

BUSINESS PUBLICATION CIRCULATION STATEMENT FOR THE 6 MONTH PERIOD ENDED JUNE 2007

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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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

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VETERINARY MEDICINE

Advanstar Veterinary Healthcare Communications 8033 Flint Street Lenexa, KS 66214 Tel.: (913) 492-4300 Fax: (913) 492-4157

Official Publication of: None Established: 1905 Issues Per Year: 12

www.vetmedpub.com



FIELD SERVED

VETERINARY MEDICINE serves the veterinary field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are private practice veterinarians, DVM's whose specialty is unknown, students in veterinary colleges, teachers and researchers in veterinary educational research institutions. Also qualified are veterinary drug and equipment manufacturers, government agencies including the armed forces, universities and libraries, and veterinary technician students.

AVERAGE NON-QUALIFIED CIRCULATION					
NON-QUALIFIED Not included Elsewhere	Copies				
Other Paid Circulation	1,451				
Advertiser and Agency	697				
Rotated or Occasional	-				
Allocated for Trade Shows and Conventions	108				
All Other	1,253				
TOTAL	3,509				

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD							
	Total Qualified		Qualified Non-Paid		Qualified Paid		
QUALIFIED CIRCULATION	Copies Percent Copies Percen		Percent	Copies	Percent		
Individual	55,206	100.0	49,521	89.7	5,685	10.3	
Sponsored Individually Addressed _	-	-	-	-	-	-	
Membership Benefit	=	-	=	=	-	=	
Multi-Copy Same Addressee	2	-	=	=	2	=	
Single Copy Sales	=	=	=	=	=	=	
TOTAL QUALIFIED CIRCULATION	55,208	100.0	49,521	89.7	5,687	10.3	

2. QUALIFIED CIRCULA	ATION BY IS	SUES WITH F	REMOVALS A	ND ADDITIO	NS FOR PER	RIOD						
2007 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified		2007 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January	3,140	464			54,535		April	619	692			55,178
February	337	193			54,391		May	2,773	3,730			56,135
March	454	1,170			55,106		June	393	159			55,901
							TOTAL	7,716	6,408			

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3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007

This issue is 2.0% or 1,113 copies above the average of the other 5 issues reported in Paragraph two.

This publication conforms to the uniform business/industry/occupational breakout which was developed by the BPA Worldwide advertiser, agency, and publisher committee for the Veterinarian Market in January 1981, revised September 1981 and December 1986, requiring participating publications to report their circulation on a comparable basis by June 1984. A copy of the comparability brochure can be obtained from BPA Worldwide.

BUSINESS/PROFESSIONAL ANALYSIS	TOTAL QUALIFIED	PERCENT OF TOTAL
VETERINARIANS BY TYPE OF PRIVATE PRACTICE AND SPECIALTY		
1. Exclusive Small Animal Practice	41,450	73.8
2. Over 50% Small Animal	4,949	8.8
3. Mixed Practice (50%-50%)	5,441	9.7
4. Exclusive Large Animal Practice	=	-
A. Cattle	341	0.6
B. Horse	1,160	2.1
C. Swine	69	0.1
D. Large Animal Practice (more than one species)	877	1.6
5. Over 50% Large Animal	888	1.6
6. DVM Type of Practice Unknown	79	0.1
SUB-TOTAL	55,254	98.4
7. Manufacturers of Veterinary Drugs or Equipment including Marketing and Sales Personnel	119	0.2
8. Government: Federal, State, Municipal/Armed Forces	103	0.2
9. Students	=	-
A. Veterinary Medical Students	306	0.5
B. Veterinary Technician Students	32	0.1
10. Academic/Teaching/Libraries/Research	243	0.4
11. Others Allied to the Field	78	0.1
TOTAL QUALIFIED CIRCULATION	56,135	100.0
PERCENT	100.0	-

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3b.	QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007							
		Qualified Within						
	QUALIFICATION SOURCE	1 year	2 years	3 years	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
I.	TOTAL - Personal direct request from the recipient:	43,143	4,792	2,535			50,470	89.9
	a. Written	23,406	2,587	1,315			27,308	48.7
	b. Telecommunication	13,066	1,758	1,029			15,853	28.2
	c. Internet and E-Mail	6,671	447	191			7,309	13.0
П.	TOTAL – Request from recipient's company:	10	19	10			39	0.1
	a. Written	7	17	10			34	0.1
	b. Telecommunication	3	2	=			5	=
	c. Internet and E-Mail	-	-	-			-	-
III.	TOTAL – Membership Benefit:	-	-	-			-	-
	a. Individual	=	=	=			=	=
	b. Organizational	i	-				-	ı
IV.	TOTAL – Communication from recipient or recipient's company (other than request):	742	=	-=-			742	1.3
	a. Written	236	-	-			236	0.4
	b. Telecommunication	372	-	-			372	0.7
	c. Internet and E-Mail	134	-	-			134	0.2
V.	TOTAL – Sources other than above (listed alphabetically):	4,884	-	-			4,884	8.7
i	*Association rosters and directories	4,884	=	=			4,884	8.7
	Business directories	-	-	-			-	-
	Independent field reports	-	-	-			-	-
	Licensees - National, State or Local Government	-	-	-			-	-
	Manufacturer's, distributor's and wholesaler's lists	-	-	-			-	-
	Other sources	ı	=	ı			-	'n
VI.	TOTAL - Single Copy Sales:	-	-	-			÷	=
	TOTAL QUALIFIED CIRCULATION	48,779	4,811	2,545			56,135	100.0
	*See Paragraph 11 PERCENT	86.9	8.6	4.5			100.0	-

