

**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED MARCH 2006**

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.

Canadian Circulations Audit Board  
L'Office canadien de verification de la diffusion  
90 Eglinton Ave. East, Suite 980  
Toronto, Ontario M4P 2Y3  
Telephone: +1 416.487.2418  
Fax: +1 416.487.6405  
[www.bpaww.com](http://www.bpaww.com)

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.

Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.

# DOCTOR'S REVIEW

Parkhurst Publishing Ltd.  
400 McGill, 3rd Floor  
Montreal, Quebec  
H2Y 2G1  
Tel.: 514.397.8833  
Fax: 514.397.0228  
E-mail: [circulation@parkpub.com](mailto:circulation@parkpub.com)  
Web Site: [www.parkpub.com](http://www.parkpub.com)

Official Publication of: None  
Established: 1983  
Issues Per Year: 12

**FIELD SERVED**

The Medical Profession in Canada

**DEFINITION OF RECIPIENT QUALIFICATION**

Licensed to practice Medicine.

Primary Market C.A.R.D. Class 650 Medical

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	455
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
All Other _____	239
<b>TOTAL</b>	<b>694</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	40,795	100.0	40,680	99.7	115	0.3
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,795</b>	<b>100.0</b>	<b>40,680</b>	<b>99.7</b>	<b>115</b>	<b>0.3</b>

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2005 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2006 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
October _____					40,828	January _____					41,017
November _____					40,905	February _____					40,515
December _____					40,932	March _____					40,575
						<b>TOTAL</b>					

\*See Paragraph 11

Doctor's Review / March 2006

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF FEBRUARY 2006**  
 This issue is 0.1% or 336 copies below the average of the other 5 issues reported in Paragraph two.

This publication's business/occupational analysis conforms to CCAB's Standard Classification of Circulation No. 650 BUSINESS AND INDUSTRY	Newfoundland	Prince Edward Island	Nova Scotia	New Brunswick	Quebec	Ontario	Manitoba	Saskatchewan	Alberta N.W.T. and Nunavut	B.C. and Yukon	Total for Canada	United States	Other Foreign	Total Outside Canada	TOTAL	Percent of Total
1. Family Physicians (including general practitioners and general practitioners certificated in family medicine)	543	111	945	610	7,370	9,077	881	949	2,915	4,120	27,521	-	-	-	27,521	67.9
<b>2. SPECIALISTS</b>																
Dermatology/Syphilology	6	1	15	7	159	133	12	5	38	48	424	-	-	-	424	1.0
Emergency Medicine	2	1	15	4	88	146	15	-	49	80	400	-	-	-	400	1.0
General Surgery (includes thoracic surgery, cardiovascular surgery, neurosurgery and plastic surgery)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Internal Medicine (includes allergy, cardiology, gastroenterology, rheumatology and pulmonary diseases)	54	13	136	85	1,082	1,552	126	84	408	447	3,987	-	-	-	3,987	9.8
Neurology and Psychiatry	54	7	129	63	999	1,595	153	47	362	549	3,958	-	-	-	3,958	9.8
Obstetrics and Gynecology	22	6	52	29	345	552	43	34	127	144	1,354	-	-	-	1,354	3.3
Orthopedic Surgery	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pediatrics	32	10	59	30	456	684	94	36	230	201	1,832	-	-	-	1,832	4.5
Urology/Nephrology	6	2	17	18	115	185	16	8	42	59	468	-	-	-	468	1.3
Other Specialties not elsewhere classified	3	3	12	5	63	205	26	30	59	52	458	-	-	-	458	1.1
Other Paid Circulation	3	-	5	3	30	42	3	1	14	9	110	3	-	3	113	0.3
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>725</b>	<b>154</b>	<b>1,385</b>	<b>854</b>	<b>10,707</b>	<b>14,171</b>	<b>1,369</b>	<b>1,194</b>	<b>4,244</b>	<b>5,709</b>	<b>40,512</b>	<b>3</b>	<b>-</b>	<b>3</b>	<b>40,515</b>	<b>100.0</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID CIRCULATION FOR ISSUE OF FEBRUARY 2006**

