

DOCTOR'S REVIEW

BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED SEPTEMBER 2016



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
42,190 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) | 42,159 | 31 | 42,190 |

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID CIRCULATION FOR ISSUE OF JULY/AUGUST 2016

| 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): | 42,456 | - | - | 42,456 | 100.0 |
| Association rosters and directories | - | - | - | - | - |
| Business directories | - | - | - | - | - |
| Manufacturer's, distributor's, and wholesaler's lists | - | - | - | - | - |
| *Other sources | 42,456 | - | - | 42,456 | 100.0 |
| VI. Single Copy Sales: | - | - | - | - | - |
| | TOTAL QUALIFIED CIRCULATION | 42,456 | - | 42,456 | 100.0 |
| | PERCENT | 100.0 | - | 100.0 | |

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY/AUGUST 2016

| MAILING ADDRESS | Total Qualified | Percent |
|-----------------------------------------------|-----------------|--------------|
| Individuals by name and title and/or function | 42,479 | 100.0 |
| Individuals by name only | - | - |
| Titles or functions only | - | - |
| Company names only | - | - |
| Multi-Copy Same Addressee copies | - | - |
| Single Copy Sales | - | - |
| TOTAL QUALIFIED CIRCULATION | 42,479 | 100.0 |

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 2013 - March 2014 | April-September 2014 | October 2014 - March 2015 | April-September 2015 | October 2015 - March 2016* | April-September 2016* |
| Total Audit Average Qualified: | 40,265 | 40,956 | 41,273 | 41,278 | 42,032 | 42,190 |
| Qualified Non-Paid: | 40,219 | 40,918 | 41,239 | 41,242 | 41,994 | 42,159 |
| Qualified Paid: | 46 | 38 | 34 | 36 | 38 | 31 |
| Post Expire Copies included in Total Qualified Circulation: | **NC | **NC | **NC | **NC | **NC | **NC |
| Average Annual Order Price: | **NC | **NC | **NC | **NC | **NC | **NC |

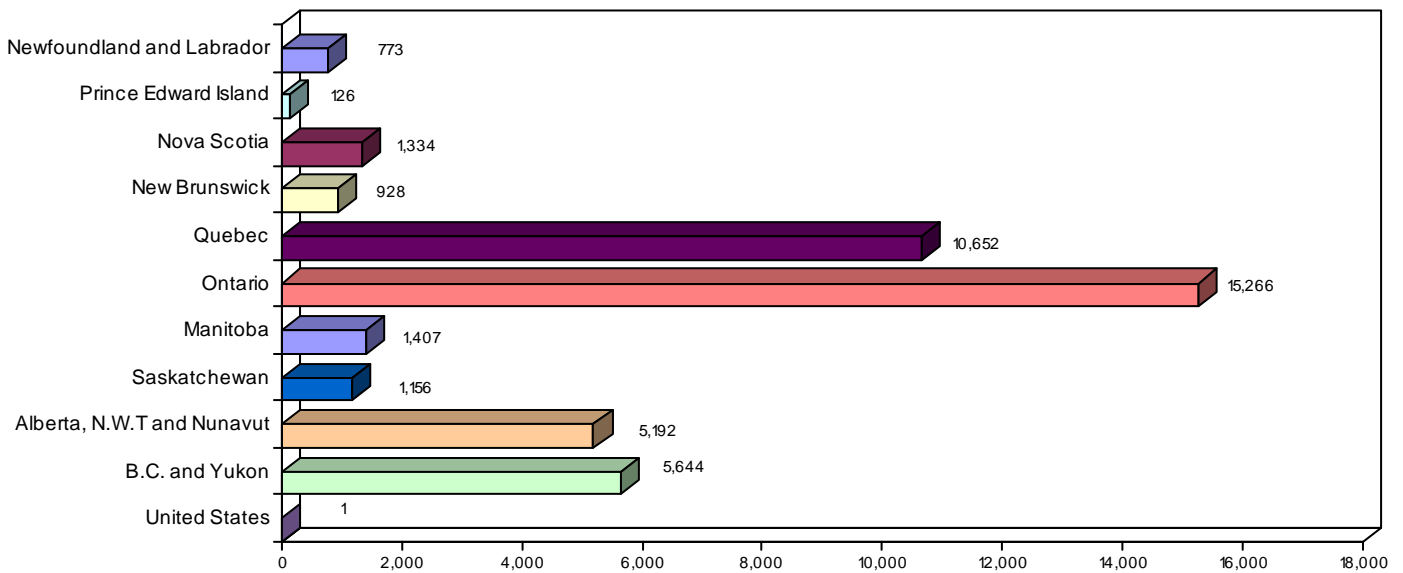
*NOTE: October 2015 - September 2016 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY/AUGUST 2016

| Provinces | Total Qualified | Percent |
|------------------------------------|-----------------|--------------|
| Newfoundland and Labrador | 773 | 1.8 |
| Prince Edward Island | 126 | 0.3 |
| Nova Scotia | 1,334 | 3.2 |
| New Brunswick | 928 | 2.2 |
| Quebec | 10,652 | 25.1 |
| Ontario | 15,266 | 35.9 |
| Manitoba | 1,407 | 3.3 |
| Saskatchewan | 1,156 | 2.7 |
| Alberta, N.W.T and Nunavut | 5,192 | 12.2 |
| B.C. and Yukon | 5,644 | 13.3 |
| TOTAL FOR CANADA | 42,478 | 100.0 |
| United States | 1 | - |
| Other Foreign | - | - |
| TOTAL OUTSIDE CANADA | 1 | - |
| TOTAL QUALIFIED CIRCULATION | 42,479 | 100.0 |

