

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:
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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.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	412
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Electronic _____	-
All Other _____	216
TOTAL	628

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	41,692	100.0	41,633	99.9	59	0.1
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	41,692	100.0	41,633	99.9	59	0.1

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2009 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
April _____					42,576	July _____					40,206
May _____					42,525	August _____					41,561
June _____					42,443	September _____					40,839
						TOTAL					

* See Paragraph 9

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2006	2007	March 2008	April-September 2008	October 2008 - March 2009*	April-September 2009*
Total Audit Average Qualified: _____	40,780	41,682	42,033	42,658	42,969	41,692
Qualified Non-Paid: _	40,670	41,587	41,951	42,585	42,902	41,633
Qualified Paid: _____	110	95	82	73	67	59
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: October 2008 - September 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

8. 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)

9. ADDITIONAL DATA

PARAGRAPH 2:

Additions and removals are not required for this publication.

PARAGRAPH 3b:

Paragraph 3b includes 41,504 qualified non-paid circulation. Qualified paid circulation of 57 combined with the qualified non-paid circulation equal 41,561 total qualified circulation for the analyzed issue.

Other sources include 1 source of circulation for a quantity of 41,311 copies or 99.5%, including the Canadian Business Directory.

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.		
D. Elkins, Publisher	Date signed	October 13, 2009
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	October 13, 2009
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	D141POS9

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF AUGUST 2009

This issue is 0.4% or 157 copies below 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)	498	107	926	730	7,592	9,571	874	662	3,192	4,071	28,223	-	-	-	28,223	67.9
2. SPECIALISTS																
Dermatology/Syphilology	7	-	15	10	144	142	11	3	36	44	412	-	-	-	412	1.0
Emergency Medicine	1	1	12	2	118	199	16	1	90	88	528	-	-	-	528	1.3
General Surgery (includes thoracic surgery, cardiovascular surgery, neurosurgery and plastic surgery)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Internal Medicine (includes allergy, cardiology, gastroenterology, rheumatology and pulmonary diseases)	48	11	121	66	1,157	1,816	132	92	532	444	4,419	-	-	-	4,419	10.6
Neurology and Psychiatry	43	13	125	41	890	1,537	132	51	376	561	3,769	-	-	-	3,769	9.1
Obstetrics and Gynecology	21	8	44	31	317	607	45	38	143	182	1,436	-	-	-	1,436	3.5
Orthopedic Surgery	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Pediatrics	31	8	64	23	427	747	85	32	250	222	1,889	-	-	-	1,889	4.5
Urology/Nephrology	9	-	10	10	109	155	26	10	47	46	422	-	-	-	422	1.0
Other Specialties not elsewhere classified	2	1	14	5	55	181	24	17	57	50	406	-	-	-	406	1.0
Other Paid Circulation	2	-	4	3	15	20	-	1	9	2	56	1	-	1	57	0.1
TOTAL QUALIFIED CIRCULATION	662	149	1,335	921	10,824	14,975	1,345	907	4,732	5,710	41,560	1	-	1	41,561	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID CIRCULATION FOR ISSUE OF AUGUST 2009

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	*Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. Direct request:	193	-	-	-	-	193	0.5
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	41,311	-	-	-	-	41,311	99.5
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	41,311	-	-	-	-	41,311	99.5
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	41,504	-	-	-	-	41,504	100.0
*See Paragraph 9 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 2009

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function			41,561	100.0
Individuals by name only			-	-
Titles or functions only			-	-
Company names only			-	-
Multi-Copy Same Addressee copies			-	-
Single Copy Sales			-	-
TOTAL QUALIFIED CIRCULATION			41,561	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF AUGUST 2009

Provinces	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Newfoundland			662	1.6
Prince Edward Island			149	0.4
Nova Scotia			1,335	3.2
New Brunswick			921	2.2
Quebec			10,824	26.0
Ontario			14,975	36.0
Manitoba			1,345	3.2
Saskatchewan			907	2.2
Alberta, N.W.T. and Nunavut			4,732	11.4
B.C. and Yukon			5,710	13.7
TOTAL FOR CANADA			41,560	100.0
United States			1	-
Other Foreign			-	-
TOTAL OUTSIDE CANADA			1	-
TOTAL QUALIFIED CIRCULATION			41,561	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 AND 6 ARE NOT REQUIRED