DOCTOR'S REVIEW

BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED MARCH 2014

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.

CCAB BPA WORLDWIDE BRAND REPORT

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DOCTOR'S REVIEW serves the medical profession in Canada.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary.

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.

CHANNELS

DOCTOR'S REVIEW MAGAZINE

6 Issues in the period
40,265 average circulation

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
DOCTOR'S REVIEW MAGAZINE (6 issues in the period)	40,219	46	40,265

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID CIRCULATION FOR ISSUE OF FEBRUARY 2014

QUALIFICATION SOURCE	Qualified Within 1 Year	2 Years	3 Years	*Total Qualified	Percent
I. Direct Request:	-	-	-	-	-
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):	**40,475**	-	-	**40,475**	**100.0**
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	40,475	-	-	40,475	100.0
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**40,475**	-	-	**40,475**	**100.0**
PERCENT	**100.0**	-	-	**100.0**	

***See Additional Data**

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF FEBRUARY 2014

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	40,522	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	**40,522**	**100.0**

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
6-Month Period Ended:	**April – September 2011**	**October 2011 – March 2012**	**April-September 2012**	**October 2012 – March 2013**	**April-September 2013**	**October 2013 – March 2014***
Total Audit Average Qualified:	39,271	39,013	39,574	37,241	39,074	40,265
Qualified Non-Paid:	39,223	38,965	39,526	37,193	39,029	40,219
Qualified Paid:	48	48	48	48	45	46
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

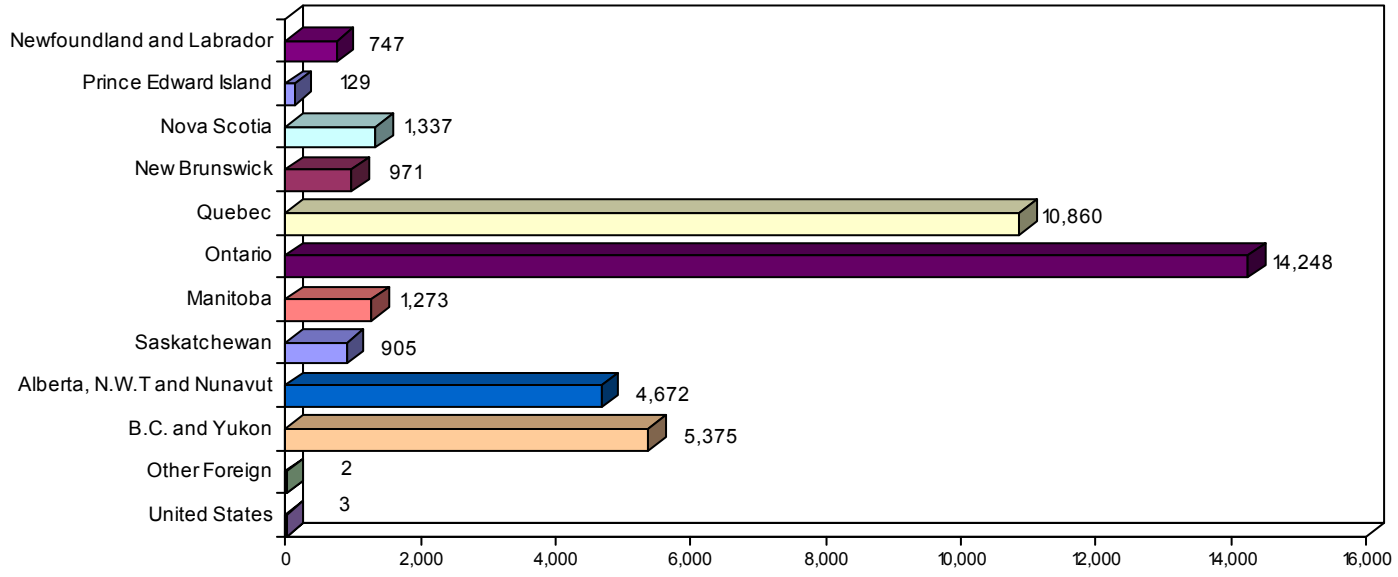
***NOTE: October 2013 – March 2014 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF FEBRUARY 2014

