

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.

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## DOCTOR'S REVIEW

Parkhurst Publishing Ltd.  
400 McGill, 3rd Floor  
Montreal, Quebec, Canada  
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Tel.: 514.397.8833  
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E-mail: [contact@parkpub.com](mailto:contact@parkpub.com)  
Web Site: [www.doctorsreview.com](http://www.doctorsreview.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 _____	328
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	191
<b>TOTAL</b>	<b>519</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	39,013	100.0	38,965	99.9	48	0.1
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>39,013</b>	<b>100.0</b>	<b>38,965</b>	<b>99.9</b>	<b>48</b>	<b>0.1</b>

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD	
2011/2012 Issue	Total Qualified
October _____	40,341
November _____	40,268
December _____	38,455
January _____	37,969
February _____	38,903
March _____	38,140

<b>AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS</b>						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	<b>April-September 2009</b>	<b>October 2009-March 2010</b>	<b>April-September 2010</b>	<b>October 2010 - March 2011</b>	<b>April-September 2011</b>	<b>October 2011 - March 2012*</b>
Total Audit Average Qualified: _____	41,692	40,779	39,735	39,100	39,271	39,013
Qualified Non-Paid: _	41,633	40,726	39,684	39,050	39,223	38,965
Qualified Paid: _____	59	53	51	50	48	48
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 2011 - March 2012 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 38,637 copies or 99.4%, including Canadian Business Directory.

Paragraph 3b includes 38,855 qualified non-paid circulation. Qualified paid circulation of 48 combined with the qualified non-paid circulation equal 38,903 total qualified circulation for the analyzed issue.

<b>PUBLISHER'S AFFIDAVIT</b>		
We hereby make oath and say that all data set forth in this statement are true.		
Elaine Mackasey, Circulation Manager	Date signed	April 27, 2012
David Elkins, Publisher	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 27, 2012
<b>IMPORTANT NOTE:</b>	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	D141POM2

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF FEBRUARY 2012**  
 This issue is 0.3% or 132 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) ____	29,380	75.5	588	107	1,024	789	7,672	9,848	935	683	3,504	4,230	29,380	-	-	-
<b>2. SPECIALISTS</b>																
Internal Medicine (includes allergy, cardiology, gastroenterology, rheumatology and pulmonary diseases) ____	4,765	12.2	55	11	123	69	1,287	1,925	133	101	573	488	4,765	-	-	-
Neurology and Psychiatry _____	3,563	9.2	45	12	113	45	899	1,381	129	55	371	513	3,563	-	-	-
Nephrology _____	513	1.3	9	-	16	11	131	184	25	15	63	59	513	-	-	-
Dermatology _____	416	1.1	6	-	14	11	143	140	13	3	40	46	416	-	-	-
Other Specialties not elsewhere classified _____	218	0.6	2	1	7	3	31	100	10	14	19	31	218	-	-	-
Other Paid Circulation _____	48	0.1	2	-	1	4	10	20	-	-	6	2	45	2	1	3
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>38,903</b>	<b>100.0</b>	<b>707</b>	<b>131</b>	<b>1,298</b>	<b>932</b>	<b>10,173</b>	<b>13,598</b>	<b>1,245</b>	<b>871</b>	<b>4,576</b>	<b>5,369</b>	<b>38,900</b>	<b>2</b>	<b>1</b>	<b>3</b>

QUALIFICATION SOURCE	Qualified Within			*Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	-	-	218	218	0.6
II. Request from recipient's company: _____	-	-	-	-	-
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	<b>38,637</b>	-	-	<b>38,637</b>	<b>99.4</b>
Association rosters and directories _____	-	-	-	-	-
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
*Other sources _____	38,637	-	-	38,637	99.4
VI. Single Copy Sales: _____	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>38,637</b>	-	<b>218</b>	<b>38,855</b>	<b>100.0</b>
<b>PERCENT</b>	<b>99.4</b>	-	<b>0.6</b>	<b>100.0</b>	

\*See Additional Data

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	38,903	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>38,903</b>	<b>100.0</b>

Provinces	Total Qualified	Percent
Newfoundland and Labrador _____	707	1.8
Prince Edward Island _____	131	0.3
Nova Scotia _____	1,298	3.3
New Brunswick _____	932	2.4
Quebec _____	10,173	26.2
Ontario _____	13,598	35.0
Manitoba _____	1,245	3.2
Saskatchewan _____	871	2.2
Alberta, N.W.T. and Nunavut _____	4,576	11.8
B.C. and Yukon _____	5,369	13.8
<b>TOTAL FOR CANADA</b>	<b>38,900</b>	<b>100.0</b>
United States _____	2	-
Other Foreign _____	1	-
<b>TOTAL OUTSIDE CANADA</b>	<b>3</b>	<b>-</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>38,903</b>	<b>100.0</b>