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**Sincerely,  
BPA International**

# BUSINESS PUBLICATION

## CIRCULATION STATEMENT FOR THE 6 MONTH PERIOD ENDED DECEMBER 2003

No attempt has been made to rank the information contained in this report in order of importance, since BPA International believes this is a judgment which must be made by the user of the report.

No. 983/12-03



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Issues Per Year: 12

### FIELD SERVED

DVM, THE NEWSMAGAZINE OF VETERINARY MEDICINE serves the veterinary field.

### DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are private practice veterinarians. Also qualified are manufacturers of veterinary drugs and equipment including marketing and sales personnel, government including federal, state, municipal and armed forces; veterinary medical students; veterinary technician students; university teachers and libraries; academic and industrial researchers; others allied to the field and other paid circulation.



AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	633
Advertiser and Agency _____	1,251
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	121
All Other _____	921
<b>TOTAL</b>	<b>2,926</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	56,051	99.9	54,125	96.5	1,926	3.4
Sponsored Individually Addressed _	36	0.1	-	-	36	0.1
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>56,087</b>	<b>100.0</b>	<b>54,125</b>	<b>96.5</b>	<b>1,962</b>	<b>3.5</b>

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2003 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2003 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	212	116			56,351	October _____	272	85			55,715
August _____	856	890			56,358	November _____	3,220	3,903			56,364
September _____	661	242			55,898	December _____	551	19			55,834
						<b>TOTAL</b>	<b>5,772</b>	<b>5,255</b>			

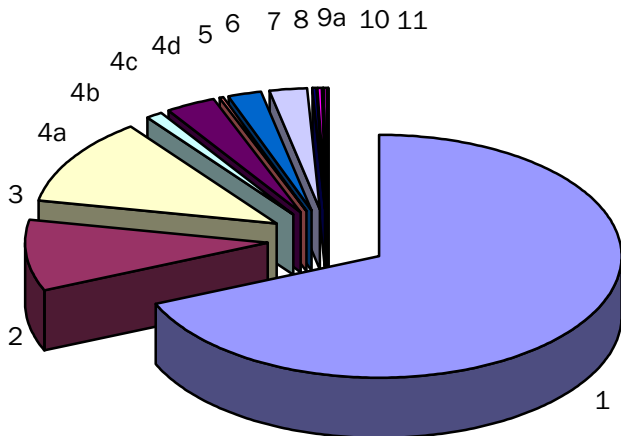
\*See Paragraph 11

DVM, The Newsmagazine of Veterinary Medicine / December 2003

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2003**  
 This issue is 0.6% or 333 copies above the average of the other 5 issues reported in Paragraph two.

BUSINESS/PROFESSIONAL ANALYSIS	TOTAL QUALIFIED	PERCENT OF TOTAL
<b>VETERINARIANS BY TYPE OF PRIVATE PRACTICE AND SPECIALTY</b>		
1. Exclusive Small Animal Practice _____	38,508	68.3
2. Over 50% Small Animal _____	5,259	9.3
3. Mixed Practice (50%-50%) _____	6,534	11.7
4. Exclusive Large Animal Practice		
A. Cattle _____	589	1.0
B. Horse _____	1,976	3.5
C. Swine _____	110	0.2
D. Large Animal Practice (more than one species) _____	1,298	2.3
5. Over 50% Large Animal _____	1,408	2.5
6. DVM Type of Practice Unknown _____	45	0.1
Sub-Total _____	55,727	98.9
7. Manufacturers of Veterinary Drugs or Equipment including Marketing and Sales Personnel _____	148	0.3
8. Government: Federal, State, Municipal/Armed Forces _____	62	0.1
9. Students		
A. Veterinary Medical Students _____	292	0.5
B. Veterinary Technician Students _____	4	-
10. Academic/Teaching/Libraries/Research _____	78	0.1
11. Others Allied to the Field _____	53	0.1
Other Paid Circulation:		
Subscriptions _____	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>56,364</b>	<b>100.0</b>

**3a. Break out of Qualified Circulation by Business/Industry**  
 (Please Refer to Paragraph 3a for Complete Descriptions)



Business and Industry	Copies	%
1 Exclusive Small Animal Practice	38,508	68.3
2 Over 50% Small Animal _____	5,259	9.3
3 Mixed Practice (50%-50%) _____	6,534	11.7
4a. Cattle _____	589	1.0
4b. Horse _____	1,976	3.5
4c. Swine _____	110	0.2
4d. Large Animal Practice (more than one species) _____	1,298	2.3
5 Over 50% Large Animal _____	1,408	2.5
6 DVM Type of Practice Unknown	45	0.1
7 Manufacturers of Veterinary Drugs or Equipment _____	148	0.3
8 Government: Federal, State, Municipal/Armed Forces _____	62	0.1
9a. Veterinary Medical Students _____	292	0.5
9b. Veterinary Technician Students	4	-
10 Academic/Teaching/Libraries/Research _____	78	0.1
11 Other allied to the field _____	53	0.1
12 Other paid circulation _____	-	-

