

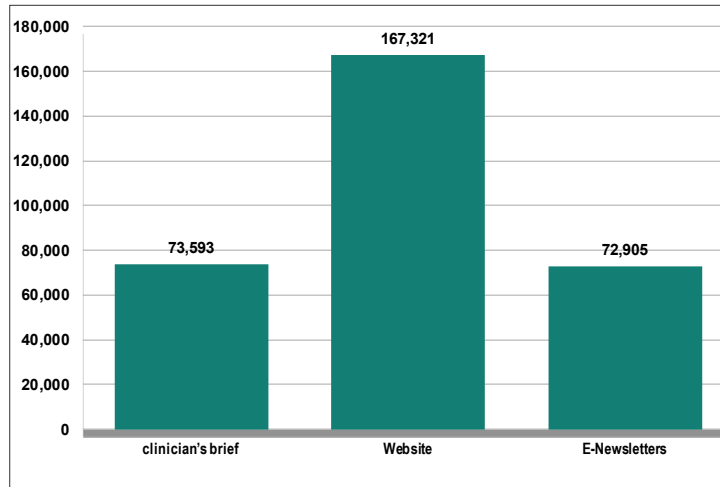
CONSOLIDATED MEDIA REPORT

B2B Media

6 months ended June 30, 2018

TOTAL GROSS CONTACTS

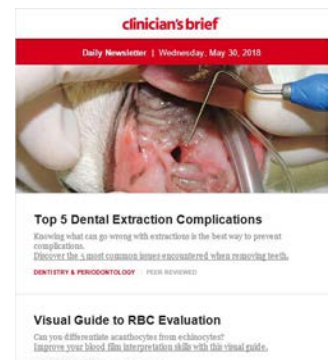
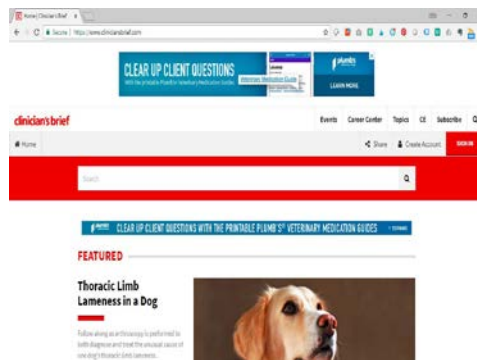
313,819



EXECUTIVE SUMMARY

Channels	Contacts	Period
clinician's brief Total Qualified Circulation	73,593	6 months ended June 30, 2018
Website Activity Page Impressions Visits Unique Browsers	703,368 344,213 167,321	6 months ended June 30, 2018
E-Newsletters Total Average Net Distribution Per Issue	72,905	6 months ended June 30, 2018
Social Media Facebook Likes Twitter Followers	189,386 18,981	As of June 30, 2018

Gross data are contained in this Consolidated Media Report. There was no attempt made to eliminate any duplication that may exist.



clinician's brief®

6 months ended June 30, 2018

Subject to Audit

Field Served:

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 subscribers allied to the field.



TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		73,593
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		41,766
Qualified Nonpaid Individual - Digital		23,357
Qualified Nonpaid Individual - Print & Digital (Unduplicated)		8,470
Total Qualified Nonpaid Individual		73,593
Total Average Qualified Nonpaid Circulation		73,593

AVERAGE NONQUALIFIED CIRCULATION		
Nonqualified Market Coverage Copies - Print		1,185
Total Nonqualified Market Coverage Copies		1,185
Nonqualified Allocated for Shows & Conventions - Print		1,900
Total Nonqualified Allocated for Shows & Conventions		1,900
Nonqualified Miscellaneous, Including Staff Copies - Print		214
Total Nonqualified Miscellaneous, Including Staff Copies		214
Total Average Nonqualified Circulation		3,299

CIRCULATION BY ISSUES					
Issue		Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid
Jan		42,150	23,443	7,911	73,504
Feb		42,095	23,620	7,955	73,670
Mar		41,512	23,243	8,894	73,649
Apr		41,504	23,264	8,795	73,563
May		41,638	23,295	8,646	73,579
Jun		41,697	23,277	8,619	73,593

BUSINESS/OCCUPATIONAL ANALYSIS

	Classification by Business & Industry	Total	%	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)
1.	Exclusive Small Animal Practice	56,614	76.9	35,509	13,306	7,799
2.	Over 50% Small Animal Practice	6,244	8.5	2,910	2,918	416
3.	Mixed Practice	4,694	6.4	2,505	1,941	248
	Sub-Total (1-3)	67,552	91.8	40,924	18,165	8,463
4.	Veterinary Student	3,553	4.8	17	3,534	2
5.	Government	332	0.5	2	330	
6.	Academic, Teaching Libraries	1,897	2.6	668	1,051	178
7.	Others Allied to the Field	245	0.3	27	215	3
	Total Qualified Circulation	73,579	100.0	41,638	23,295	8,646

