

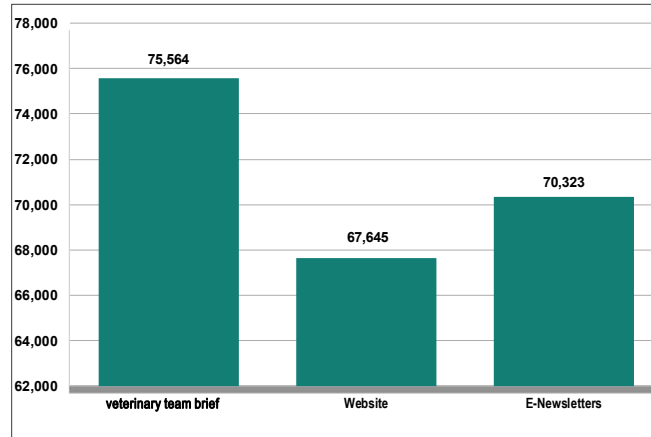
# CONSOLIDATED MEDIA REPORT

**B2B Media**

6 months ended June 30, 2018

**TOTAL GROSS CONTACTS**

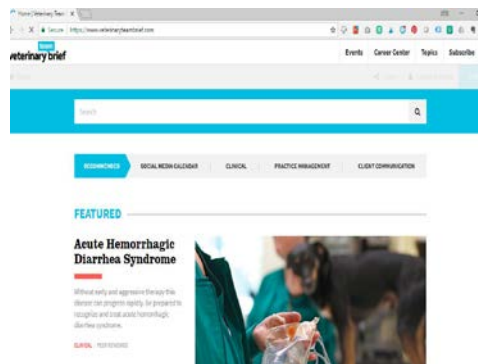
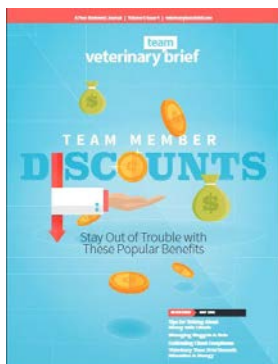
**213,532**



## EXECUTIVE SUMMARY

Channels	Contacts	Period
<b>veterinary team brief</b> Total Qualified Circulation	75,564	6 months ended June 30, 2018
<b>Website Activity</b> Page Impressions Visits Unique Browsers	190,896 111,645 67,645	6 months ended June 30, 2018
<b>E-Newsletters</b> Total Average Net Distribution Per Issue	70,323	6 months ended June 30, 2018
<b>Social Media</b> Facebook Likes Twitter Followers	187,910 12,948	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.



6 months ended June 30, 2018

Subject to Audit

**Field Served:**

VETERINARY TEAM BRIEF serves exclusive small animal practices, and animal practices with more than 50% small animals; mixed practices; unknown practice types; veterinary students; government offices; academic and teaching libraries; and others allied to the field.



<b>TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION</b>		<b>75,564</b>
<b>AVERAGE QUALIFIED NONPAID CIRCULATION</b>		
Qualified Nonpaid Individual - Print		42,554
Qualified Nonpaid Individual - Digital		26,265
Qualified Nonpaid Individual - Print & Digital (Unduplicated)		6,745
<b>Total Qualified Nonpaid Individual</b>		<b>75,564</b>
<b>Total Average Qualified Nonpaid Circulation</b>		<b>75,564</b>

<b>AVERAGE NONQUALIFIED CIRCULATION</b>		
Nonqualified Allocated for Shows & Conventions - Print		2,280
<b>Total Nonqualified Allocated for Shows &amp; Conventions</b>		<b>2,280</b>
Nonqualified Miscellaneous, Including Staff Copies - Print		1,223
<b>Total Nonqualified Miscellaneous, Including Staff Copies</b>		<b>1,223</b>
<b>Total Average Nonqualified Circulation</b>		<b>3,503</b>

