

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
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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.

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DOCTOR'S REVIEW

Parkhurst Publishing Ltd.
400 McGill, 3rd Floor
Montreal, Quebec
H2Y 2G1
Tel.: 514.397.8833
Fax: 514.397.0228
E-mail: contact@parkpub.com
Web Site:
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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.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	398
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	224
TOTAL	622

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	40,779	100.0	40,726	99.9	53	0.1
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	40,779	100.0	40,726	99.9	53	0.1

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2009 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2010 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
October _____					40,820	January _____					40,498
November _____					40,568	February _____					41,138
December _____					40,825	March _____					40,821
						TOTAL					

* See Paragraph 9

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2007	March 2008	April-September 2008	October 2008 - March 2009	April-September 2009	October 2009 - March 2010*
Total Audit Average Qualified: _____	40,780	42,033	42,658	42,969	41,692	40,779
Qualified Non-Paid: _	40,670	41,951	42,585	42,902	41,633	40,726
Qualified Paid: _____	110	82	73	67	59	53
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: October 2009 - March 2010 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

8. 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)

9. ADDITIONAL DATA

PARAGRAPH 2:

Additions and Removals are not required for this publication.

PARAGRAPH 3b:

Paragraph 3b includes 41,085 qualified non-paid circulation. Qualified paid circulation of 53 combined with the qualified non-paid circulation equal 41,138 total qualified circulation for the analyzed issue.

Other sources include 1 source of circulation for a quantity of 40,893 copies or 99.6%, including the Canadian Business Directory.

PARAGRAPHS 5 AND 6 ARE NOT REQUIRED

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.		
D. Elkins, Publisher	Date signed	April 14, 2010
E. Mackasey, Circulation Manager	City	Montreal
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by CCAB	April 14, 2010
IMPORTANT NOTE:	Type	PS
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	D141POMO

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF FEBRUARY 2010

This issue is 1.1% or 432 copies above 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)	523	105	943	716	7,464	9,328	849	628	3,170	4,302	28,028	-	-	-	28,028	68.1
2. SPECIALISTS																
Dermatology/Syphilology	7	-	15	11	142	139	12	3	35	45	409	-	-	-	409	0.9
Emergency Medicine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
General Surgery (includes thoracic surgery, cardiovascular surgery, neurosurgery and plastic surgery)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Internal Medicine (includes allergy, cardiology, gastroenterology, rheumatology and pulmonary diseases)	44	11	111	59	1,121	1,749	116	85	513	455	4,264	-	-	-	4,264	10.3
Neurology and Psychiatry	48	11	123	40	882	1,506	135	54	369	566	3,734	-	-	-	3,734	9.0
Obstetrics and Gynecology	24	8	47	32	315	601	47	37	147	188	1,446	-	-	-	1,446	3.5
Orthopedic Surgery	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pediatrics	29	7	59	22	404	758	83	29	249	224	1,864	-	-	-	1,864	4.5
Urology/Nephrology	16	2	32	27	238	356	40	20	95	116	942	-	-	-	942	2.2
Other Specialties not elsewhere classified	2	1	14	3	51	177	24	17	57	52	398	-	-	-	398	0.9
Other Paid Circulation	1	-	3	3	14	19	-	1	9	2	52	1	-	1	53	0.1
TOTAL QUALIFIED CIRCULATION	694	145	1,347	913	10,631	14,633	1,306	874	4,644	5,950	41,137	1	-	1	41,138	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID CIRCULATION FOR ISSUE OF FEBRUARY 2010

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	*Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. Direct request:	192	-	-	-	-	192	0.4
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	40,893	-	-	-	-	40,893	99.6
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	40,893	-	-	-	-	40,893	99.6
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	41,085	-	-	-	-	41,085	100.0
*See Paragraph 9 PERCENT	100.0	-	-	-	-	100.0	-

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

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF FEBRUARY 2010

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function			41,138	100.0
Individuals by name only			-	-
Titles or functions only			-	-
Company names only			-	-
Multi-Copy Same Addressee copies			-	-
Single Copy Sales			-	-
TOTAL QUALIFIED CIRCULATION			41,138	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF FEBRUARY 2010

Provinces	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Newfoundland			661	1.6
Prince Edward Island			149	0.3
Nova Scotia			1,334	3.2
New Brunswick			921	2.2
Quebec			10,631	25.8
Ontario			14,633	35.5
Manitoba			1,306	3.1
Saskatchewan			907	2.2
Alberta, N.W.T. and Nunavut			4,644	11.2
B.C. and Yukon			5,951	14.4
TOTAL FOR CANADA			41,137	99.9
United States			1	-
Other Foreign			-	-
TOTAL OUTSIDE CANADA			1	-
TOTAL QUALIFIED CIRCULATION			41,138	100.0

TOTAL NEW AND RENEWED QUALIFIED PAID SUBSCRIPTIONS ORDERED/SOLD FOR THE PERIOD

Includes gross subscription sales/orders with unpaid invoices pending.

PARAGRAPHS 5 AND 6 ARE NOT REQUIRED