

DOCTOR'S REVIEW

BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED MARCH 2015



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 serves the medical profession in Canada.

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.

CHANNELS

DOCTOR'S REVIEW MAGAZINE

6 Issues in the period
41,273 average circulation

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
DOCTOR'S REVIEW MAGAZINE (6 issues in the period)	41,239	34	41,273

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID CIRCULATION FOR ISSUE OF FEBRUARY 2015

QUALIFICATION SOURCE	Qualified Within			*Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	-	-	-	-	-
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):	41,519	-	-	41,519	100.0
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	41,519	-	-	41,519	100.0
VI. Single Copy Sales:	-	-	-	-	-
	TOTAL QUALIFIED CIRCULATION	41,519	-	41,519	100.0
	PERCENT	100.0	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF FEBRUARY 2015

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	41,554	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	41,554	100.0

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 2012	October 2012 - March 2013	April-September 2013	October 2013 - March 2014	April-September 2014	October 2014 - March 2015*
Total Audit Average Qualified:	39,574	37,241	39,074	40,265	40,956	41,273
Qualified Non-Paid:	39,526	37,193	39,029	40,219	40,918	41,239
Qualified Paid:	48	48	45	46	38	34
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

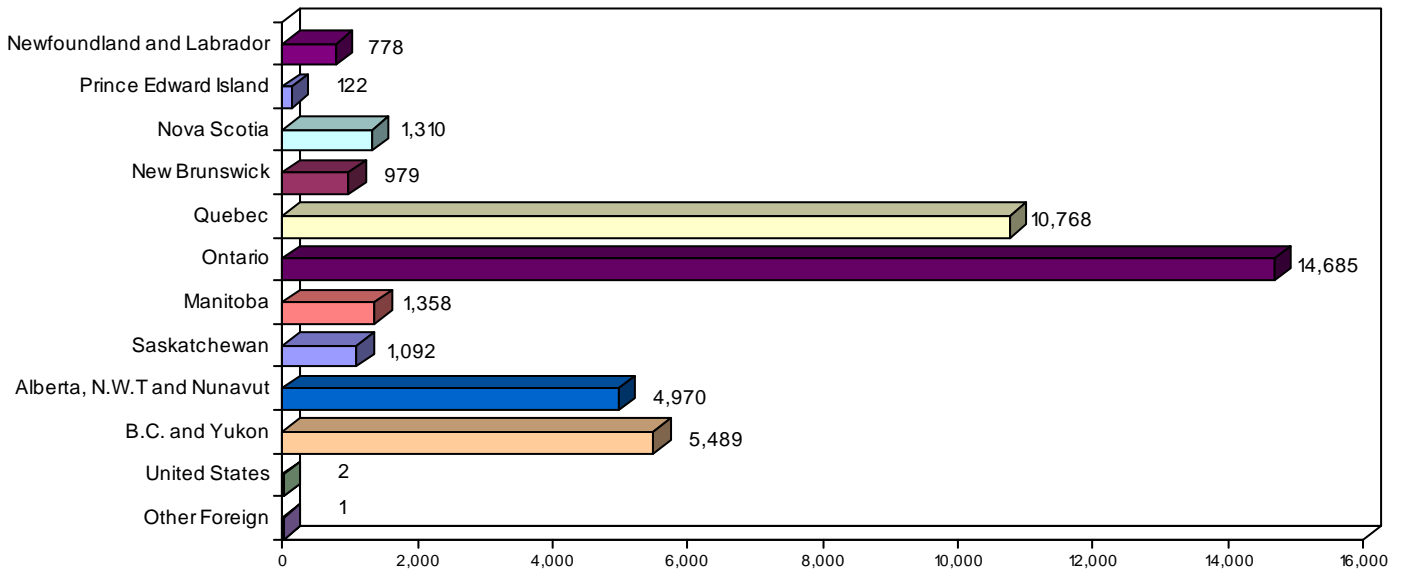
*NOTE: October 2014 - March 2015 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF FEBRUARY 2015

Provinces	Total Qualified	Percent
Newfoundland and Labrador	778	1.9
Prince Edward Island	122	0.3
Nova Scotia	1,310	3.1
New Brunswick	979	2.4
Quebec	10,768	25.9
Ontario	14,685	35.3
Manitoba	1,358	3.3
Saskatchewan	1,092	2.6
Alberta, N.W.T and Nunavut	4,970	12.0
B.C. and Yukon	5,489	13.2
TOTAL FOR CANADA	41,551	100.0
United States	2	-
Other Foreign	1	-
TOTAL OUTSIDE CANADA	3	-
TOTAL QUALIFIED CIRCULATION	41,554	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



ADDITIONAL DATA

CHANGE IN FREQUENCY:

Effective with the July 2014 issue, Doctor's Review changed its frequency from 12 to 11 issues per year.

PARAGRAPH 3b:

Other sources include 1 source of circulation for a quantity of 41,519 copies or 100%, including Canadian Medical Directory.

Paragraph 3b includes 41,519 qualified non-paid circulation. Qualified paid circulation of 35 combined with the qualified non-paid circulation equal 41,554 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.

Claudia Masciotra, Controller

David Elkins, Publisher

(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 brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed April 28, 2015

City Montreal

Country Canada

Received by CCAB April 28, 2015

Type BS

ID Number D141B0M5

About BPA Worldwide:

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. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency Allocated for Trade Shows and Conventions	494
All Other	132
TOTAL	627

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	41,273	100.0	41,239	99.9	34	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	41,273	100.0	41,239	99.9	34	0.1

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2014/2015 Issue	Total Qualified
October	41,524
November	41,550
December	41,438
January	41,461
February	41,554
March	40,109

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF FEBRUARY 2015

This issue is 0.8% or 338 copies above the average of the other 5 issues reported in Paragraph 2.

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)	30,070	72.4	624	93	980	813	7,691	10,272	990	852	3,687	4,068	30,070	-	-	-
2. SPECIALISTS																
Cardiology	1,058	2.6	13	1	34	14	338	397	16	22	119	104	1,058	-	-	-
Clinical Immunology & Allergy	149	0.4	2	-	3	-	42	66	5	2	10	19	149	-	-	-
Endocrinology /Metabolism	348	0.8	7	-	9	3	82	150	10	6	39	42	348	-	-	-
Gastroenterology	612	1.5	11	2	16	11	182	209	17	9	98	57	612	-	-	-
Internal Medicine	1,746	4.2	21	10	43	25	425	691	60	45	201	225	1,746	-	-	-
Rheumatology	341	0.8	5	-	15	7	93	138	11	5	33	34	341	-	-	-
Respirology	548	1.3	2	2	6	7	186	191	8	14	76	56	548	-	-	-
Neurology	682	1.6	8	2	19	5	166	249	22	11	106	94	682	-	-	-
Psychiatry	3,335	8.0	41	6	101	37	873	1,323	120	52	312	470	3,335	-	-	-
Nephrology	543	1.3	7	2	16	11	150	187	28	17	64	61	543	-	-	-
Dermatology	429	1.0	7	-	9	10	150	147	13	6	42	45	429	-	-	-
Other Specialties not elsewhere classified	1,658	4.0	29	4	59	36	385	645	58	51	180	211	1,658	-	-	-
Other Paid Circulation	35	0.1	1	-	-	-	5	20	-	-	3	3	32	2	1	3
TOTAL QUALIFIED CIRCULATION	41,554	100.0	778	122	1,310	979	10,768	14,685	1,358	1,092	4,970	5,489	41,551	2	1	3