BPA WORLDWIDE BUSINESS

BUSINESS PUBLICATION CIRCULATION STATEMENT FOR THE 6 MONTH PERIOD ENDED JUNE 2006

No. 983/06-06 Comparable

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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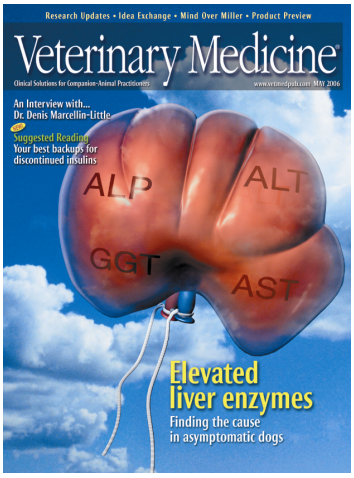
Veterinary Medicine®



Advanstar Veterinary Healthcare Communications
8033 Flint Street
Lenexa, KS 66214
Tel. No.: (913) 492-4300
FAX No.: (913) 492-4157

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

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 and veterinary technicians.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	1311
Advertiser and Agency	662
Rotated or Occasional	-
*Allocated for Trade Shows and Conventions	117
All Other	1,647
TOTAL	**3,737**

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	53,025	95.5	46,974	84.6	6,051	10.9
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	2	0.0	-	-	2	-
Multi-Copy Same Addressee	2,471	4.5	2,289	4.2	182	0.3
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**55,498**	**100.0**	**49,263**	**88.8**	**6,235**	**11.2**

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD

2006 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January	578	326			56,884
February	505	348			56,727
March	2,049	1,282			55,960
April	457	748			56,251
May	5,337	2,692			53,606
June	765	722			53,563
TOTAL	**9,691**	**6,118**			

Veterinary Medicine / June 2006

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2006
This issue is 4.1% or 2,271 copies below 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	40,118	74.8
2. Over 50% Small Animal	4,836	9.0
3. Mixed Practice (50%-50%)	5,012	9.4
4. Exclusive Large Animal Practice		
*A. Cattle	316	0.6
*B. Horse	1,031	1.9
*C. Swine	52	0.1
*D. Large Animal Practice (more than one species)	852	1.6
5. Over 50% Large Animal	952	1.8
6. DVM Type of Practice Unknown	15	-
SUB-TOTAL	53,184	99.2
7. Manufacturers of Veterinary Drugs or Equipment including Marketing and Sales Personnel	118	0.2
8. Government: Federal, State, Municipal/Armed Forces	38	0.1
9. Students		
A. Veterinary Medical Students	176	0.3
B. Veterinary Technician Students	26	0.1
10. Academic/Teaching/Libraries/Research	62	0.1
11. Others Allied to the Field	2	-
TOTAL QUALIFIED CIRCULATION	**53,606**	**100.0**

*Optional Subdivision of Category 4.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2006

QUALIFICATION SOURCE	Qualified Within 1 year	Qualified Within 2 years	Qualified Within 3 years	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
I. **TOTAL** – Personal direct request from the recipient:	**38,720**	**5,749**	**3,706**			**48,175**	**90.0**
a. Written	17,611	3,557	2,440			23,608	44.0
b. Telecommunication	16,751	1,808	1,208			19,767	37.0
c. Electronic	4,358	384	58			4,800	9.0
II. **TOTAL** – Request from recipient's company:	**46**	**18**	**11**			**75**	**0.1**
a. Written	44	17	11			72	0.1
b. Telecommunication	2	1	-			3	-
c. Electronic	-	-	-			-	-
III. **TOTAL** – Membership Benefit:	**-**	**-**	**-**			**-**	**-**
a. Individual	-	-	-			-	-
b. Organizational	-	-	-			-	-
IV. **TOTAL** – Communication from recipient or recipient's company (other than request):	**761**	**-**	**-**			**761**	**1.3**
a. Written	197	-	-			197	0.3
b. Telecommunication	509	-	-			509	0.9
c. Electronic	55	-	-			55	0.1
V. **TOTAL** – Sources other than above (listed alphabetically):	**4,595**	**-**	**-**			**4,595**	**8.6**
*Association rosters and directories	4,595	-	-			4,595	8.6
Business directories	-	-	-			-	-
Independent field reports	-	-	-			-	-
Licensees – National, State or Local Government	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-			-	-
Other sources	-	-	-			-	-
VI. **TOTAL** – Single Copy Sales:	**-**	**-**	**-**			**-**	**-**
TOTAL QUALIFIED CIRCULATION	**44,122**	**5,767**	**3,717**			**53,606**	**100.0**
***See Paragraph 11** **PERCENT**	**82.3**	**10.8**	**6.9**			**100.0**	**-**

