

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 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. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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DOCTOR'S REVIEW

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

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

FIELD SERVED

DOCTOR'S REVIEW serves the medical profession in Canada.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include Family Physicians including General Practitioners, Medical Specialists, and paid subscribers.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	359
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	211
TOTAL	570

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	39,100	100.0	39,050	99.9	50	0.1
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	39,100	100.0	39,050	99.9	50	0.1

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD	
2010/2011 Issue	Total Qualified
October _____	38,848
November _____	39,386
December _____	38,814
January _____	39,742
February _____	39,054
March _____	38,753

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
	April-September 2008	October 2008 - March 2009	April-September 2009	October 2009 - March 2010	April-September 2010	October 2010 - March 2011*
Total Audit Average Qualified: _____	42,658	42,969	41,692	40,779	39,735	39,100
Qualified Non-Paid: _	42,585	42,902	41,633	40,726	39,684	39,050
Qualified Paid: _____	73	67	59	53	51	50
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: October 2010 – March 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

ADDITIONAL DATA

PARAGRAPH 3b:

Other sources include 1 source of circulation for a quantity of 38,798 copies or 99.5%, including the Canadian Business Directory.

Paragraph 3b includes 39,006 qualified non-paid circulation. Qualified paid circulation of 48 combined with the qualified non-paid circulation equal 39,054 total qualified circulation for the analyzed issue.

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.		
David Elkins, Publisher	Date signed	March 31, 2011
Elaine 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	March 31, 2011
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	D141POM1

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF FEBRUARY 2011
 This issue is 0.1% or 55 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	TOTAL QUALIFIED	PERCENT OF TOTAL	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
1. Family Physicians (including general practitioners and general practitioners certificated in family medicine) ____	30,174	77.3	631	110	992	838	7,934	9,901	921	685	3,577	4,585	30,174	-	-	-
2. SPECIALISTS																
Internal Medicine (includes allergy, cardiology, gastroenterology, rheumatology and pulmonary diseases) __	4,516	11.6	48	12	109	67	1,294	1,775	119	88	529	475	4,516	-	-	-
Neurology and Psychiatry _____	3,601	9.2	48	12	112	46	888	1,419	127	59	355	535	3,601	-	-	-
Urology/Nephrology _____	507	1.3	9	-	14	11	130	181	27	13	61	61	507	-	-	-
Other Specialties not elsewhere classified _____	208	0.5	2	1	5	2	31	100	9	13	17	28	208	-	-	-
Other Paid Circulation _____	48	0.1	2	-	1	4	10	21	1	-	6	2	47	1	-	1
TOTAL QUALIFIED CIRCULATION	39,054	100.0	740	135	1,233	968	10,287	13,397	1,204	858	4,545	5,686	39,053	1	-	1

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF FEBRUARY 2011

QUALIFICATION SOURCE	Qualified Within			*Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	208	-	-	208	0.5
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): _____	38,798	-	-	38,798	99.5
Association rosters and directories _____	-	-	-	-	-
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
*Other sources _____	38,798	-	-	38,798	99.5
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	39,006	-	-	39,006	100.0
PERCENT	100.0	-	-	100.0	-

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF FEBRUARY 2011

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	39,054	100.0
Titles or functions only _____	-	-
Company names only _____	-	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	39,054	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF FEBRUARY 2011

Provinces	Total Qualified	Percent
Newfoundland _____	740	1.9
Prince Edward Island _____	135	0.3
Nova Scotia _____	1,233	3.2
New Brunswick _____	968	2.5
Quebec _____	10,287	26.3
Ontario _____	13,397	34.3
Manitoba _____	1,204	3.1
Saskatchewan _____	858	2.2
Alberta, N.W.T and Nunavut _____	4,545	11.6
B.C. and Yukon _____	5,686	14.6
TOTAL FOR CANADA	39,053	100.0
United States _____	1	-
Other Foreign _____	-	-
TOTAL OUTSIDE CANADA	1	-
TOTAL QUALIFIED CIRCULATION	39,054	100.0