Provinces	Total Qualified	Total
Newfoundland and Labrador	747	1.9
Prince Edward Island	129	0.3
Nova Scotia	1,337	3.3
New Brunswick	971	2.4
Quebec	10,860	26.8
Ontario	14,248	35.2
Manitoba	1,273	3.1
Saskatchewan	905	2.2
Alberta, N.W.T and Nunavut	4,672	11.5
B.C. and Yukon	5,375	13.3
TOTAL FOR CANADA	40,517	100.0
United States	3	-
Other Foreign	2	-
TOTAL OUTSIDE CANADA	5	-
TOTAL QUALIFIED CIRCULATION	**40,522**	**100.0**

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



ADDITIONAL DATA

MAGAZINE:
CHANGE IN FREQUENCY:
Effective with the October 2012 issue, Doctor's Review changed it's frequency from 11 to 12 issues per year.

PARAGRAPH 3b:
Other sources include 1 source of circulation for a quantity of 40,475 copies or 100.0%, including Canadian Medical Directory.
Paragraph 3b includes 40,475 qualified non-paid circulation. Qualified paid circulation of 47 combined with the qualified non-paid circulation equal 40,522 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.
Claudia Masciotra, Controller
David Elkins, Publisher
(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 brand report has been checked against the previous audit report.
It will be included in the annual audit made by BPA Worldwide.

Date signed	April 16, 2014
State	Montreal
Received by CCAB	April 16, 2014
Type	BSD
ID Number	D141B0M4

About BPA Worldwide:
A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

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MAGAZINE CHANNEL

Official Publication of: None/Established: 1983
Issues Per Year: 12 (See Additional Data)

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	460
Allocated for Trade Shows and Conventions	-
All Other	134
TOTAL	**594**

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

	Total Qualified		Qualified Non-Paid		Qualified Paid	
QUALIFIED CIRCULATION	Copies	Percent	Copies	Percent	Copies	Percent
Individual	40,265	100.0	40,219	99.9	46	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**40,265**	**100.0**	**40,219**	**99.9**	**46**	**0.1**

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2013/2014 Issue	Total Qualified
October	40,327
November	39,082
December	40,521
January	40,616
February	40,522
March	40,520

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF FEBRUARY 2014

This issue is 0.8% or 309 copies above the average of the other 5 issues reported in Paragraph 2.

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)	29,243	72.2	602	98	1,010	804	7,770	9,894	915	688	3,445	4,017	29,243	-	-	-
2. SPECIALISTS																
Cardiology	1,043	2.6	14	1	35	15	335	395	16	22	110	100	1,043	-	-	-
Clinical Immunology & Allergy	143	0.4	-	-	3	1	43	60	6	2	10	18	143	-	-	-
Endocrinology /Metabolism	336	0.8	7	-	9	3	80	143	10	5	41	38	336	-	-	-
Gastroenterology	599	1.5	8	2	14	11	178	210	16	10	94	56	599	-	-	-
Internal Medicine	1,713	4.2	20	9	40	22	438	687	60	38	199	200	1,713	-	-	-
Rheumatology	331	0.8	4	-	14	7	88	137	10	5	33	33	331	-	-	-
Respirology	530	1.3	1	1	5	7	181	187	10	13	68	57	530	-	-	-
Neurology	669	1.7	7	2	21	6	163	247	19	12	102	90	669	-	-	-
Psychiatry	3,269	8.1	38	6	101	39	885	1,298	117	45	295	445	3,269	-	-	-
Nephrology	537	1.3	8	2	16	10	149	184	28	15	64	61	537	-	-	-
Dermatology	421	1.0	6	-	10	11	150	142	13	3	41	45	421	-	-	-
Other Specialties not elsewhere classified	1,641	4.0	31	8	59	34	389	640	53	47	167	213	1,641	-	-	-
Other Paid Circulation	47	0.1	1	-	-	1	11	24	-	-	3	2	42	3	2	5
TOTAL QUALIFIED CIRCULATION	**40,522**	**100.0**	**747**	**129**	**1,337**	**971**	**10,860**	**14,248**	**1,273**	**905**	**4,672**	**5,375**	**40,517**	**3**	**2**	**5**