

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.

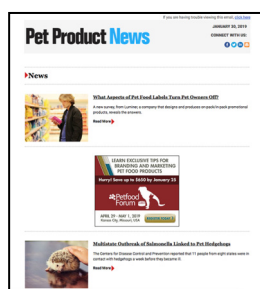
**CHANNELS**

**PET PRODUCT NEWS INTERNATIONAL**



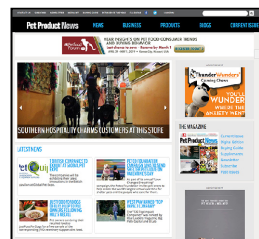
6 issues in the period  
27,918 average circulation

**PET PRODUCT NEWS INTERNATIONAL E-NEWSLETTER**



27 issued in the period  
24,539 average per occurrence

**PET PRODUCT NEWS INTERNATIONAL WEBSITE**



30,055 average users

**PET PRODUCT NEWS INTERNATIONAL SOCIAL MEDIA**



8,694 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)	27,918	-	27,918
a. Print	25,020	-	25,020
b. Digital	2,898	-	2,898
1. Requested	2,898	-	2,898
2. Non-Requested	-	-	-
<b>PET PRODUCT NEWS INTERNATIONAL E-NEWSLETTER</b> (27 issued in the period)	24,539	-	24,539
<b>PET PRODUCT NEWS INTERNATIONAL WEBSITE</b> (Monthly Users with 55,972 average Pageviews)	30,055	-	30,055
<b>PET PRODUCT NEWS INTERNATIONAL SOCIAL MEDIA</b>			
Facebook likes	*8,694	-	*8,694

\*Social Media claim are cumulative figures, not averages.

**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, pet department managers, merchandise managers, and other titled and non-titled in the above field served.

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	959
Allocated for Trade Shows and Conventions	158
All Other	402
<b>TOTAL</b>	<b>1,519</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	27,918	100.0	27,918	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>27,918</b>	<b>100.0</b>	<b>27,918</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

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

2018 Issue	Print	Digital	Total Qualified
July	25,296	2,861	28,157
August	25,118	2,879	27,997
September	25,018	2,871	27,889
October	24,958	2,898	27,856
November	24,885	2,903	27,788
December	24,842	2,976	27,818

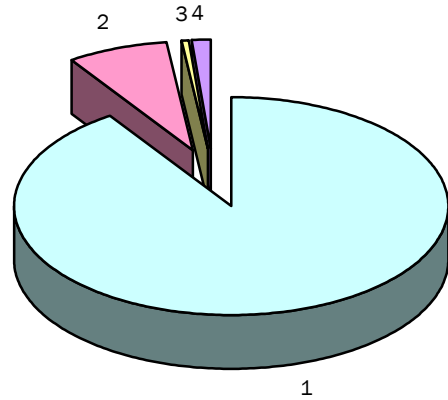
**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018**

