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July 20, 2015

To: UBM Life Sciences Advertisers & Advertising Agencies

From: AAM – The Alliance for Audited Media

Subject: AAM Membership & Audit Application

To Whom It May Concern:

We are pleased to announce that the following titles from *UBM Life Sciences* have applied for AAM membership – *DVM360, Firstline, LCGC North America, Spectroscopy, Biopharm International, LCGC Europe, Pharmaceutical Executive, Pharmaceutical Technology, Pharmaceutical Technology Europe, Nutritional Outlook, Veterinary Economics, and Veterinary Medicine*. As such *UBM Life Sciences* will be submitting its complete circulation and distribution records to AAM for a full independent audit for the June 30, 2015 ending period, in accordance with AAM's circulation qualification and reporting standards.

For advertisers and their agencies, dependable third-party verified circulation data will be available so that planning and assessment may be done with greater confidence, heightened efficiency and full disclosure of its circulation claims.

We salute *UBM Life Sciences* for choosing an AAM audit – thereby choosing to adopt a "best practices" position toward providing its advertisers with the AAM "Gold Standard" of circulation audits.

Sincerely,



Teresa M. Perry
Sr. Vice President, Client Solutions

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