

# DOCTOR'S REVIEW

## BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED SEPTEMBER 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

5 Issues in the period  
41,278 average circulation

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>DOCTOR'S REVIEW MAGAZINE</b> (5 issues in the period)	41,242	36	41,278

### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID CIRCULATION FOR ISSUE OF JULY/AUGUST 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. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>41,431</b>	-	-	<b>41,431</b>	<b>100.0</b>
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	41,431	-	-	41,431	100.0
VI. Single Copy Sales:	-	-	-	-	-
	<b>TOTAL QUALIFIED CIRCULATION</b>	<b>41,431</b>	-	<b>41,431</b>	<b>100.0</b>
	<b>PERCENT</b>	<b>100.0</b>	-	<b>100.0</b>	

\*See Additional Data

### 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY/AUGUST 2015

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	41,467	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>41,467</b>	<b>100.0</b>

### 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
	October 2012 - March 2013	April-September 2013	October 2013 - March 2014	April-September 2014	October 2014 - March 2015*	April-September 2015*
Total Audit Average Qualified:	37,241	39,074	40,265	40,956	41,273	41,278
Qualified Non-Paid:	37,193	39,029	40,219	40,918	41,239	41,242
Qualified Paid:	48	45	46	38	34	36
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

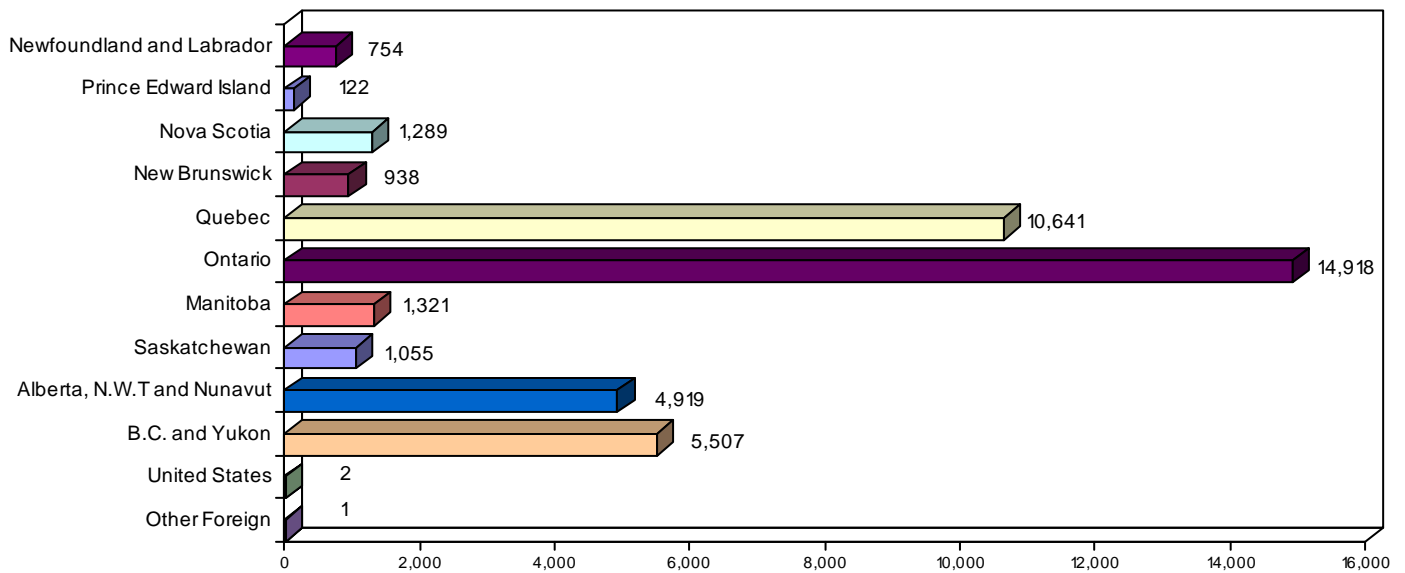
\*NOTE: October 2014 - September 2015 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY/AUGUST 2015**

