

DOCTOR'S REVIEW BETWEEN THE COVERS

PRACTICAL TRAVELLER Up-to-the-minute tips on where to go and what to do when you get there — from the doctor's point of view.

BUDGET DEALS Places to stay, eat, enjoy and save money in Europe, the Caribbean, Asia and nearly anywhere else on the globe.

HEALTH/NUTRITION Physician wellness — rejuvenating getaways, spas, massages, exercise, the latest updates on sensible eating for MDs and their patients.

GADGETS MDs love a good gadget and *DR* covers the most intriguing, from camping gear to sports equipment, watches to electronics.

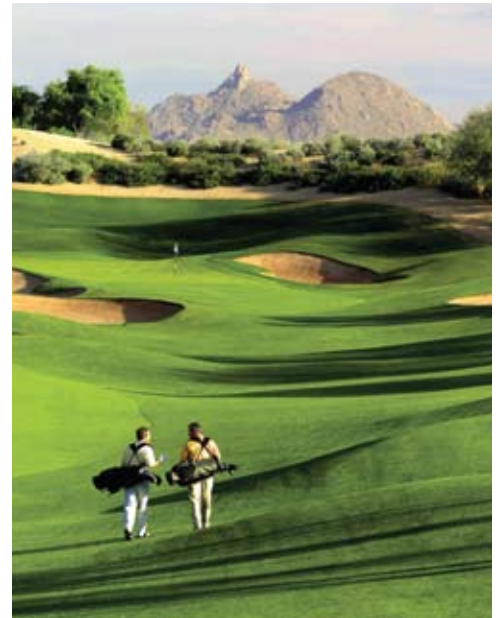
THE TOP 50 MEDICAL MEETINGS A selection of key conferences and CME events around the world chosen from *DR's* online list of over 2000 such events updated twice a week. On the Web at doctorsreview.com/meetings.

LOCATION, LOCATION, LOCATION Hundreds of feature travel articles at doctorsreview.com written with the busy physician in mind.

GOLF, BIKING, SKIING, SCUBA DIVING, CARS AND MORE Features on the activities that doctors enjoy most.

WORKING VACATIONS Volunteering to work in medically deprived areas is part and parcel of being a Canadian doctor. Planning begins here. Sponsor organizations.

SHARED EXPERIENCES Candid reviews and stories from your MD peers.



Doctor's Review has long been Canada's leading physician publication. Why? The journal understands the unique challenges and opportunities of what it means to be an MD in this country. Incomes are higher than those of most patients yet not as high as many assume; time is always at a premium; pressures are intense — from society and often from family as well. Physicians are highly motivated individuals trained to excel in their important work. They're often expected to be all things to all people. The editors at *Doctor's Review* understand that and tailor the magazine's editorial accordingly. *Doctor's Review* is a place busy doctors come to relax.

TRAVEL *DR's* primary focus. Dozens of surveys consistently identify Travel as physicians' most popular activity. Whether it's attending a medical conference, taking the family on a driving trip across the country, treating needy patients in Honduras with MEDICO, camping in the NWT, an elephant trek in Southeast Asia or a hundred and one other spots on the globe that intrigue physicians. Wherever MDs are at home or abroad, *Doctor's Review* is there.

FOOD Bread is the staff of life, but should it be organic? Dietician-written advice on the latest research on what keeps us healthiest. Ammunition to answer patients' many nutritional queries.

LIFE Photography in India, biking in New England, hiking to Machu Picchu, ski hills of North America, golf courses of Scotland, kayaking in Asia, trekking in Australia. *DR* caters to the diverse interests of Canada's practising doctors.

GEAR Cars, bikes, electronics, watches, sports equipment. *DR* helps readers stay on top of the latest trends to aid in their practices or simply get more out of their leisure time.

MEDICAL MEETINGS The Top 50 medical meetings are featured in every issue. More than 2000 conferences appear on the *Doctor's Review* website — the most popular of its kind worldwide. Google "medical meetings" and the *Doctor's Review* site comes up first.

TRUST THE PMB NUMBERS

READERS

GP/FP

DR	17369
CMAJ	16261 (6% less)
MEDPOST	14843 (15% less)

High Rxers

DR	7814
CMAJ	6928 (11% less)
MEDPOST	6909 (12% less)

Total Audience

CMAJ	24942
DR	24187 (3% less)
MEDPOST	21815 (13% less)

PAGE EXPOSURES

GP/FP

DR	10831
MEDPOST	8990 (17% less)
CMAJ	8752 (19% less)

High Rxers

DR	4991
MEDPOST	4077 (18% less)
CMAJ	3616 (28% less)

Total Audience

DR	14566
MEDPOST	13025 (11% less)
CMAJ	12914 (11% less)



DOCTOR'S REVIEW

RATES (B/W)

	1X	6X	12X	24X	36X	48X	60X	72X	96X	144X	192X
1 page	2971	2918	2845	2769	2706	2673	2663	2643	2620	2580	2547
2/3 page	2696	2663	2633	2590	2527	2494	2474	2461	2441	2408	2388
1/2 page	2101	2070	2037	2006	1942	1910	1889	1868	1857	1815	1804
1/3 page	1592	1560	1528	1486	1412	1380	1369	1347	1337	1306	1294
1/4 page	1188	1167	1125	1082	1019	987	976	955	934	902	891
1/6 page	923	902	870	828	775	743	732	711	690	647	626

COLOUR & PRINTING

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Spot colour: \$910

Matched: \$1225

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Bleed: N/C

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SPECIAL POSITIONS

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OBC: \$6200 incl. 4/C

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Month of publication	Publication date	Advertising closing	Material due
January	January 13	December 9	December 19
February	February 15	January 13	January 23
March	March 15	February 15	February 24
April	April 13	March 15	March 23
May	May 15	April 13	April 23
June	June 15	May 15	May 24
July	July 13	June 15	June 21
August	August 15	July 13	July 23
September	September 14	August 15	August 24
October	October 12	September 14	September 24
November	November 15	October 12	October 22
December	December 14	November 15	November 26

EARNED RATES & AGENCY DISCOUNTS

Earned rates are based on the total amount of space run in 12 consecutive months. CVDs available.

Commission: 15% of gross billing to recognized agencies. Terms: Net 30 days.

The Advertising Agency and the client are jointly and severally responsible for the payment of invoices.

TOTAL QUALIFIED CIRCULATION

39,100 physicians. *Doctor's Review* is distributed nationally to general practitioners, family physicians and medical specialists.

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