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			52,211	97.5
Individuals by name only			225	0.4
Titles or functions only			36	0.1
Company names only			69	0.1
Multi-Copy Same Addressee copies			1,065	1.9
Single Copy Sales			-	-
TOTAL QUALIFIED CIRCULATION			**53,606**	**100.0**

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2006

State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine			330	
030-038 New Hampshire			352	
050-059 Vermont			232	
010-027 Massachusetts			1,160	
028-029 Rhode Island			171	
060-069 Connecticut			682	
NEW ENGLAND			2,927	5.5
100-149 New York			2,453	
070-089 New Jersey			1,163	
150-196 Pennsylvania			2,025	
MIDDLE ATLANTIC			5,641	10.5
430-459 Ohio			2,055	
460-479 Indiana			1,147	
600-629 Illinois			2,104	
480-499 Michigan			1,758	
530-549 Wisconsin			1,503	
EAST NO. CENTRAL			8,567	16.0
550-567 Minnesota			1,173	
500-528 Iowa			884	
630-658 Missouri			1,300	
580-588 North Dakota			138	
570-577 South Dakota			231	
680-693 Nebraska			510	
660-679 Kansas			800	
WEST NO. CENTRAL			5,036	9.4
197-199 Delaware			125	
206-219 Maryland			1,067	
200-205 Washington, DC			39	
220-246 Virginia			1,592	
247-268 West Virginia			264	
270-289 North Carolina			1,731	
290-299 South Carolina			614	
300-319 Georgia			1,532	
320-349 Florida			3,149	
SOUTH ATLANTIC			10,113	18.9

State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
400-427 Kentucky			782	
370-385 Tennessee			1,146	
350-369 Alabama			765	
386-397 Mississippi			441	
EAST SO. CENTRAL			3,134	5.8
716-729 Arkansas			484	
700-714 Louisiana			668	
730-749 Oklahoma			809	
750-799 Texas			3,708	
WEST SO. CENTRAL			5,669	10.6
590-599 Montana			325	
832-838 Idaho			351	
820-831 Wyoming			176	
800-816 Colorado			1,358	
870-884 New Mexico			381	
850-865 Arizona			997	
840-847 Utah			301	
889-898 Nevada			373	
MOUNTAIN			4,262	7.9
995-999 Alaska			136	
980-994 Washington			1,361	
970-979 Oregon			956	
900-961 California			4,831	
967-968 Hawaii			132	
PACIFIC			7,416	13.8
UNITED STATES			52,765	98.4
969 & 004-009 U.S. Territories			99	
Canada			533	
Mexico			26	
Other International			177	
APO/FPO			6	
TOTAL QUALIFIED CIRCULATION			**53,606**	**100.0**

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
	2002	**2003**	**2004**	***2005**	****2006**
Total Audit Average Qualified:	48,006	49,558	53,862	55,571	55,498
Qualified Non-Paid: _____	40,264	42,314	47,320	49,120	49,263
Qualified Paid: _____	7,742	7,244	6,542	6,451	6,235
Post Expire Copies included in Paid Circulation: _____	***NC	***NC	***NC	***NC	***NC
Average Annual Order Price: __	$44.13	$43.89	$42.48	$45.17	$42.85

***NOTE: The audited average qualified circulation for January-June 2005 = 55,517. The unaudited average qualified circulation for July-December 2005 = 55,624, yielding an average qualified circulation of 55,571. With each successive year, new data will be added until five years of data is displayed.**

**2006 data is unaudited

**NC = None Claimed

10. PAID CIRCULATION DATA

$42.85	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 4,595 copies or 8.6%.

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Tammy Sundbom Otterson, Circulation and Training Manager

Mark Rosen, Circulation Director

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed	July 28, 2006
State	Minnesota
County	St. Louis
Received by BPA Worldwide	July 28, 2006
Type	PD
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