

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:
www.doctorsreview@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.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	345
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	197
TOTAL	542

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	39,735	100.0	39,684	99.9	51	0.1
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	39,735	100.0	39,684	99.9	51	0.1

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD	
2010 Issue	Total Qualified
April _____	40,810
May _____	39,429
June _____	39,545
July _____	38,971
August _____	39,870
September _____	39,784

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	March 2008	April-September 2008	October 2008 - March 2009	April-September 2009	October 2009 - March 2010*	April-September 2010*
Total Audit Average Qualified: _____	42,033	42,658	42,969	41,692	40,779	39,735
Qualified Non-Paid: _	41,951	42,585	42,902	41,633	40,726	39,684
Qualified Paid: _____	82	73	67	59	53	51
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 2009 - September 2010 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

8. ADDITIONAL DATA

PARAGRAPH 3b:

Other sources include 1 source of circulation for a quantity of 39,619 copies or 99.5%, including the Canadian Business Directory.

Paragraph 3b includes 39,817 qualified non-paid circulation. Qualified paid circulation of 53 combined with the qualified non-paid circulation equal 39,870 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	October 20, 2010
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	October 20, 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	D141P0S0

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF AUGUST 2010
 This issue is 0.4% or 162 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) _____	504	102	904	679	7,260	8,786	816	585	3,084	4,096	26,816	-	-	-	26,816	67.3
2. SPECIALISTS																
Dermatology/Syphilology _____	7	-	15	11	144	140	12	3	36	46	414	-	-	-	414	1.0
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	115	60	1,149	1,748	116	83	503	449	4,278	-	-	-	4,278	10.7
Neurology and Psychiatry _____	49	11	124	40	908	1,521	137	57	371	569	3,787	-	-	-	3,787	9.5
Obstetrics and Gynecology _____	24	8	47	32	327	604	47	38	148	189	1,464	-	-	-	1,464	3.7
Orthopedic Surgery _____	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pediatrics _____	29	7	59	22	410	757	83	30	251	222	1,870	-	-	-	1,870	4.7
Urology/Nephrology _____	9	-	15	11	123	171	26	11	61	55	482	-	-	-	482	1.2
Other Specialties not elsewhere classified _____	9	1	22	7	100	327	34	22	95	89	706	-	-	-	706	1.8
Other Paid Circulation _____	2	-	1	4	12	23	-	1	7	2	52	1	-	1	53	0.1
TOTAL QUALIFIED CIRCULATION	677	140	1,302	866	10,433	14,077	1,271	830	4,556	5,717	39,869	1	-	1	39,870	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF AUGUST 2010

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	198	-	-	198	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): _____	39,619	-	-	39,619	99.5
Association rosters and directories _____	-	-	-	-	-
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
*Other sources _____	39,619	-	-	39,619	99.5
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	39,817	-	-	39,817	100.0
PERCENT	100.0	-	-	100.0	-

*See Paragraph 8

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

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	39,870	100.0
Individuals by name only _____	-	-
Titles or functions only _____	-	-
Company names only _____	-	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	39,870	100.0

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

Provinces	Total Qualified	Percent
Newfoundland _____	677	1.7
Prince Edward Island _____	140	0.3
Nova Scotia _____	1,302	3.3
New Brunswick _____	866	2.2
Quebec _____	10,433	26.2
Ontario _____	14,077	35.3
Manitoba _____	1,271	3.2
Saskatchewan _____	830	2.1
Alberta, N.W.T. and Nunavut _____	4,556	11.4
B.C. and Yukon _____	5,717	14.3
TOTAL FOR CANADA	39,869	100.0
United States _____	1	-
Other Foreign _____	-	-
TOTAL OUTSIDE CANADA	1	-
TOTAL QUALIFIED CIRCULATION	39,870	100.0