AGE OF SOURCE ANALYSIS				Qualified Within				
Source	Print	Digital	Print & Digital (Unduplicated)	1 Year	2 Years	3 Years	Total	Percent
Total Direct Request From Recipient	36,639	23,292	8,646	58,310	10,267		68,577	93.2
Written	2,194	235	353	2,224	558		2,782	3.8
Telecommunication	21,857	3,887	2,859	24,511	4,092		28,603	38.9
Internet and Email	12,588	19,170	5,434	31,575	5,617		37,192	50.6
Total Direct Request From Recipient's Company								
Written								
Telecommunication								
Internet and Email								
Total Communication Other Than Request								
Written								
Telecommunication								
Internet and Email								
Association								
Business Directories								
Lists								
Acquired Circulation								
Other Sources	4,999	3		5,002			5,002	6.8
Total Qualified Subscriptions	41,638	23,295	8,646	63,312	10,267		73,579	100.0
Percent	56.6	31.7	11.8	86.0	14.0		100.0	

GEOGRAPHIC ANALYSIS				
State	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid
Alabama	612	200	131	943
Arizona	848	255	153	1,256
Arkansas	324	95	42	461
California	3,178	1,284	863	5,325
Colorado	1,134	419	214	1,767
Connecticut	603	153	127	883
Delaware	71	20	14	105
District of Columbia	118	25	14	157
Florida	3,167	1,076	817	5,060
Georgia	1,295	414	276	1,985
Idaho	221	73	37	331
Illinois	1,646	470	342	2,458
Indiana	1,000	240	199	1,439
Iowa	571	210	109	890
Kansas	609	225	88	922
Kentucky	552	154	88	794
Louisiana	505	189	102	796
Maine	274	87	49	410
Maryland	783	226	184	1,193
Massachusetts	943	273	178	1,394
Michigan	1,406	402	267	2,075
Minnesota	933	328	166	1,427
Mississippi	341	129	35	505
Missouri	917	246	144	1,307
Montana	222	55	38	315
Nebraska	314	117	45	476
Nevada	248	99	79	426
New Hampshire	313	79	49	441
New Jersey	893	258	215	1,366
New Mexico	229	91	43	363
New York	2,083	686	450	3,219
North Carolina	1,517	478	352	2,347
North Dakota	112	31	13	156
Ohio	1,600	427	282	2,309
Oklahoma	540	178	87	805
Oregon	737	211	140	1,088
Pennsylvania	1,688	485	345	2,518
Rhode Island	117	33	34	184
South Carolina	584	170	119	873
South Dakota	120	51	15	186
Tennessee	902	382	192	1,476
Texas	2,764	855	596	4,215
Utah	276	120	70	466
Vermont	185	33	25	243
Virginia	1,411	384	246	2,041
Washington	1,008	361	185	1,554
West Virginia	212	48	38	298
Wisconsin	1,151	295	219	1,665
Wyoming	103	32	11	146
TOTAL 48 CONTERMINOUS STATES	41,380	13,152	8,527	63,059
Alaska	55	20	19	94
Hawaii	73	49	32	154
TOTAL ALASKA & HAWAII	128	69	51	248
Single Copy Sales				
U.S. Unclassified				
TOTAL UNITED STATES	41,508	13,221	8,578	63,307
Poss. & Other Areas	43	73	36	152
U.S. & POSS., etc.	41,551	13,294	8,614	63,459
Canada	68	1,718	17	1,803
International	18	8,267	9	8,294
Military or Civilian Personnel Overseas	1	16	6	23
Total International	87	10,001	32	10,120
E-mail Address Only				
Other Unclassified				
GRAND TOTAL	41,638	23,295	8,646	73,579

CHANNEL PROFILES**WEBSITE ACTIVITY - www.cliniciansbrief.com**

Month	Page Impressions	Visits	Unique Browsers
January	786,306	373,493	180,860
February	680,649	334,744	168,532
March	778,711	363,823	165,569
April	735,738	353,951	177,810
May	629,492	321,477	156,162
June	609,314	317,792	154,992

E-NEWSLETTERS - Clinician's Brief Newsletter

Month	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
January	23	73,551	1,691,676
February	20	73,355	1,467,098
March	22	73,666	1,620,643
April	21	73,724	1,548,206
May	22	73,178	1,609,908
June	22	69,953	1,538,962

Social Media

Channel	Total as of June 30, 2018
Facebook Likes	189,386
Twitter Followers	18,981

NOTES

Definition of Recipient Qualification:

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

Rounding %: Due to rounding, percentages may not always add up to 100%.

Other Sources: Represent copies served to subscribers obtained from recognized Industry Lists.

Analyzed Issue: The information in Business/Occupational Analysis; Age of Source Analysis; and Geographic Analysis is from an analysis of the May 2018 issue.

Total Gross Contacts Include : Total Gross Contacts include Qualified Nonpaid Circulation, Unique Browsers, and E-newsletters Average Issue Net Distribution Per Issue.

Website Data Source: Site Certifier

Website Domains: Domains included in website traffic: www.cliniciansbrief.com.

Unique Browsers: This site uses the cookie-based measurement method to count unique browsers. If cookies are not accepted, then the IP address & user-agent in combination method is used to measure unique browsers.

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, recorded as late as possible in the process of delivery of the content to the user's browser. One request by a browser should result in reported one page impression.

Visits: A series of interactions with a site by a unique browser or user (if registration-based or a panel participant) without 30 minutes of inactivity.

E-Newsletters Data Source: AAM Digital Audit

E-Newsletters Net Distribution: The newsletters from a given mailing that reached the subscriber's email delivery server with a positive status code, net of any internal or test addresses. Calculated by subtracting undelivered messages from sent messages.

Social Media: Social media is comprised of likes, followers, subscribers and members who may not be actively engaged with the brand. These metrics do not equal 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.

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