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
<b>I. TOTAL - Personal direct request from the recipient:</b>	<b>299</b>	<b>-</b>	<b>-</b>			<b>299</b>	<b>0.7</b>
a. Written	299	-	-			299	0.7
b. Telecommunication	-	-	-			-	-
c. Electronic	-	-	-			-	-
<b>II. TOTAL - Request from recipient's company:</b>	<b>-</b>	<b>-</b>	<b>-</b>			<b>-</b>	<b>-</b>
a. Written	-	-	-			-	-
b. Telecommunication	-	-	-			-	-
c. Electronic	-	-	-			-	-
<b>III. TOTAL - Membership Benefit:</b>	<b>-</b>	<b>-</b>	<b>-</b>			<b>-</b>	<b>-</b>
a. Individual	-	-	-			-	-
b. Organizational	-	-	-			-	-
<b>IV. TOTAL - Communication from recipient or recipient's company (other than request):</b>	<b>-</b>	<b>-</b>	<b>-</b>			<b>-</b>	<b>-</b>
a. Written	-	-	-			-	-
b. Telecommunication	-	-	-			-	-
c. Electronic	-	-	-			-	-
<b>V. TOTAL - Sources other than above (listed alphabetically):</b>	<b>40,103</b>	<b>-</b>	<b>-</b>			<b>40,103</b>	<b>99.3</b>
Association rosters and directories	-	-	-			-	-
Business directories	-	-	-			-	-
Independent field reports	-	-	-			-	-
Licenses - Federal, Provincial, or Municipal Government	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-			-	-
*Other sources	40,103	-	-			40,103	99.3
<b>VI. TOTAL - Single Copy Sales:</b>	<b>-</b>	<b>-</b>	<b>-</b>			<b>-</b>	<b>-</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,402</b>	<b>-</b>	<b>-</b>			<b>40,402</b>	<b>100.0</b>
<b>*See Paragraph 11</b>	<b>PERCENT</b>	<b>100.0</b>	<b>-</b>	<b>-</b>		<b>100.0</b>	<b>-</b>

Paid Source Information can be reported at the option of the publisher.

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF FEBRUARY 2006**

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function			40,515	100.0
Individuals by name only			-	-
Titles or functions only			-	-
Company names only			-	-
Multi-Copy Same Addressee copies			-	-
Single Copy Sales			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>			<b>40,515</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF FEBRUARY 2006 (See Paragraph 3a)**

**TOTAL NEW AND RENEWED QUALIFIED PAID SUBSCRIPTIONS ORDERED/SOLD FOR THE PERIOD**  
 Includes gross subscription sales/orders with unpaid invoices pending.

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED

**9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2002	2003	2004	2005	*2006
Total Audit Average Qualified:	38,698	39,226	39,738	40,189	40,795
Qualified Non-Paid: _____	38,698	39,108	39,574	40,050	40,680
Qualified Paid: _____	-	118	164	139	115
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC

**\*NOTE: 2006 data is unaudited. With each successive year, new data will be added until five years of data is displayed.**

\*\*NC = None Claimed.

**10. PAID CIRCULATION DATA**

**NC	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 2:**

Additions and Removals are not required for this publication.

**PARAGRAPH 3b:**

Paragraph 3b includes 40,402 qualified non-paid circulation. Qualified paid circulation of 113 combined with the qualified non-paid circulation equal 40,515 total qualified circulation for the analyzed issue.

Other sources include 1 source of circulation for quantities of 40,103 copies or 99.3%, including IMS Health.

**PUBLISHER'S AFFIDAVIT**

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

D. Elkins, Publisher

E. Mackasey, Circulation Manager

(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 April 12, 2006

City Montreal

Received by CCAB April 12, 2006

Type PS

ID Number D141POM6