Provinces	Total Qualified	Percent
Newfoundland and Labrador	754	1.8
Prince Edward Island	122	0.3
Nova Scotia	1,289	3.1
New Brunswick	938	2.3
Quebec	10,641	25.7
Ontario	14,918	35.9
Manitoba	1,321	3.2
Saskatchewan	1,055	2.5
Alberta, N.W.T and Nunavut	4,919	11.9
B.C. and Yukon	5,507	13.3
<b>TOTAL FOR CANADA</b>	<b>41,464</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>41,467</b>	<b>100.0</b>

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION**



## ADDITIONAL DATA

### CHANGE IN FREQUENCY:

Effective with the July/August 2015 issue, Doctor's Review changed its frequency from 11 to 10 issues per year

### PARAGRAPH 3b:

Paragraph 3b includes 41,431 qualified non-paid circulation. Qualified paid circulation of 36 combined with the qualified non-paid circulation equal 41,467 total qualified circulation for the analyzed issue.

Other sources include 1 source of circulation for a quantity of 41,431 copies or 100%, including Canadian Medical Directory.

### 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	October 27, 2015
City	Montreal
Country	Canada
Received by CCAB	October 27, 2015
Type	BS
ID Number	D141B0S5

#### 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](http://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 (See Additional Data)

## AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency Allocated for Trade Shows and Conventions	560
All Other	147
<b>TOTAL</b>	<b>707</b>

## 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	41,278	100.0	41,242	99.9	36	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>41,278</b>	<b>100.0</b>	<b>41,242</b>	<b>99.9</b>	<b>36</b>	<b>0.1</b>

## 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2015 Issue	Total Qualified
April	40,626
May	41,145
June	41,330
July/August	41,467
September	41,826

## 3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY/AUGUST 2015

This issue is 0.6% or 235 copies above 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)	31,199	75.3	630	97	1,012	805	7,881	10,904	1,005	857	3,784	4,224	31,199	-	-	-
<b>2. SPECIALISTS</b>																
Cardiology	1,086	2.6	13	1	34	15	347	406	16	23	123	108	1,086	-	-	-
Clinical Immunology & Allergy	153	0.4	2	-	3	-	45	66	5	2	9	21	153	-	-	-
Endocrinology /Metabolism	369	0.9	7	-	9	4	85	159	11	6	41	47	369	-	-	-
Gastroenterology	633	1.5	11	1	16	11	189	216	17	10	99	63	633	-	-	-
Internal Medicine	1,894	4.6	19	10	44	27	443	786	61	48	212	244	1,894	-	-	-
Rheumatology	351	0.8	5	-	14	7	93	144	11	5	38	34	351	-	-	-
Respirology	564	1.4	2	2	6	7	188	204	8	14	74	59	564	-	-	-
Neurology	716	1.7	8	2	20	4	175	266	22	12	110	97	716	-	-	-
Psychiatry	3,456	8.3	42	7	103	37	888	1,390	122	55	317	495	3,456	-	-	-
Nephrology	555	1.3	7	2	17	12	151	194	29	17	65	61	555	-	-	-
Dermatology	450	1.1	7	-	11	9	151	158	13	6	44	51	450	-	-	-
Other Specialties not elsewhere classified	5	-	-	-	-	-	-	4	1	-	-	-	5	-	-	-
Other Paid Circulation	36	0.1	1	-	-	-	5	21	-	-	3	3	33	2	1	3
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>41,467</b>	<b>100.0</b>	<b>754</b>	<b>122</b>	<b>1,289</b>	<b>938</b>	<b>10,641</b>	<b>14,918</b>	<b>1,321</b>	<b>1,055</b>	<b>4,919</b>	<b>5,507</b>	<b>41,464</b>	<b>2</b>	<b>1</b>	<b>3</b>