<b>CIRCULATION BY ISSUES</b>					
Issue		Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Total Qualified Nonpaid
Jan/Feb		42,498	26,682	6,340	75,520
Mar		40,720	27,534	7,281	75,535
Apr		40,528	28,039	7,046	75,613
May		44,566	24,517	6,554	75,637
Jun		44,457	24,555	6,503	75,515

BUSINESS/OCCUPATIONAL ANALYSIS										
Classification by Business & Industry		Total	%	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Qualified Nonpaid - Print & Digital (Unduplicated)	Veterinarian	Veterinary Technician/ Veterinary Assistant	Product Manager/ Office Manager	Other
1.	Exclusive Small Animal Practice	57,743	76.3	41,067	10,948	5,728	38,250	12,390	6,617	486
2.	Over 50% Small Animal Practice	5,957	7.9	1,521	4,165	271	4,262	1,145	478	72
3.	Mixed Practice	5,464	7.2	1,232	4,025	207	3,818	1,140	419	87
<b>Sub-Total (1-3)</b>		<b>69,164</b>	<b>91.4</b>	<b>43,820</b>	<b>19,138</b>	<b>6,206</b>	<b>46,330</b>	<b>14,675</b>	<b>7,514</b>	<b>645</b>
4.	Veterinary Student	3,683	4.9	12	3,671		325	537	26	2,795
5.	Government	314	0.4	1	313		251	37	16	10
6.	Academic, Teaching Libraries	2,043	2.7	717	978	348	1,078	732	99	134
7.	Others Allied to the Field	433	0.6	16	417		198	80	23	132
<b>Total Qualified Circulation</b>		<b>75,637</b>	<b>100.0</b>	<b>44,566</b>	<b>24,517</b>	<b>6,554</b>	<b>48,182</b>	<b>16,061</b>	<b>7,678</b>	<b>3,716</b>

AGE OF SOURCE ANALYSIS								
Source	Print	Digital	Print & Digital (Unduplicated)	Qualified Within				
				1 Year	2 Years	3 Years	Total	Percent
<b>Total Direct Request From Recipient</b>	<b>32,497</b>	<b>24,295</b>	<b>6,515</b>	<b>48,406</b>	<b>14,900</b>		<b>63,306</b>	<b>83.7</b>
Written	1,625	270	154	1,428	621		2,049	2.7
Telecommunication	21,534	6,607	2,965	24,717	6,389		31,106	41.1
Internet and Email	9,338	17,418	3,396	22,261	7,890		30,151	39.9
<b>Total Direct Request From Recipient's Company</b>								
Written								
Telecommunication								
Internet and Email								
<b>Total Communication Other Than Request</b>	<b>413</b>	<b>222</b>	<b>39</b>	<b>674</b>			<b>674</b>	<b>0.9</b>
Written	9	1		10			10	0.0
Telecommunication	240	53	6	299			299	0.4
Internet and Email	164	168	33	365			365	0.5
Association								
Business Directories								
Lists								
Acquired Circulation								
Other Sources	11,656			11,657			11,657	15.4
<b>Total Qualified Subscriptions</b>	<b>44,566</b>	<b>24,517</b>	<b>6,554</b>	<b>60,737</b>	<b>14,900</b>		<b>75,637</b>	<b>100.0</b>
<b>Percent</b>	<b>58.9</b>	<b>32.4</b>	<b>8.7</b>	<b>80.3</b>	<b>19.7</b>		<b>100.0</b>	

