99	41	198	198
<b>U.S. &amp; POSS., etc.</b>	<b>41,989</b>	<b>13,579</b>	<b>8,008</b>	<b>63,576</b>	<b>63,576</b>
Canada	61	1,825	23	1,909	1,909
International	15	7,773	14	7,802	7,802
Military or Civilian Personnel Overseas					
Other International					
<b>TOTAL INTERNATIONAL</b>	<b>76</b>	<b>9,598</b>	<b>37</b>	<b>9,711</b>	<b>9,711</b>
E-Mail Address Only	1	42		43	43
Other Unclassified					
<b>GRAND TOTAL</b>	<b>42,066</b>	<b>23,219</b>	<b>8,045</b>	<b>73,330</b>	<b>73,330</b>

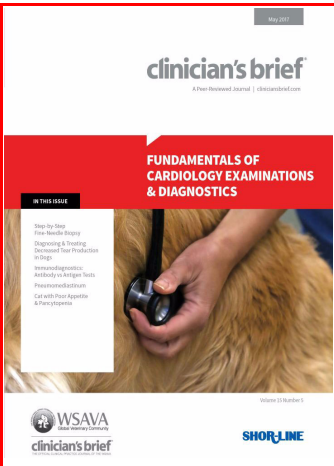
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## CHANNEL PROFILES

**CLINICIAN'S  
BRIEF**



**ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS  
Sold During 6 Month Period Ended June 30, 2017**

- 5** **PRICE DATA** Reporting not required

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- 6** **TERM DATA** Reporting not required

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- 7** **SALES CHANNELS** Reporting not required

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- 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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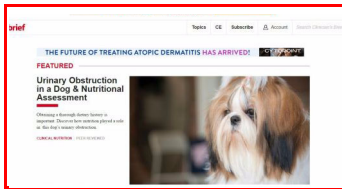
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## CHANNEL PROFILES

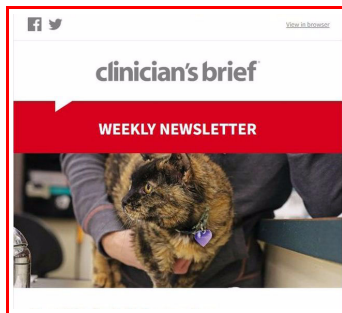
### WEBSITE

www.cliniciansbrief.com



6 MONTHS ENDED JUNE 30, 2017	Total Page Impressions	Visits	Unique Browsers
January	538,749	240,708	120,416
February	587,331	273,960	131,278
March	663,707	317,524	153,181
April	586,185	269,651	134,068
May	634,013	297,647	142,161
June	618,883	292,931	146,754

### E-NEWSLETTER



6 MONTHS ENDED JUNE 30, 2017	Issues	Average Net Distribution Per Issue
January	14	75,546
February	20	73,270
March	23	69,483
April	20	67,943
May	23	67,157
June	22	66,657

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## Social Media As of June 30, 2017

See Explanatory

### Facebook Likes

172,028



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

### Twitter Followers

17,558



[http://twitter.com/  
cliniciansbrief](http://twitter.com/cliniciansbrief)

## EXPLANATORY

### Publication:

Audit Cycle: June Ending.

- (a) Print Only Individual subscriptions, averaging 39,948 copies per issue, represents copies served to individuals receiving the print version only of CLINICIAN'S BRIEF.
- (b) Digital Only Individual subscriptions, averaging 23,434 copies per issue, represents copies served to individuals receiving the digital version only. The digital version of is made available to subscribers through an e-mail notice sent to recipients notifying them of availability of each issue.
- (c) Print & Digital (Unduplicated) individual subscriptions, averaging 10,174 copies per issue, represent copies served to receiving both a print and digital version of CLINICIAN'S BRIEF. The digital version of CLINICIAN'S 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 1,193 copies per issue, served to advertisers and agencies.
- (e) Other Sources represent copies served to subscribers obtained from recognized lists.

### Definition of Recipient Qualification:

Qualified recipients are: individuals in the field of veterinary medicine.

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## EXPLANATORY (Continued)

### Website:

#### AAM Digital Services Definitions:

Domains included in website traffic: cliniciansbrief.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.**

Parent Company: Brief Media

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Director Audience/Technology

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