

DOCTOR'S REVIEW

BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED MARCH 2016



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 serves the medical profession in Canada.

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

5 Issues in the period
42,032 average circulation

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
DOCTOR'S REVIEW MAGAZINE (5 issues in the period)	41,994	38	42,032

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID CIRCULATION FOR ISSUE OF FEBRUARY 2016

QUALIFICATION SOURCE	Qualified Within			*Total Qualified	Percent
	1 Year	2 Years	3 Years		
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):	41,991	-	-	41,991	100.0
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	41,991	-	-	41,991	100.0
VI. Single Copy Sales:	-	-	-	-	-
	TOTAL QUALIFIED CIRCULATION	41,991	-	41,991	100.0
	PERCENT	100.0	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF FEBRUARY 2016

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	42,029	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	42,029	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	April-September 2013	October 2013 - March 2014	April-September 2014	October 2014 - March 2015	April-September 2015	October 2015 - March 2016*
Total Audit Average Qualified:	39,074	40,265	40,956	41,273	41,278	42,032
Qualified Non-Paid:	39,029	40,219	40,918	41,239	41,242	41,994
Qualified Paid:	45	46	38	34	36	38
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

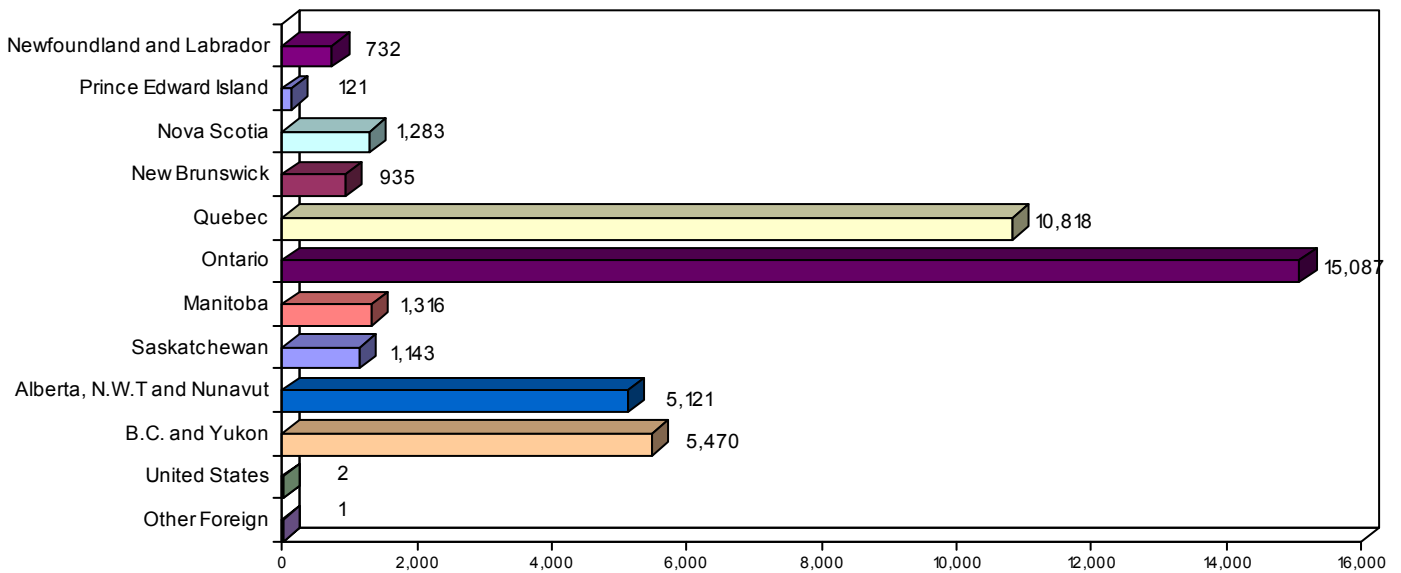
*NOTE: October 2015 - March 2016 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF FEBRUARY 2016

Provinces	Total Qualified	Percent
Newfoundland and Labrador	732	1.7
Prince Edward Island	121	0.3
Nova Scotia	1,283	3.1
New Brunswick	935	2.2
Quebec	10,818	25.7
Ontario	15,087	36.0
Manitoba	1,316	3.1
Saskatchewan	1,143	2.7
Alberta, N.W.T and Nunavut	5,121	12.2
B.C. and Yukon	5,470	13.0
TOTAL FOR CANADA	42,026	100.0
United States	2	-
Other Foreign	1	-
TOTAL OUTSIDE CANADA	3	-
TOTAL QUALIFIED CIRCULATION	42,029	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION



ADDITIONAL DATA

CHANGE IN FREQUENCY:

Effective with the July/August 2015 issue, Doctor's Review changed its frequency from 11 to 10 issues per year.

PARAGRAPH 3b:

Paragraph 3b includes 41,991 qualified non-paid circulation. Qualified paid circulation of 38 combined with the qualified non-paid circulation equal 42,029 total qualified circulation for the analyzed issue.

Other sources include 1 source of circulation for a quantity of 41,991 copies or 100%, including Canadian Medical Directory.

PUBLISHER'S AFFIDAVIT

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

David Elkins, Publisher
Claudia Masciotra, Controller

(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 14, 2016
City	Montreal
Country	Canada
Received by CCAB	April 14, 2016
Type	BS
ID Number	D141B0M6

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.

MAGAZINE CHANNEL

Official Publication of: None/Established: 1983
Issues Per Year: 10 (See Additional Data)

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency Allocated for Trade Shows and Conventions	555
All Other	186
TOTAL	741

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	42,032	100.0	41,994	99.9	38	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	42,032	100.0	41,994	99.9	38	0.1

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2015/2016 Issue	Total Qualified
October	41,942
November/December	41,982
January	42,040
February	42,029
March	42,164

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF FEBRUARY 2016 This issue is -% or 3 copies below the average of the other 4 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)	31,373	74.6	608	96	997	801	7,990	10,880	997	923	3,925	4,156	31,373	-	-	-
2. SPECIALISTS																
Cardiology	1,085	2.6	13	1	35	15	345	407	16	23	124	106	1,085	-	-	-
Clinical Immunology & Allergy	154	0.4	2	-	3	-	46	66	5	2	9	21	154	-	-	-
Endocrinology /Metabolism	367	0.9	7	-	9	4	87	157	11	6	40	46	367	-	-	-
Gastroenterology	624	1.5	11	1	16	11	193	213	15	10	93	61	624	-	-	-
Internal Medicine	2,153	5.1	21	10	50	26	473	932	63	60	260	258	2,153	-	-	-
Rheumatology	352	0.8	5	-	14	7	95	142	12	5	37	35	352	-	-	-
Respirology	561	1.3	2	2	6	7	187	203	9	14	73	58	561	-	-	-
Neurology	754	1.8	8	2	21	6	179	284	22	12	120	100	754	-	-	-
Psychiatry	3,553	8.5	41	7	103	36	911	1,424	124	62	331	514	3,553	-	-	-
Nephrology	552	1.3	7	2	16	12	153	191	28	18	64	61	552	-	-	-
Dermatology	459	1.1	7	-	13	9	152	164	13	8	42	51	459	-	-	-
Other Specialties not elsewhere classified	4	-	-	-	-	-	-	3	1	-	-	-	4	-	-	-
Other Paid Circulation	38	0.1	-	-	-	1	7	21	-	-	3	3	35	2	1	3
TOTAL QUALIFIED CIRCULATION	42,029	100.0	732	121	1,283	935	10,818	15,087	1,316	1,143	5,121	5,470	42,026	2	1	3