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



ADDITIONAL DATA

PARAGRAPH 3b:

Other sources include 1 source of circulation for a quantity of 42,456 copies or 100%, including Canadian Medical Directory.

Paragraph 3b includes 42,456 qualified non-paid circulation. Qualified paid circulation of 23 combined with the qualified non-paid circulation equal 42,479 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 | October 12, 2016 |
| City | Montreal |
| Country | Canada |
| Received by CCAB | October 12, 2016 |
| Type | BS |
| ID Number | D141B0S6 |

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 | 559 |
| All Other | 235 |
| TOTAL | 794 |

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

| QUALIFIED CIRCULATION | Total Qualified | | Qualified Non-Paid | | Qualified Paid | |
|----------------------------------------|-----------------|--------------|--------------------|-------------|----------------|------------|
| | Copies | Percent | Copies | Percent | Copies | Percent |
| Individual | 42,190 | 100.0 | 42,159 | 99.9 | 31 | 0.1 |
| Sponsored Individually Addressed | - | - | - | - | - | - |
| Membership Benefit | - | - | - | - | - | - |
| Multi-Copy Same Addressee | - | - | - | - | - | - |
| Single Copy Sales | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 42,190 | 100.0 | 42,159 | 99.9 | 31 | 0.1 |

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

| 2016 Issue | Total Qualified |
|-------------|-----------------|
| April | 42,218 |
| May | 42,354 |
| June | 42,496 |
| July/August | 42,479 |
| September | 41,405 |

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY/AUGUST 2016
This issue is 0.9% or 361 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) | 30,414 | 71.6 | 610 | 98 | 1,001 | 763 | 7,473 | 10,591 | 1,020 | 883 | 3,857 | 4,118 | 30,414 | - | - | - |
| 2. SPECIALISTS | | | | | | | | | | | | | | | | |
| Cardiology | 1,091 | 2.6 | 13 | - | 36 | 15 | 348 | 406 | 16 | 25 | 130 | 102 | 1,091 | - | - | - |
| Clinical Immunology & Allergy | 158 | 0.4 | 2 | - | 4 | - | 46 | 66 | 6 | 2 | 10 | 22 | 158 | - | - | - |
| Endocrinology /Metabolism | 407 | 0.9 | 6 | - | 10 | 4 | 108 | 166 | 12 | 7 | 46 | 48 | 407 | - | - | - |
| Gastroenterology | 634 | 1.5 | 10 | 2 | 17 | 10 | 192 | 216 | 15 | 12 | 94 | 66 | 634 | - | - | - |
| Internal Medicine | 1,932 | 4.5 | 25 | 9 | 47 | 25 | 446 | 806 | 64 | 57 | 213 | 240 | 1,932 | - | - | - |
| Rheumatology | 363 | 0.8 | 5 | - | 13 | 7 | 92 | 148 | 12 | 6 | 41 | 39 | 363 | - | - | - |
| Respirology | 577 | 1.4 | 3 | 2 | 6 | 6 | 181 | 212 | 9 | 15 | 80 | 63 | 577 | - | - | - |
| Neurology | 757 | 1.8 | 7 | 2 | 20 | 6 | 181 | 278 | 23 | 13 | 119 | 108 | 757 | - | - | - |
| Psychiatry | 3,445 | 8.1 | 38 | 8 | 100 | 35 | 906 | 1,341 | 124 | 61 | 323 | 509 | 3,445 | - | - | - |
| Nephrology | 555 | 1.3 | 8 | 2 | 16 | 12 | 154 | 190 | 27 | 17 | 64 | 65 | 555 | - | - | - |
| Dermatology | 444 | 1.0 | 8 | - | 13 | 9 | 150 | 152 | 12 | 8 | 42 | 50 | 444 | - | - | - |
| Other Specialties not elsewhere classified | 1,679 | 4.0 | 37 | 3 | 51 | 36 | 368 | 683 | 67 | 50 | 172 | 212 | 1,679 | - | - | - |
| Other Paid Circulation | 23 | 0.1 | 1 | - | - | - | 7 | 11 | - | - | 1 | 2 | 22 | 1 | - | 1 |
| TOTAL QUALIFIED CIRCULATION | 42,479 | 100.0 | 773 | 126 | 1,334 | 928 | 10,652 | 15,266 | 1,407 | 1,156 | 5,192 | 5,644 | 42,478 | 1 | - | 1 |