**FIELD SERVED**
The Medical Profession in Canada

**DEFINITION OF RECIPIENT QUALIFICATION**
Licensed to practice Medicine.

---

**AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

<table>
<thead>
<tr>
<th>QUALIFIED CIRCULATION</th>
<th>Total Qualified</th>
<th>Qualified Non-Paid</th>
<th>Qualified Paid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual</td>
<td>42,969</td>
<td>100.0</td>
<td>42,902</td>
</tr>
<tr>
<td>Sponsored Individually Addressed</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Rotated or Occasional</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Allocated for Trade Shows and Conventions</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>All Other</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>TOTAL QUALIFIED CIRCULATION</strong></td>
<td><strong>42,969</strong></td>
<td><strong>100.0</strong></td>
<td><strong>42,902</strong></td>
</tr>
</tbody>
</table>

**AVERAGE NON-QUALIFIED CIRCULATION**

<table>
<thead>
<tr>
<th>NON-QUALIFIED Not Included Elsewhere</th>
<th>Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other Paid Circulation</td>
<td>-</td>
</tr>
<tr>
<td>Advertiser and Agency</td>
<td>417</td>
</tr>
<tr>
<td>Rotated or Occasional</td>
<td>-</td>
</tr>
<tr>
<td>Allocated for Trade Shows and Conventions</td>
<td>-</td>
</tr>
<tr>
<td>All Other</td>
<td>244</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>661</strong></td>
</tr>
</tbody>
</table>

---

**QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD**

<table>
<thead>
<tr>
<th>2008 Issue</th>
<th>*Number Removed</th>
<th>*Number Added</th>
<th>Qualified Non-Paid</th>
<th>Qualified Paid</th>
<th>Total Qualified</th>
</tr>
</thead>
<tbody>
<tr>
<td>October</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>43,372</td>
</tr>
<tr>
<td>November</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>43,478</td>
</tr>
<tr>
<td>December</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>42,994</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2009 Issue</th>
<th>*Number Removed</th>
<th>*Number Added</th>
<th>Qualified Non-Paid</th>
<th>Qualified Paid</th>
<th>Total Qualified</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>43,043</td>
</tr>
<tr>
<td>February</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>42,417</td>
</tr>
<tr>
<td>March</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>42,508</td>
</tr>
</tbody>
</table>

* See Paragraph 11
11. ADDITIONAL DATA

PARAGRAPH 2:
Additions and removals are not required for this publication.

PARAGRAPH 3b:
Paragraph 3b includes 42,352 qualified non-paid circulation. Qualified paid circulation of 65 combined with the qualified non-paid circulation equal 42,417 total qualified circulation for the analyzed issue.
Other sources include 1 source of circulation for a quantity of 42,160 copies or 99.5%, including IMS Health.

10. PAID CIRCULATION DATA

<table>
<thead>
<tr>
<th>12. Issues Per Year</th>
<th>**NC</th>
<th>All Single Copy Sales Prices for the Period</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>**NC</td>
</tr>
</tbody>
</table>

9. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

<table>
<thead>
<tr>
<th>6-Month Period Ended:</th>
<th>Audited Data</th>
<th>Audited Data</th>
<th>Audited Data</th>
<th>Audited Data</th>
<th>Circulation Claim</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2006</td>
<td>2007</td>
<td>March 2008</td>
<td>September 2008</td>
<td>March 2009*</td>
</tr>
<tr>
<td>Total Audit Average</td>
<td>40,780</td>
<td>41,682</td>
<td>42,033</td>
<td>42,658</td>
<td>42,969</td>
</tr>
<tr>
<td>Qualified:</td>
<td><strong>NC</strong></td>
<td><strong>NC</strong></td>
<td><strong>NC</strong></td>
<td><strong>NC</strong></td>
<td><strong>NC</strong></td>
</tr>
<tr>
<td>Qualified Non-Paid:</td>
<td>40,670</td>
<td>41,587</td>
<td>41,951</td>
<td>42,585</td>
<td>42,902</td>
</tr>
<tr>
<td>Qualified Paid:</td>
<td>110</td>
<td>95</td>
<td>82</td>
<td>73</td>
<td>67</td>
</tr>
<tr>
<td>Post Expire Copies</td>
<td><strong>NC</strong></td>
<td><strong>NC</strong></td>
<td><strong>NC</strong></td>
<td><strong>NC</strong></td>
<td><strong>NC</strong></td>
</tr>
<tr>
<td>included in Paid</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Circulation:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Average Annual Order</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Price:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*NOTE: March 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.
**NC = None Claimed.

PUBLISHER’S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

D. Elkins, Publisher
E. Mackay, Circulation Manager
(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 circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed: April 3, 2009
City: Montreal
Received by CCAB: April 3, 2009
Type: PS
ID Number: D141P0M9
This issue is 1.5% or 662 copies below the average of the other 5 issues reported in Paragraph two.

