

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 Economics<sup>SM</sup>

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### FIELD SERVED

VETERINARY ECONOMICS 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 and research institutions.

Also qualified are veterinary drug and equipment manufacturers, government agencies including the armed forces, universities and libraries, veterinary technician students, and members of the Veterinary Hospital Managers Association.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	1160
Advertiser and Agency _____	679
Rotated or Occasional _____	-
*Allocated for Trade Shows and Conventions _____	75
All Other _____	2,296
<b>TOTAL</b>	<b>4,210</b>

\*See Paragraph 11

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	56,488	96.4	51,453	87.8	5,035	8.6
Sponsored Individually Addressed _	42	0.1	-	-	42	0.1
Membership Benefit _____	1	-	-	-	1	-
Multi-Copy Same Addressee _____	2,053	3.5	1,838	3.1	215	0.4
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>58,584</b>	<b>100.0</b>	<b>53,291</b>	<b>91.0</b>	<b>5,293</b>	<b>9.0</b>

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2006 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2006 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	830	528			59,552	April _____	533	339			59,189
February _____	501	263			59,314	May _____	6,761	4,609			57,037
March _____	902	971			59,383	June _____	21	7			57,023
						<b>TOTAL</b>	<b>9,548</b>	<b>6,717</b>			

<b>3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2006</b>		
<b>This issue is 3.1% or 1,855 copies below the average of the other 5 issues reported in Paragraph two.</b>		
<b>PROFESSIONAL ANALYSIS</b>	<b>TOTAL QUALIFIED</b>	<b>PERCENT OF TOTAL</b>
<b>VETERINARIANS BY TYPE OF PRIVATE PRACTICE AND SPECIALTY</b>		
1. Exclusive Small Animal Practice _____	41,220	72.3
2. Over 50% Small Animal _____	5,008	8.8
3. Mixed Practice (50%-50%) _____	5,333	9.4
4. Exclusive Large Animal Practice _____		
*A. Cattle _____	550	1.0
*B. Horse _____	2,240	3.9
*C. Swine _____	90	0.2
*Large Animal Practice (more than one species) (See Note 1) _____	1,030	1.8
5. Over 50% Large Animal _____	1,099	1.9
6. DVM Type of Practice Unknown _____	8	-
SUB-TOTAL	56,578	99.3
7. Manufacturers of Veterinary Drugs or Equipment including Marketing and Sales Personnel _____	71	0.1
8. Government: Federal, State, Municipal/Armed Forces _____	3	-
9. VHMA Members (See Note 1) _____	132	0.2
10. Students		
A. Veterinary Medical Students _____	192	0.3
B. Veterinary Technician Students _____	4	-
11. Academic/Teaching/Libraries/Research _____	46	0.1
12. Others Allied to the Field _____	11	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>57,037</b>	<b>100.0</b>

\*Optional Subdivision of Category 4.

Note 1: Reporting beyond comparability at the publisher's option.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2006							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. <b>TOTAL</b> - Personal direct request from the recipient: _____	<b>40,646</b>	<b>6,113</b>	<b>4,351</b>			<b>51,110</b>	<b>89.6</b>
a. Written _____	18,838	2,790	2,206			23,834	41.8
b. Telecommunication _____	17,146	2,868	2,052			22,066	38.7
c. Electronic _____	4,662	455	93			5,210	9.1
II. <b>TOTAL</b> - Request from recipient's company: _____	<b>37</b>	<b>12</b>	<b>-</b>			<b>49</b>	<b>0.2</b>
a. Written _____	36	12	-			48	0.2
b. Telecommunication _____	1	-	-			1	-
c. Electronic _____	-	-	-			-	-
III. <b>TOTAL</b> - Membership Benefit: _____	<b>-</b>	<b>-</b>	<b>-</b>			<b>-</b>	<b>-</b>
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. <b>TOTAL</b> - Communication from recipient or recipient's company (other than request): _____	<b>178</b>	<b>-</b>	<b>-</b>			<b>178</b>	<b>0.3</b>
a. Written _____	73	-	-			73	0.1
b. Telecommunication _____	55	-	-			55	0.1
c. Electronic _____	50	-	-			50	0.1
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	<b>5,700</b>	<b>-</b>	<b>-</b>			<b>5,700</b>	<b>9.9</b>
*Association rosters and directories _____	5,700	-	-			5,700	9.9
Business directories _____	-	-	-			-	-
Independent field reports _____	-	-	-			-	-
Licenseses - National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. <b>TOTAL</b> - Single Copy Sales: _____	<b>-</b>	<b>-</b>	<b>-</b>			<b>-</b>	<b>-</b>
<b>*See Paragraph 11</b>							
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>46,561</b>	<b>6,125</b>	<b>4,351</b>			<b>57,037</b>	<b>100.0</b>
<b>PERCENT</b>	<b>81.6</b>	<b>10.7</b>	<b>7.7</b>			<b>100.0</b>	<b>-</b>

