



DOCTOR'S REVIEW DR



the journal
doctors
enjoy most



office



home



away



Reach **engaged** readers:

Doctors read DR **because they want to** — not because they have to

Reach doctors **two ways**:

The only journal that serves **both** their **personal** and **professional** needs

Reach **all physicians**:

DR appeals **equally** to **GP/FMs** and **specialists**

Reach **your targets**:

DR has **more 4 out of 4 issue** readers and **more cover-to-cover** readers*

Reach **English and French** readers:

DR has **more French readers** than even one of the French journals*

Reach **more GP/FMs**:

1500+ more physicians

*PMB 2013





Reach doctors in **print**, on the **web** and on **mobile devices**

PRINT Largest most **cost effective reach** (average page exposures)

WEB Over **2500 medical meeting listings** (doctorsreview.com/meetings). When doctors go to meetings, they come here first. **GATED IN 2014** (45,000 MDs attend medical meetings annually*)

MOBILE The most engaged doctors use **Parkhurst digital mobile apps** — iPad, iPhone and Android **NEW IN 2014**

Five ways to reach this growing audience:

- 1) **Clinical games** — MDs compete for prizes
- 2) **e-Detailing** — electronic sales calls/samples
- 3) **Continuing Medical Education** — accredited
- 4) **Medical conference booking** — from your iPad
- 5) **Patient communication**

*PMB 2013





what readers say

Downloadable “docs”

This is a very much appreciated article [“Pocket diagnosis,” Gadgets]. Would like to see professional medical apps (recommendations) as a regular feature.

Dr Eric Gable
Vancouver, BC
GP/FP



Heart found in SF

I stayed in San Francisco lately and your article is spot on! I too liked the weekend market at the Embarcadero and, of course, Chinatown. Congrats on the good write up.

Dr Alexandra T. Greenhill
Vancouver, BC
GP/FP



\$19 round of golf

Just a short note to thank your staff for some of the excellent travel articles they’ve provided. Your suggestion for golf in Scottsdale at Troon North was incredible; my two sons and I paid US\$19 for the three of us with carts and rental clubs included. Without having read your article we would have missed those gems.

Dr Sheldon Lewis
Windsor, ON
Cardiologist



Cover-to-cover

I have always read your magazine from cover-to-cover because of the diversity and wide range of subjects.... I enjoy the travel articles immensely as they bring back fond memories of places I’ve visited while others bring hope for future visits.

Dr Liuyoon Goon
Edmonton, AB
GP/FM

A piece of paradise

[Our trip to] Anguilla more than lived up to the article. Thank you to Doctor’s Review.

Dr Paul Wadden
Sarnia, ON
Psychiatrist