

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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**PET PRODUCT NEWS INTERNATIONAL** is a B2B brand intended for pet retailers who need to manage their business and stay informed of the latest news, trends and products. The content of every issue is also available to subscribers globally via the online digital version.

**BRAND REPORT PURPOSE**

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

**CHANNELS**

**PET PRODUCT NEWS INTERNATIONAL**



6 Issues in the period  
26,943 average circulation

**PET PRODUCT NEWS INTERNATIONAL E-NEWSLETTERS**



1 E-Newsletters in the period  
42 total issued in the period  
12,659 average per occurrence

**PET PRODUCT NEWS INTERNATIONAL WEBSITE**



16,921 average unique Browsers

**PET PRODUCT NEWS INTERNATIONAL SOCIAL MEDIA**



6,975 Facebook likes

**EXECUTIVE SUMMARY**

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
<b>PET PRODUCT NEWS INTERNATIONAL</b> (6 issues in the period)	26,943	-	26,943
a. Print	24,230	-	24,230
b. Digital	2,713	-	2,713
1. Requested	2,713	-	2,713
2. Non-Requested	-	-	-
<b>PET PRODUCT NEWS INTERNATIONAL E-NEWSLETTER</b> (42 issued in the period)	12,659	-	12,659
<b>PET PRODUCT NEWS INTERNATIONAL WEBSITE</b> (Monthly Unique Browsers with 43,488 average Page Impressions)	16,921	-	16,921
<b>PET PRODUCT NEWS INTERNATIONAL SOCIAL MEDIA</b>			
a. Facebook likes	*6,975	-	*6,975

\*Social Media claim is a cumulative figure, not an average.

**FIELD SERVED**

**PET PRODUCT NEWS INTERNATIONAL** serves independent and chain/franchise pet shops, aquarium shops, boutique/gift shops, kennels/pet sitters/pet trainers, groomers, veterinarians/clinics, farm/feed stores, lawn & garden and hardware shops, pet supply wholesalers/distributors, companion animal breeders/wholesalers, mail order catalog and online retailers, grocery chains and mass merchandisers, and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are owners, managers, buyers, sales personnel, and other titled and non-titled in the above field served.

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	6
Advertiser and Agency	1,074
Allocated for Trade Shows and Conventions	467
All Other	569
<b>TOTAL</b>	<b>2,116</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	26,943	100.0	26,943	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>26,943</b>	<b>100.0</b>	<b>26,943</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2016 Issue	Print	Digital	Total Qualified
January	24,156	2,688	26,844
February	24,175	2,651	26,826
March	24,219	2,733	26,952
April	24,172	2,760	26,932
May	24,324	2,733	27,057
June	24,336	2,714	27,050

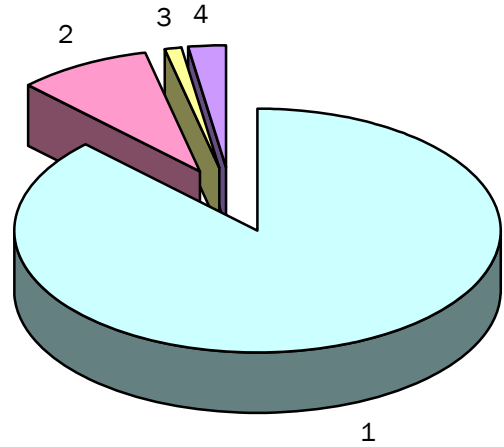
**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016**

This issue is 0.5% or 136 copies above the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	Owners	Managers	Buyers	Sales	Merchandise Managers	Pet Dept. Managers	Other Titled and Non- Titled Personnel Including Company Copies	
<b>1. RETAIL PET SUPPLY OUTLETS:</b>												
Independent and Chain/Franchise Pet Shop and Aquarium Shop	9,772	36.1	8,933	839	5,317	3,624	155	213	184	279	-	
Groomer Selling Pet Supplies	4,621	17.1	4,317	304	4,193	275	18	30	30	75	-	
Veterinary/Clinic and Kennel/Pet Sitter/Trainer Selling Pet Supplies	5,121	19.0	4,565	556	3,841	864	81	95	81	159	-	
Farm/Feed Store Selling Pet Supplies	1,346	5.0	1,237	109	667	461	81	53	28	56	-	
Lawn & Garden and Hardware Shop Selling Pet Supplies	278	1.0	246	32	152	79	19	15	5	8	-	
Mail Order Catalog and Online Retailer Selling Pet Supplies	872	3.2	695	177	649	89	48	31	39	16	-	
Grocery Chain and Mass Merchandiser Selling Pet Supplies	1,683	6.2	1,557	126	286	1,035	85	62	86	129	-	
<b>Retail Pet Supply Outlet Sub-Total</b>	<b>23,693</b>	<b>87.6</b>	<b>21,550</b>	<b>2,143</b>	<b>15,105</b>	<b>6,427</b>	<b>487</b>	<b>499</b>	<b>453</b>	<b>722</b>	<b>-</b>	
2. Pet Supply Wholesaler/Distributor	2,424	9.0	1,953	471	1,047	533	138	517	89	100	-	
3. Companion Animal Breeder/ Wholesaler	253	0.9	216	37	193	36	4	7	6	7	-	
4. Boutique/Gift Shop Selling Pet Supplies	687	2.5	605	82	547	88	18	16	11	7	-	
5. Others Allied to the Field	-	-	-	-	-	-	-	-	-	-	-	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>27,057</b>	<b>100.0</b>	<b>24,324</b>	<b>2,733</b>	<b>16,892</b>	<b>7,084</b>	<b>647</b>	<b>1,039</b>	<b>559</b>	<b>836</b>	<b>-</b>	
<b>PERCENT</b>	<b>100.0</b>		<b>89.9</b>	<b>10.1</b>	<b>62.4</b>	<b>26.2</b>	<b>2.4</b>	<b>3.8</b>	<b>2.1</b>	<b>3.1</b>	<b>-</b>	