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2006				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			55,664	97.6
Individuals by name only _____			164	0.3
Titles or functions only _____			16	-
Company names only _____			38	0.1
Multi-Copy Same Addressee copies _____			1,155	2.0
Single Copy Sales _____			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>			<b>57,037</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2006									
State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine _____			363		400-427 Kentucky _____			895	
030-038 New Hampshire _____			364		370-385 Tennessee _____			1,206	
050-059 Vermont _____			254		350-369 Alabama _____			779	
010-027 Massachusetts _____			1,220		386-397 Mississippi _____			472	
028-029 Rhode Island _____			184		<b>EAST SO. CENTRAL</b>			<b>3,352</b>	<b>5.9</b>
060-069 Connecticut _____			734		716-729 Arkansas _____			495	
<b>NEW ENGLAND</b>			<b>3,119</b>	<b>5.5</b>	700-714 Louisiana _____			735	
100-149 New York _____			2,695		730-749 Oklahoma _____			885	
070-089 New Jersey _____			1,267		750-799 Texas _____			4,004	
150-196 Pennsylvania _____			2,180		<b>WEST SO. CENTRAL</b>			<b>6,119</b>	<b>10.7</b>
<b>MIDDLE ATLANTIC</b>			<b>6,142</b>	<b>10.8</b>	590-599 Montana _____			356	
430-459 Ohio _____			2,200		832-838 Idaho _____			407	
460-479 Indiana _____			1,202		820-831 Wyoming _____			176	
600-629 Illinois _____			2,260		800-816 Colorado _____			1,484	
480-499 Michigan _____			1,877		870-884 New Mexico _____			415	
530-549 Wisconsin _____			1,599		850-865 Arizona _____			1,027	
<b>EAST NO. CENTRAL</b>			<b>9,138</b>	<b>16.0</b>	840-847 Utah _____			323	
550-567 Minnesota _____			1,274		889-898 Nevada _____			383	
500-528 Iowa _____			948		<b>MOUNTAIN</b>			<b>4,571</b>	<b>8.0</b>
630-658 Missouri _____			1,335		995-999 Alaska _____			122	
580-588 North Dakota _____			150		980-994 Washington _____			1,437	
570-577 South Dakota _____			250		970-979 Oregon _____			1,010	
680-693 Nebraska _____			549		900-961 California _____			4,972	
660-679 Kansas _____			884		967-968 Hawaii _____			144	
<b>WEST NO. CENTRAL</b>			<b>5,390</b>	<b>9.4</b>	<b>PACIFIC</b>			<b>7,685</b>	<b>13.5</b>
197-199 Delaware _____			149		<b>UNITED STATES</b>			<b>56,359</b>	<b>98.8</b>
206-219 Maryland _____			1,145		969 & 004-009				
200-205 Washington, DC _____			43		U.S. Territories _____			109	
220-246 Virginia _____			1,735		Canada _____			427	
247-268 West Virginia _____			281		Mexico _____			9	
270-289 North Carolina _____			1,834		Other International _____			128	
290-299 South Carolina _____			650		APO/FPO _____			5	
300-319 Georgia _____			1,591		<b>TOTAL QUALIFIED CIRCULATION</b>			<b>57,037</b>	<b>100.0</b>
320-349 Florida _____			3,415						
<b>SOUTH ATLANTIC</b>			<b>10,843</b>	<b>19.0</b>					

<b>9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS</b>					
	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	<b>2002</b>	<b>2003</b>	<b>2004</b>	<b>*2005</b>	<b>**2006</b>
Total Audit Average Qualified:	56,409	57,594	58,199	58,875	58,584
Qualified Non-Paid: _____	50,500	51,829	53,467	53,574	53,291
Qualified Paid: _____	5,909	5,765	4,732	5,301	5,293
Post Expire Copies included in Paid Circulation: _____	***NC	***NC	***NC	***NC	***NC
Average Annual Order Price: ___	\$25.24	\$26.01	\$26.80	\$28.80	\$27.08

**\*NOTE: The audited average qualified circulation for January-June 2005 = 58,854. The unaudited average qualified circulation for July-December 2005 = 58,896. Yielding an average qualified circulation of 58,875. With each successive year, new data will be added until five years of data is displayed.**

\*\*2006 data is unaudited.

\*\*\*NC = None Claimed

<b>10. PAID CIRCULATION DATA</b>	
\$27.08	Average Annual Subscription Order Price for the Period Required (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)

**11. ADDITIONAL DATA**

**PARAGRAPH 3b:**

Association rosters and directories include 1 source of circulation for a quantity of 5,700 copies or 9.9%.

**PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.**

<b>PUBLISHER'S AFFIDAVIT</b>		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	August 14, 2006
Tammy Sundbom Otterson, Circulation Manager	State	Minnesota
Mark Rosen, Circulation Director	County	St. Louis
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	August 14, 2006
<b>IMPORTANT NOTE:</b>	Type	PJ
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	V005P0J6