This issue is 0.6% or 155 copies below 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
<b>1. RETAIL PET SUPPLY OUTLETS:</b>											
Independent and Chain/Franchise Pet Shop and Aquarium Shop	11,319	40.7	10,289	1,030	5,167	4,795	146	549	324	338	-
Groomer Selling Pet Supplies	4,261	15.3	4,000	261	3,622	511	7	52	12	57	-
Veterinary/Clinic and Kennel/Pet Sitter/Pet Trainer Selling Pet Supplies	5,613	20.2	4,987	626	3,818	1,380	59	121	43	192	-
Farm/Feed Store Selling Pet Supplies	1,480	5.3	1,391	89	645	603	73	75	32	52	-
Lawn & Garden and Hardware Shop Selling Pet Supplies	299	1.1	272	27	152	95	22	18	8	4	-
Mail Order Catalog and Online Retailer Selling Pet Supplies	848	3.1	643	205	651	104	33	31	24	5	-
Grocery Chain and Mass Merchandiser Selling Pet Supplies	1,356	4.9	1,242	114	236	816	54	77	67	106	-
<b>Retail Pet Supply Outlet Sub-Total</b>	<b>25,176</b>	<b>90.6</b>	<b>22,824</b>	<b>2,352</b>	<b>14,291</b>	<b>8,304</b>	<b>394</b>	<b>923</b>	<b>510</b>	<b>754</b>	<b>-</b>
2. Pet Supply Wholesaler/Distributor	2,055	7.4	1,577	478	843	571	67	468	77	29	-
3. Companion Animal Breeder/ Wholesaler	151	0.5	129	22	117	24	2	4	3	1	-
4. Boutique/Gift Shop Selling Pet Supplies	406	1.5	355	51	311	64	9	16	3	3	-
5. Others Allied to the Field	-	-	-	-	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>27,788</b>	<b>100.0</b>	<b>24,885</b>	<b>2,903</b>	<b>15,562</b>	<b>8,963</b>	<b>472</b>	<b>1,411</b>	<b>593</b>	<b>787</b>	<b>-</b>
<b>PERCENT</b>	<b>100.0</b>		<b>89.6</b>	<b>10.4</b>	<b>56.0</b>	<b>32.3</b>	<b>1.7</b>	<b>5.1</b>	<b>2.1</b>	<b>2.8</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	25,176	90.6
2. Pet Supply Wholesaler/Distributor	2,055	7.4
3. Companion Animal Breeder/Wholesaler	151	0.5
4. Boutique/Gift Shop Selling Pet Supplies	406	1.5
5. Others Allied to the Field	-	-
<b>TOTAL</b>	<b>27,788</b>	<b>100.0</b>



### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 year	2 year	3 year				
<b>I. TOTAL – Direct Request:</b>	<b>21,149</b>	<b>6,639</b>	-	<b>24,885</b>	<b>2,903</b>	<b>27,788</b>	<b>100.0</b>
a. Written	1,441	288	-	1,691	38	1,729	6.2
b. Telecommunication	16,199	5,658	-	20,188	1,669	21,857	78.7
c. Electronic	3,509	693	-	3,006	1,196	4,202	15.1
<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>21,149</b>	<b>6,639</b>	-	<b>24,885</b>	<b>2,903</b>	<b>27,788</b>	<b>100.0</b>
<b>PERCENT</b>	<b>76.1</b>	<b>23.9</b>	-	<b>89.6</b>	<b>10.4</b>	<b>100.0</b>	

### AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January – June 2016	July – December 2016	January – June 2017	July – December 2017	January – June 2018	July – December 2018*
Total Audit Average Qualified:	26,943	27,163	27,552	27,857	28,014	27,918
Qualified Non-Paid:	26,943	27,163	27,552	27,857	28,014	27,918
Print:	24,230	24,371	24,346	24,533	24,884	25,020
Digital:	2,713	2,792	3,206	3,324	3,130	2,898
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 – December 2018 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

2018	Pet Product News eNewsletter
July	24,027
August	24,051
September	23,965
October	24,125
November	25,464
December	25,950
<b>AVERAGE:</b>	<b>24,539</b>

Pet Product News eNewsletter (27 issued in the period)

## WEBSITE CHANNEL

### WWW.PETPRODUCTNEWS.COM

2018	Pageviews	Sessions	Users	Average Session Duration
July	57,541	38,081	30,867	1:02
August	58,072	39,007	31,804	0:59
September	46,664	29,837	24,419	1:02
October	62,801	40,893	34,281	0:57
November	60,783	38,577	32,770	0:55
December	49,972	31,131	26,190	1:01
<b>AVERAGE:</b>	<b>55,972</b>	<b>36,254</b>	<b>30,055</b>	<b>0:59</b>

July – December 2018 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

#### WEBSITE GLOSSARY

**Pageviews:** A Pageview 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.

**Sessions:** A single continuous set of activity attributable to a cookie'd 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.

**Users:** An identified and unduplicated Cookie'd Browser that accesses Internet content or advertising during a measurement period.

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

## SOCIAL MEDIA CHANNEL

### Pet Product News International Social Media



Facebook likes

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

#### 2018

Beginning Balance	8,521
July	8,553
August	8,584
September	8,616
October	8,668
November	8,683
December	8,694

## ADDITIONAL DATA

### METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient 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.

Trish Rodriguez, Director of Sales & Marketing

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 February 8, 2019

State New York

County New York

Received by BPA Worldwide February 8, 2019

Type BJ

ID Number P192B0D8

#### 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.