

DOCTOR'S REVIEW

BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED MARCH 2017



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



5 Issues in the period
42,302 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
DOCTOR'S REVIEW MAGAZINE (5 issues in the period)	42,279	23	42,302

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID CIRCULATION FOR ISSUE OF FEBRUARY 2017

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):	41,454	-	-	41,454	100.0
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	41,454	-	-	41,454	100.0
VI. Single Copy Sales:	-	-	-	-	-
	TOTAL QUALIFIED CIRCULATION	41,454	-	41,454	100.0
	PERCENT	100.0	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF FEBRUARY 2017

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	41,477	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	41,477	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 2014	October 2014 - March 2015	April-September 2015	October 2015 - March 2016	April-September 2016	October 2016 - March 2017*
Total Audit Average Qualified:	40,956	41,273	41,278	42,032	42,190	42,302
Qualified Non-Paid:	40,918	41,239	41,242	41,994	42,159	42,279
Qualified Paid:	38	34	36	38	31	23
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

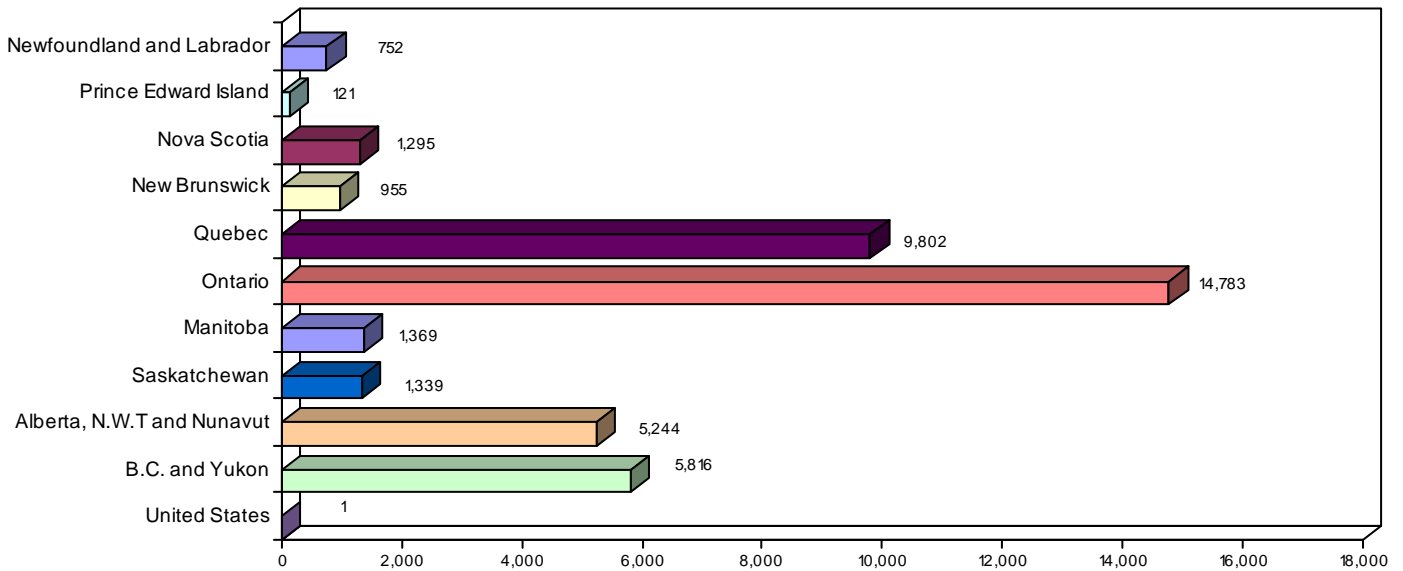
*NOTE: October 2016 - March 2017 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF FEBRUARY 2017

Provinces	Total Qualified	Percent
Newfoundland and Labrador	752	1.8
Prince Edward Island	121	0.3
Nova Scotia	1,295	3.1
New Brunswick	955	2.3
Quebec	9,802	23.6
Ontario	14,783	35.7
Manitoba	1,369	3.3
Saskatchewan	1,339	3.2
Alberta, N.W.T and Nunavut	5,244	12.7
B.C. and Yukon	5,816	14.0
TOTAL FOR CANADA	41,476	100.0
United States	1	-
Other Foreign	-	-
TOTAL OUTSIDE CANADA	1	-
TOTAL QUALIFIED CIRCULATION	41,477	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



ADDITIONAL DATA

PARAGRAPH 3b:

Other sources include 1 source of circulation for a quantity of 41,454 copies or 100%, including Canadian Medical Directory.

Paragraph 3b includes 41,454 qualified non-paid circulation. Qualified paid circulation of 23 combined with the qualified non-paid circulation equal 41,477 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

Claudia Masciotra, Controller

(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 19, 2017

City Montreal

Country Canada

Received by CCAB April 19, 2017

Type BS

ID Number D141B0M7

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.

MAGAZINE CHANNEL

Official Publication of: None/Established: 1983
Issues Per Year: 10

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency Allocated for Trade Shows and Conventions	564
All Other	251
TOTAL	815

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	42,302	100.0	42,279	99.9	23	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	42,302	100.0	42,279	99.9	23	0.1

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016/2017 Issue	Total Qualified
October	42,599
November/December	42,596
January	42,458
February	41,477
March	42,379

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF FEBRUARY 2017 This issue is 2.4% or 1,031 copies below the average of the other 4 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)	30,557	73.7	606	95	1,004	784	6,870	10,444	1,015	1,153	3,984	4,602	30,557	-	-	-
2. SPECIALISTS																
Cardiology	915	2.2	11	-	31	13	295	340	13	22	106	84	915	-	-	-
Clinical Immunology & Allergy	125	0.3	1	-	3	-	35	57	5	1	10	13	125	-	-	-
Endocrinology /Metabolism	338	0.8	4	-	10	4	93	134	10	6	37	40	338	-	-	-
Gastroenterology	542	1.3	10	1	17	10	161	187	12	8	82	54	542	-	-	-
Internal Medicine	2,025	4.9	22	8	37	30	487	896	62	37	235	211	2,025	-	-	-
Rheumatology	298	0.7	5	-	13	5	74	127	11	4	30	29	298	-	-	-
Respirology	482	1.2	2	2	6	6	143	188	10	12	68	45	482	-	-	-
Neurology	668	1.6	6	2	16	7	168	252	22	9	111	75	668	-	-	-
Psychiatry	2,953	7.1	38	7	84	38	817	1,149	110	34	302	374	2,953	-	-	-
Nephrology	499	1.2	8	2	15	12	132	183	27	10	55	55	499	-	-	-
Dermatology	367	0.9	6	-	11	9	123	133	11	5	36	33	367	-	-	-
Other Specialties not elsewhere classified	1,685	4.1	32	4	48	37	397	682	61	38	187	199	1,685	-	-	-
Other Paid Circulation	23	-	1	-	-	-	7	11	-	-	1	2	22	1	-	1
TOTAL QUALIFIED CIRCULATION	41,477	100.0	752	121	1,295	955	9,802	14,783	1,369	1,339	5,244	5,816	41,476	1	-	1