Alberta
CCAB’s Standard Classification of Circulation No. 650
Prince Edward

BUSINESS AND INDUSTRY

B.C. and Yukon

Total for Canada

United States

Other Foreign

Canada

Total Outside Canada

Percent of Total

1. Family Physicians (including general practitioners and general practitioners certificated in family medicine) ______________________  597  121  975  689  7,521  9,965  911  991  3,385  4,162  29,317  -  -  -  29,317  69.1

2. SPECIALISTS

Emergency Medicine _________________________________________  1  1  14  2  98  174  16  -  54  71  431  -  -  -  431  1.0

General Surgery (includes thoracic surgery, cardiovascular surgery, neurosurgery and plastic surgery)

Internal Medicine (includes allergy, cardiology, gastroenterology, rheumatology and pulmonary diseases)

Neurology and Psychiatry ______________________________________  63  13  136  75  965  1,609  137  48  341  540  3,959  -  -  -  3,959  9.3

Obstetrics and Gynecology ________________________________  27  8  51 29 338  583  41  38  138  162  1,415  -  -  -  1,415  3.4

Orthopedic Surgery __________________________________________  -  -  -  -  -  -  -  -  -  -  -  -  -  -  -  -

Pediatrics,__________________________________________________  43  9  75  32  436  716  91  31  241  196  1,870  -  -  -  1,870  4.4

Pediatricians

Other Specialties not elsewhere classified________________________  2  1  12  5  40  161  15  15  56  49  356  -  -  -  356  0.8

Other Paid Circulation________________________________________  -  -  -  -  -  -  -  -  -  -  -  -  -  -  -  -

Total Qualified Circulation:

Qualified Within

- Written
- Telecommunication
- Electronic

Qualified 3 years

- Written
- Telecommunication
- Electronic

Qualified 1 year

- Written
- Telecommunication
- Electronic

- Individual
- Organizational

- TOTAL

- Source other than above (listed alphabetically):

Association members and directories

Business directories

Licensee – Federal, Provincial or Municipal Government

Manufacturer’s, distributor’s and wholesaler’s lists

Other sources

TOTAL Single Copy Sales

TOTAL QUALIFIED CIRCULATION

Qualified Non-Paid

Individuals by name and title and/or function

Individuals by name only

Titles or functions only

Company names only

Single Copy Sales

TOTAL QUALIFIED CIRCULATION

- Non-Paid

- TOTAL

- Request from recipient’s company:

- Sources other than above (listed alphabetically):

Association members and directories

BUSINESS AND INDUSTRY

- Written

- Telecommunication

- Electronic

- Individual

- Organizational

- TOTAL

- Source other than above (listed alphabetically):

Association members and directories

Business directories

Licensee – Federal, Provincial or Municipal Government

Manufacturer’s, distributor’s and wholesaler’s lists

Other sources

TOTAL SINGLE COPY SALES

TOTAL QUALIFIED CIRCULATION

Qualified Non-Paid

Individuals by name and title and/or function

Individuals by name only

Titles or functions only

Company names only

Single Copy Sales

TOTAL QUALIFIED CIRCULATION

- Non-Paid

- TOTAL

- Request from recipient’s company:

- Sources other than above (listed alphabetically):

Association members and directories

BUSINESS AND INDUSTRY

- Written

- Telecommunication

- Electronic

- Individual

- Organizational

- TOTAL

- Source other than above (listed alphabetically):

Province

- Qualified Non-Paid

- Qualified Paid

- TOTAL Qualified

- Percent

British Columbia

- Qualified Non-Paid

- Qualified Paid

- TOTAL Qualified

- Percent

Newfoundland

- Qualified Non-Paid

- Qualified Paid

- TOTAL Qualified

- Percent

Nova Scotia

- Qualified Non-Paid

- Qualified Paid

- TOTAL Qualified

- Percent

New Brunswick

- Qualified Non-Paid

- Qualified Paid

- TOTAL Qualified

- Percent

Quebec

- Qualified Non-Paid

- Qualified Paid

- TOTAL Qualified

- Percent

Ontario

- Qualified Non-Paid

- Qualified Paid

- TOTAL Qualified

- Percent

Manitoba

- Qualified Non-Paid

- Qualified Paid

- TOTAL Qualified

- Percent

Saskatchewan

- Qualified Non-Paid

- Qualified Paid

- TOTAL Qualified

- Percent

Alberta, N.W.T and Nunavut

- Qualified Non-Paid

- Qualified Paid

- TOTAL Qualified

- Percent

B.C. and Yukon

- Qualified Non-Paid

- Qualified Paid

- TOTAL Qualified

- Percent

TOTAL FOR CANADA

- Qualified Non-Paid

- Qualified Paid

- TOTAL Qualified

- Percent

United States

- Qualified Non-Paid

- Qualified Paid

- TOTAL Qualified

- Percent

Other Foreign

- Qualified Non-Paid

- Qualified Paid

- TOTAL Qualified

- Percent

TOTAL OUTSIDE CANADA

- Qualified Non-Paid

- Qualified Paid

- TOTAL QUALIFIED CIRCULATION

- Percent

GEOGRAPHICAL BREAKDOWN OF QUALIFIED CIRCULATION FOR ISSUE OF FEBRUARY 2009

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED

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

Inclues gross subscription sales/orders with unpaid invoices pending.

3a. BUSINESS/OCCUPATIONAL BREAKDOWN OF QUALIFIED CIRCULATION FOR ISSUE OF FEBRUARY 2009

This publication’s business/occupational analysis conforms to COAB’s Standard Classification of Circulation No. 650

BUSINESS AND INDUSTRY

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

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