<b>GEOGRAPHIC ANALYSIS</b>				
<b>State</b>	<b>Qualified Nonpaid - Print</b>	<b>Qualified Nonpaid - Digital</b>	<b>Qualified Nonpaid - Print &amp; Digital (Unduplicated)</b>	<b>Total Qualified Nonpaid</b>
Alabama	573	282	100	955
Arizona	1,049	290	117	1,456
Arkansas	314	146	22	482
California	3,751	1,371	618	5,740
Colorado	1,410	478	159	2,047
Connecticut	605	176	98	879
Delaware	87	11	11	109
District of Columbia	132	29	12	173
Florida	3,295	1,169	586	5,050
Georgia	1,290	502	215	2,007
Idaho	193	107	30	330
Illinois	1,804	591	235	2,630
Indiana	1,055	379	153	1,587
Iowa	526	326	73	925
Kansas	546	350	90	986
Kentucky	536	229	74	839
Louisiana	492	243	86	821
Maine	287	127	42	456
Maryland	785	260	131	1,176
Massachusetts	1,053	289	133	1,475
Michigan	1,486	491	206	2,183
Minnesota	1,081	393	131	1,605
Mississippi	300	166	42	508
Missouri	964	377	113	1,454
Montana	195	121	25	341
Nebraska	340	171	33	544
Nevada	314	101	50	465
New Hampshire	318	89	42	449
New Jersey	1,031	305	169	1,505
New Mexico	246	108	31	385
New York	2,313	745	366	3,424
North Carolina	1,534	538	261	2,333
North Dakota	97	58	15	170
Ohio	1,767	532	211	2,510
Oklahoma	495	249	93	837
Oregon	793	283	109	1,185
Pennsylvania	1,920	549	270	2,739
Rhode Island	183	36	32	251
South Carolina	651	211	81	943
South Dakota	94	84	15	193
Tennessee	938	398	143	1,479
Texas	2,835	1,154	465	4,454
Utah	288	147	54	489
Vermont	171	52	16	239
Virginia	1,520	421	205	2,146
Washington	1,140	431	129	1,700
West Virginia	214	67	28	309
Wisconsin	1,211	411	157	1,779
Wyoming	85	76	12	173
<b>TOTAL 48 CONTERMINOUS STATES</b>	<b>44,307</b>	<b>16,119</b>	<b>6,489</b>	<b>66,915</b>
Alaska	93	26	9	128
Hawaii	85	67	21	173
<b>TOTAL ALASKA &amp; HAWAII</b>	<b>178</b>	<b>93</b>	<b>30</b>	<b>301</b>
Single Copy Sales				
U.S. Unclassified				
<b>TOTAL UNITED STATES</b>	<b>44,485</b>	<b>16,212</b>	<b>6,519</b>	<b>67,216</b>
Poss. & Other Areas	48	105	28	181
<b>U.S. &amp; POSS., etc.</b>	<b>44,533</b>	<b>16,317</b>	<b>6,547</b>	<b>67,397</b>
Canada	8	1,294	2	1,304
International	23	6,890	3	6,916
Military or Civilian Personnel Overseas	2	16	2	20
<b>Total International</b>	<b>33</b>	<b>8,200</b>	<b>7</b>	<b>8,240</b>
E-mail Address Only				
Other Unclassified				
<b>GRAND TOTAL</b>	<b>44,566</b>	<b>24,517</b>	<b>6,554</b>	<b>75,637</b>

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

Month	Page Impressions	Visits	Unique Browsers
January 2018	212,991	119,772	73,315
February 2018	200,393	120,604	74,477
March 2018	225,628	128,753	72,215
April 2018	174,217	99,618	61,206
May 2018	174,986	105,658	65,792
June 2018	157,162	95,463	58,863

**E-NEWSLETTERS - Veterinary Team Brief Newsletter**

Month	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
January 2018	5	70,427	352,135
February 2018	4	70,233	280,932
March 2018	4	70,598	282,392
April 2018	4	70,595	282,379
May 2018	5	70,087	350,436
June 2018	4	70,028	280,113

**Social Media**

Channel	Total as of June 30, 2018
Facebook Likes	187,910
Twitter Followers	12,948

## NOTES

**Definition of Recipient Qualification:**

Veterinaries, veterinary technicians, practice managers/office managers, and others allied to the field.

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

**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.veterinaryteambrief.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.

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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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**Format:** Standard

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