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function			55,901	99.6
Individuals by name only			139	0.2
Titles or functions only			37	=
Company names only			58	0.2
Multi-Copy Same Addressee copies			=	=
Single Copy Sales			-	=
TOTAL QUALIFIED CIRCULATION			56,135	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007						
State & Zip Code	Total Qualified	Percent				
039-049 Maine	346					
030-038 New Hampshire	375					
050-059 Vermont	235					
010-027 Massachusetts	1,229					
028-029 Rhode Island	179					
060-069 Connecticut	697					
NEW ENGLAND	3,061	5.4				
100-149 New York	2,585					
070-089 New Jersey	1,210					
150-196 Pennsylvania	2,158					
MIDDLE ATLANTIC	5,953	10.6				
430-459 Ohio	2,143					
460-479 Indiana	1,231					
600-629 linois	2,236					
480-499 Michigan	1,813					
530-549 Wisconsin	1,575					
EAST NO. CENTRAL	8,998	16.0				
550-567 Minnesota	1,256					
500-528 lowa	908					
630-658 Missouri	1,361					
580-588 North Dakota	145					
570-577 South Dakota	234					
680-693 Nebraska	539					
660-679 Kansas	858					
WEST NO. CENTRAL	5,301	9.4				
197-199 Delaware	145					
206-219 Maryland	1,138					
200-205 Washington, DC	55					
220-246 Virginia	1,674					
247-268 West Virginia	268					
270-289 North Carolina	1,802					
290-299 South Carolina	654					
300-319 Georgia	1,616					
320-349 Florida	3,312					
SOUTH ATLANTIC	10,664	18.9				

State & Zip Code	Total Qualified	Percent
400-427 Kentucky	817	
370-385 Tennessee	1,204	
350-369 Alabama	828	
386-397 Mississippi	484	
EAST SO. CENTRAL	3,333	5.9
716-729 Arkansas	504	
700-714 Louisiana	698	
730-749 Oklahoma	862	
750-799 Texas	3,864	
WEST SO. CENTRAL	5,928	10.5
590-599 Montana	342	
832-838 daho	361	
820-831 Wyoming	190	
800-816 Colorado	1,401	
870-884 New Mexico	402	
850-865 Arizona	1,016	
840-847 Utah	302	
889-898 N eva da	412	
MOUNTAIN	4,426	7.8
995-999 Alaska	127	
980-994 Washington	1,447	
970-979 Oregon	998	
900-961 California	4,905	
967-968 Hawaii	141	
PACIFIC	7,618	13.5
UNITED STATES	55,282	98.4
969 & 004-009 U.S. Territories	97	
Canada	524	
Mexico	21	
Other International	205	
APO/FPO	6	
TOTAL QUALIFIED CIRCULATION	56,135	100.0

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9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS							
	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim		
	2003	2004	2005	*2006	**2007		
Total Audit Average Qualified _	49,558	53,862	55,571	54,817	55,208		
Qualified Paid Total	7,244	6,542	6,451	6,150	5,687		
Qualified Non-Paid Total	42,314	47,320	49,120	48,667	49,521		
Post Expire Copies included in Paid Circulation	***NC	***NC	***NC	***NC	***NC		
Average Annual Order Price	\$43.89	\$42.48	\$45.17	\$44.31	\$46.77		

^{*}NOTE: The audited average qualified circulation for January-June 2006 = 55,498. The unaudited average qualified circulation for July-December 2006 = 54,135. Yielding an average qualified circulation of 54,817.

**2007 data is unaudited.

***NC = None Claimed.

11. ADDITIONAL DATA

PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 4,884 copies or 8.7%.

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.

10. PAID CI	RCULATION DATA
\$46.77	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
12	Issues Per Year
***NC	All Single Copy Sales Prices for the Period
***NC	Renewal Rate of Paid Subscribers (Optional)

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that a∥ data set forth in this statement are true.	Date signed	July 16, 2007
Tammy Sundbom, Circulation and Training Manager	State	Minnesota
Mark Rosen, Circulation Director	State	Milliesota
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	County	St. Louis
IMPORTANT NOTE:	Received by BPA Worldwide	July 16, 2007
This unaudited circulation statement has been checked against the previous audit report.	Туре	PJ
It will be included in the annual audit made by BPA Worldwide.	ID Number	V007P0J7