### 3a. Breakout of Qualified Circulation by Business and Industry

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
1. Retail Pet Supply Outlets	23,693	87.6
2. Pet Supply Wholesaler/Distributor	2,424	9.0
3. Companion Animal Breeder/Wholesaler	253	0.9
4. Boutique/Gift Shop Selling Pet Supplies	687	2.5
5. Others Allied to the Field	-	-
<b>TOTAL</b>	<b>27,057</b>	<b>100.0</b>



### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 year	2 year	3 year				
<b>I. TOTAL – Direct Request:</b>	<b>20,451</b>	<b>6,606</b>	-	<b>24,324</b>	<b>2,733</b>	<b>27,057</b>	<b>100.0</b>
a. Written	1,450	595	-	1,984	61	2,045	7.6
b. Telecommunication	14,435	4,624	-	17,719	1,340	19,059	70.4
c. Electronic	4,566	1,387	-	4,621	1,332	5,953	22.0
<b>II. TOTAL – Request from recipient's company:</b>	-	-	-	-	-	-	-
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
<b>III. TOTAL – Membership Benefit:</b>	-	-	-	-	-	-	-
a. Individual	-	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-	-
<b>IV. TOTAL – Communication from recipient or recipient's company (other than request):</b>	-	-	-	-	-	-	-
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
<b>V. TOTAL – Sources other than above (listed alphabetically):</b>	-	-	-	-	-	-	-
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
<b>VI. TOTAL – Single Copy Sales:</b>	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,451</b>	<b>6,606</b>	-	<b>24,324</b>	<b>2,733</b>	<b>27,057</b>	<b>100.0</b>
<b>PERCENT</b>	<b>75.6</b>	<b>24.4</b>	-	<b>89.9</b>	<b>10.1</b>	<b>100.0</b>	

### AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July – December 2013	January – June 2014	July – December 2014	January – June 2015	July – December 2015*	January – June 2016*
Total Audit Average Qualified:	26,492	25,731	25,652	25,860	26,633	26,943
Qualified Non-Paid:	26,492	25,731	25,652	25,860	26,633	26,943
Print:	24,356	23,574	23,431	23,494	23,903	24,230
Digital:	2,136	2,157	2,221	2,366	2,730	2,713
Qualified Paid:	-	-	-	-	-	-
Print:	-	-	-	-	-	-
Digital:	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

\*NOTE: July 2015 – June 2016 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.



## E-NEWSLETTER CHANNEL

2016	PET PRODUCT NEWS
January	11,228
February	11,103
March	11,003
April	10,992
May	10,886
June	24,438
<b>AVERAGE:</b>	<b>12,659</b>

Pet Product News eNewsletter (42 issued in the period)

## WEBSITE CHANNEL

### WWW.PETPRODUCTNEWS.COM

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
January	42,917	24,271	15,640	1.55	01:52	01:26
February	38,585	20,872	13,661	1.53	01:39	01:24
March	48,368	26,867	18,478	1.45	01:48	01:26
April	44,470	26,174	18,323	1.43	02:00	01:24
May	42,502	24,727	17,379	1.42	01:54	01:22
June	44,091	26,016	18,050	1.44	01:52	01:18
<b>AVERAGE:</b>	<b>43,488</b>	<b>24,821</b>	<b>16,921</b>	<b>1.47</b>	<b>01:50</b>	<b>01:23</b>

January – June 2016 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

### WEBSITE GLOSSARY

**Page Impressions:** A Page Impression is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

**User Sessions:** A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

**Unique Browsers:** An identified and unduplicated cookie browser that accesses Internet content or advertising during a measurement period.

**Unique Browser Frequency:** Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

**Page Duration:** The average time spent viewing any page on a web site.

**User Session Duration:** The average time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit [www.adicompli.com](http://www.adicompli.com)

## SOCIAL MEDIA CHANNEL

### Pet Product News International Social Media



Facebook likes

<https://www.facebook.com/PetProductNews>

### 2016

Beginning Balance	6,302
January	6,359
February	6,461
March	6,593
April	6,695
May	6,831
June	6,975

## ADDITIONAL DATA

### METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the Version is available.

### STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

### GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter, Website and Social Media are not reported at the media owner's option.

### PUBLISHER'S AFFIDAVIT

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

Steve LeGrice, Vice President/General Manager

Brian McTigue, 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 brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed	July 14, 2016
State	New York
County	New York
Received by BPA Worldwide	July 14, 2016
Type	BJ
ID Number	P192B0J6

#### About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.