

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

Parkhurst Publishing Ltd.  
400 McGill, 3rd Floor  
Montreal, Quebec, Canada  
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Tel.: 514.397.8833  
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E-mail: [contact@parkpub.com](mailto:contact@parkpub.com)  
Web Site: [www.doctorsreview.com](http://www.doctorsreview.com)

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

### 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.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	408
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	190
<b>TOTAL</b>	<b>598</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	39,271	100.0	39,223	99.9	48	0.1
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>39,271</b>	<b>100.0</b>	<b>39,223</b>	<b>99.9</b>	<b>48</b>	<b>0.1</b>

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD	
2011 Issue	Total Qualified
April _____	38,783
May _____	38,656
*June _____	38,700
July _____	39,068
August _____	40,187
September _____	40,235

\*See Additional Data

<b>AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS</b>						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	<b>October 2008 - March 2009</b>	<b>April-September 2009</b>	<b>October 2009- March 2010</b>	<b>April-September 2010</b>	<b>October 2010 - March 2011*</b>	<b>April-September 2011*</b>
Total Audit Average Qualified: _____	42,969	41,692	40,779	39,735	39,100	39,271
Qualified Non-Paid: _	42,902	41,633	40,726	39,684	39,050	39,223
Qualified Paid: _____	67	59	53	51	50	48
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 2010 – September 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.

**ADDITIONAL DATA**

**PARAGRAPH 2 LATE MAILING OF ISSUE:**

39,312 copies or 100.0% of the June 2011 issue were mailed on June 27, 2011, due to Canada Post Strike.

**PARAGRAPH 3b:**

Other sources include 1 source of circulation for a quantity of 39,923 copies or 99.5%, including Canadian Business Directory.

Paragraph 3b includes 40,139 qualified non-paid circulation. Qualified paid circulation of 48 combined with the qualified non-paid circulation equal 40,187 total qualified circulation for the analyzed issue.

<b>PUBLISHER'S AFFIDAVIT</b>		
We hereby make oath and say that all data set forth in this statement are true.		
Elaine Mackasey, Circulation Manager	Date signed	October 27, 2011
David Elkins, Publisher	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	October 27, 2011
<b>IMPORTANT NOTE:</b>	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	D141POS1

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF AUGUST 2011**

This issue is 2.8% or 1,099 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	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) ____	30,162	75.0	592	100	1,058	813	7,803	10,085	938	683	3,679	4,411	30,162	-	-	-
<b>2. SPECIALISTS</b>																
Internal Medicine (includes allergy, cardiology, gastroenterology, rheumatology and pulmonary diseases) ____	4,859	12.1	53	11	125	68	1,276	1,999	132	97	588	510	4,859	-	-	-
Neurology and Psychiatry _____	3,975	9.9	47	12	125	47	954	1,622	150	55	390	573	3,975	-	-	-
Nephrology _____	504	1.3	9	-	15	12	129	184	26	12	59	58	504	-	-	-
Dermatology _____	423	1.1	6	-	14	11	148	141	14	3	40	46	423	-	-	-
Other Specialties not elsewhere classified _____	216	0.5	2	1	7	3	31	100	8	14	19	31	216	-	-	-
Other Paid Circulation _____	48	0.1	2	-	1	4	10	20	-	-	6	2	45	2	1	3
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,187</b>	<b>100.0</b>	<b>711</b>	<b>124</b>	<b>1,345</b>	<b>958</b>	<b>10,351</b>	<b>14,151</b>	<b>1,268</b>	<b>864</b>	<b>4,781</b>	<b>5,631</b>	<b>40,184</b>	<b>2</b>	<b>1</b>	<b>3</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF AUGUST 2011**

QUALIFICATION SOURCE	Qualified Within			*Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	216	-	-	216	0.5
II. Request from recipient's company: _____	-	-	-	-	-
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
V. <b>TOTAL - Sources other than above (listed alphabetically):</b> _____	<b>39,923</b>	-	-	<b>39,923</b>	<b>99.5</b>
Association rosters and directories _____	-	-	-	-	-
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
*Other sources _____	39,923	-	-	39,923	99.5
VI. Single Copy Sales: _____	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,139</b>	-	-	<b>40,139</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 AUGUST 2011**

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	40,187	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>40,187</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF AUGUST 2011**

Provinces	Total Qualified	Percent
Newfoundland and Labrador _____	711	1.8
Prince Edward Island _____	124	0.3
Nova Scotia _____	1,345	3.3
New Brunswick _____	958	2.4
Quebec _____	10,351	25.8
Ontario _____	14,151	35.2
Manitoba _____	1,268	3.2
Saskatchewan _____	864	2.1
Alberta, N.W.T and Nunavut _____	4,781	11.9
B.C. and Yukon _____	5,631	14.0
<b>TOTAL FOR CANADA</b>	<b>40,184</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>40,187</b>	<b>100.0</b>