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2003							
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>44,439</b>	<b>6,292</b>	-			<b>50,731</b>	<b>90.0</b>
a. Written _____	12,795	2,729	-			15,524	27.5
b. Telecommunication _____	28,698	3,340	-			32,038	56.8
c. Internet and E-Mail _____	2,946	223	-			3,169	5.6
II. <b>TOTAL</b> - Request from recipient's company: _____	<b>39</b>	<b>9</b>	-			<b>48</b>	<b>0.1</b>
a. Written _____	36	9	-			45	0.1
b. Telecommunication _____	-	-	-			-	-
c. Internet and E-Mail _____	3	-	-			3	-
III. <b>TOTAL</b> - Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. <b>TOTAL</b> - Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Internet and E-Mail _____	-	-	-			-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	<b>5,585</b>	-	-			<b>5,585</b>	<b>9.9</b>
*Association rosters and directories _____	5,585	-	-			5,585	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>TOTAL QUALIFIED CIRCULATION</b>	<b>50,063</b>	<b>6,301</b>	-			<b>56,364</b>	<b>100.0</b>
<b>PERCENT</b>	<b>88.8</b>	<b>11.2</b>	-			<b>100.0</b>	-

\*See Paragraph 11.

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2003				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			56,291	99.9
Individuals by name only _____			67	0.1
Titles or functions only _____			4	-
Company names only _____			2	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>			<b>56,364</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2003									
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 _____			335		400-427 Kentucky _____			968	
030-038 New Hampshire _____			330		370-385 Tennessee _____			1,127	
050-059 Vermont _____			255		350-369 Alabama _____			908	
010-027 Massachusetts _____			1,233		386-397 Mississippi _____			477	
028-029 Rhode Island _____			158		<b>EAST SO. CENTRAL</b>			<b>3,480</b>	<b>6.2</b>
060-069 Connecticut _____			714		716-729 Arkansas _____			528	
<b>NEW ENGLAND</b>			<b>3,025</b>	<b>5.4</b>	700-714 Louisiana _____			761	
100-149 New York _____			2,398		730-749 Oklahoma _____			916	
070-089 New Jersey _____			1,123		750-799 Texas _____			3,978	
150-196 Pennsylvania _____			2,014		<b>WEST SO. CENTRAL</b>			<b>6,183</b>	<b>11.0</b>
<b>MIDDLE ATLANTIC</b>			<b>5,535</b>	<b>9.8</b>	590-599 Montana _____			347	
430-459 Ohio _____			2,092		832-838 Idaho _____			408	
460-479 Indiana _____			1,208		820-831 Wyoming _____			184	
600-629 Illinois _____			2,121		800-816 Colorado _____			1,513	
480-499 Michigan _____			1,913		870-884 New Mexico _____			387	
530-549 Wisconsin _____			1,551		850-865 Arizona _____			1,045	
<b>EAST NO. CENTRAL</b>			<b>8,885</b>	<b>15.7</b>	840-847 Utah _____			317	
550-567 Minnesota _____			1,230		889-898 Nevada _____			348	
500-528 Iowa _____			1,034		<b>MOUNTAIN</b>			<b>4,549</b>	<b>8.1</b>
630-658 Missouri _____			1,357		995-999 Alaska _____			146	
580-588 North Dakota _____			156		980-994 Washington _____			1,432	
570-577 South Dakota _____			244		970-979 Oregon _____			916	
680-693 Nebraska _____			576		900-961 California _____			5,614	
660-679 Kansas _____			995		967-968 Hawaii _____			130	
<b>WEST NO. CENTRAL</b>			<b>5,592</b>	<b>9.9</b>	<b>PACIFIC</b>			<b>8,238</b>	<b>14.6</b>
197-199 Delaware _____			161		<b>UNITED STATES</b>			<b>56,196</b>	<b>99.7</b>
206-219 Maryland _____			1,115		969 & 004-009 U.S. Territories _____			82	
200-205 Washington, DC _____			56		Canada _____			46	
220-246 Virginia _____			1,688		Mexico _____			-	
247-268 West Virginia _____			254		Other International _____			30	
270-289 North Carolina _____			2,023		APO/FPO _____			10	
290-299 South Carolina _____			592		<b>TOTAL QUALIFIED CIRCULATION</b>			<b>56,364</b>	<b>100.0</b>
300-319 Georgia _____			1,489						
320-349 Florida _____			3,331						
<b>SOUTH ATLANTIC</b>			<b>10,709</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	Circulation Claim
	<b>2001</b>	<b>2002</b>	<b>*2003</b>
Total Audit Average Qualified: _____	53,338	55,286	55,892
Qualified Non-Paid: _____	49,706	52,589	53,857
Qualified Paid: _____	3,632	2,697	2,035
Post Expire Copies included in Paid Circulation: __	5.1%	**NC	**NC
Average Annual Order Price: _____	\$33.34	\$33.96	\$33.28

**\*NOTE: 2003 data is unaudited. With each successive year, new data will be added until five years of data is displayed.**

\*\*NC = None Claimed

**11. ADDITIONAL DATA**

**PARAGRAPH 2:**

Additions and removals are not required for paid circulation.

**PARAGRAPH 3b:**

Association rosters and directories include 1 source of circulation for a quantity of 5,585 copies or 9.9%, including American Veterinary Medical Association Directory.

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

<b>10. PAID CIRCULATION DATA</b>	
\$32.47	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)

<b>PUBLISHER'S AFFIDAVIT</b>		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	February 10, 2004
Tammy Sundbom Otterson, Circulation Manager	State	Minnesota
Joy Puzzo, 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 Int'l	February 11, 2004
<b>IMPORTANT NOTE:</b>	Type	PD
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA International.	ID Number	D057P0D3