

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.

Canadian Circulations Audit Board
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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media—as well as more than 2,600 advertiser and agency members.

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DOCTOR'S REVIEW

Parkhurst Publishing Ltd.
400 McGill, 3rd Floor
Montreal, Quebec
H2Y 2G1
Tel.: 514.397.8833
Fax: 514.397.0228
E-mail: contact@parkpub.com
Web Site:
www.doctorsreview@parkpub.com

Official Publication of: None
Established: 1983
Issues Per Year: 12

FIELD SERVED

The Medical Profession in Canada

DEFINITION OF RECIPIENT QUALIFICATION

Licensed to practice Medicine.

Primary Market C.A.R.D. Class 650 Medical

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	413
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
All Other _____	243
TOTAL	656

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	42,658	100.0	42,585	99.8	73	0.2
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	42,658	100.0	42,585	99.8	73	0.2

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2008 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
April _____					42,474	July _____					42,561
May _____					42,551	August _____					42,765
June _____					42,612	September _____					42,987
						TOTAL					

* See Paragraph 11

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9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS					
	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2004	2005	2006	2007	*2008
Total Audit Average Qualified:	39,738	40,189	40,780	41,682	42,346
Qualified Non-Paid: _____	39,574	40,050	40,670	41,587	42,268
Qualified Paid: _____	164	139	110	95	78
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _	**NC	**NC	**NC	**NC	**NC

***NOTE: October 2007 - September 2008 data is unaudited.**

****NC = None Claimed**

10. PAID CIRCULATION DATA	
**NC	Average Annual Subscription Order Price for the Period Required (includes promotional incentive value, if any)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

11. ADDITIONAL DATA

PARAGRAPH 2:

Additions and removals are not required for this publication.

PARAGRAPH 3b:

Other sources include 1 source of circulation for quantities of 42,502 copies or 99.6%, including IMS Health.

Paragraph 3b includes 42,694 qualified non-paid circulation. Qualified paid circulation of 71 combined with the qualified non-paid circulation equal 42,765 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.		
D. Elkins, Publisher	Date signed	September 23, 2008
E. Mackasey, Circulation Manager	City	Montreal
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by CCAB	September 23, 2008
IMPORTANT NOTE:	Type	PS
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	D141POM8

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF AUGUST 2008

This issue is 0.3% or 128 copies above the average of the other 5 issues reported in Paragraph two.

This publication's business/occupational analysis conforms to CCAB's Standard Classification of Circulation No. 650 BUSINESS AND INDUSTRY	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	TOTAL	Percent of Total
1. Family Physicians (including general practitioners and general practitioners certificated in family medicine)	568	120	988	663	7,509	9,947	913	986	3,274	4,174	29,142	-	-	-	29,142	68.1
2. SPECIALISTS																
Dermatology/Syphilology	8	-	13	9	150	138	10	4	37	46	415	-	-	-	415	1.0
Emergency Medicine	2	1	13	2	97	171	16	-	59	74	435	-	-	-	435	1.0
General Surgery (includes thoracic surgery, cardiovascular surgery, neurosurgery and plastic surgery)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Internal Medicine (includes allergy, cardiology, gastroenterology, rheumatology and pulmonary diseases)	49	13	131	80	1,112	1,683	122	95	446	463	4,194	-	-	-	4,194	9.8
Neurology and Psychiatry	58	14	136	68	986	1,630	140	46	361	549	3,988	-	-	-	3,988	9.3
Obstetrics and Gynecology	21	8	53	32	341	582	44	33	135	159	1,408	-	-	-	1,408	3.3
Orthopedic Surgery	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pediatrics	38	9	68	32	441	725	92	28	237	193	1,863	-	-	-	1,863	4.4
Urology/Nephrology	16	2	29	28	251	325	34	19	84	106	894	-	-	-	894	2.1
Other Specialties not elsewhere classified	2	1	12	5	41	164	15	15	52	48	355	-	-	-	355	0.8
Other Paid Circulation	2	-	4	2	17	28	-	1	10	6	70	1	-	1	71	0.2
TOTAL QUALIFIED CIRCULATION	764	168	1,447	921	10,945	15,393	1,386	1,227	4,695	5,818	42,764	1	-	1	42,765	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID CIRCULATION FOR ISSUE OF AUGUST 2008

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	*Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Personal direct request from the recipient:	192	-	-	-	-	192	0.4
a. Written	192	-	-	-	-	192	0.4
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
II. TOTAL - Request from recipient's company:	-	-	-	-	-	-	-
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
III. TOTAL - Membership Benefit:	-	-	-	-	-	-	-
a. Individual	-	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	42,502	-	-	-	-	42,502	99.6
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Independent field reports	-	-	-	-	-	-	-
Licenses - Federal, Provincial, or Municipal Government	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	42,502	-	-	-	-	42,502	99.6
VI. TOTAL - Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	42,694	-	-	-	-	42,694	100.0
*See Paragraph 11	PERCENT	100.0	-	-	-	100.0	-

Paid Source Information can be reported at the option of the publisher.

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF AUGUST 2008

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	-	-	42,765	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION			42,765	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF AUGUST 2008

Provinces	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Newfoundland	-	-	764	1.8
Prince Edward Island	-	-	168	0.4
Nova Scotia	-	-	1,447	3.4
New Brunswick	-	-	921	2.1
Quebec	-	-	10,945	25.6
Ontario	-	-	15,393	36.0
Manitoba	-	-	1,386	3.2
Saskatchewan	-	-	1,227	2.9
Alberta, N.W.T. and Nunavut	-	-	4,695	11.0
B.C. and Yukon	-	-	5,818	13.6
TOTAL FOR CANADA			42,764	100.0
United States	-	-	1	-
Other Foreign	-	-	-	-
TOTAL OUTSIDE CANADA			1	-
TOTAL QUALIFIED CIRCULATION			42,765	100.0

TOTAL NEW AND RENEWED QUALIFIED PAID SUBSCRIPTIONS ORDERED/SOLD FOR THE PERIOD

Includes gross subscription sales/orders with unpaid invoices pending.

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED