

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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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. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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DOCTOR'S REVIEW

Parkhurst Publishing Ltd.
400 McGill, 3rd Floor
Montreal, Quebec, Canada
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Tel.: 514.397.8833
Fax: 514.397.0228
E-mail: contact@parkpub.com
Web Site: www.doctorsreview.com

Official Publication of: None
Established: 1983
Issues Per Year: 11
(See Additional Data)

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.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	364
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	232
TOTAL	596

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	39,574	100.0	39,526	99.9	48	0.1
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	39,574	100.0	39,526	99.9	48	0.1

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2012 Issue	Total Qualified
April _____	37,928
May _____	41,415
June _____	41,414
July/August _____	37,973
September _____	39,140

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
	October 2009 - March 2010	April - September 2010	October 2010 - March 2011	April - September 2011	October 2011 - March 2012*	April - September 2012*
Total Audit Average Qualified: _____	40,779	39,735	39,100	39,271	39,013	39,574
Qualified Non-Paid: _	40,726	39,684	39,050	39,223	38,965	39,526
Qualified Paid: _____	53	51	50	48	48	48
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 2011 – September 2012 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

ADDITIONAL DATA

CHANGE IN FREQUENCY:

Effective with the July/August 2012 issue, DOCTOR'S REVIEW changed its frequency from 12 to 11 issues per year.

PARAGRAPH 3b:

Other sources include 1 source of circulation for a quantity of 37,925 copies or 100.0%, including Canadian Medical Directory.

Paragraph 3b includes 37,925 qualified non-paid circulation. Qualified paid circulation of 48 combined with the qualified non-paid circulation equal 37,973 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.		
Elaine Mackasey, Circulation Manager	Date signed	October 31, 2012
David Elkins, Publisher	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 31, 2012
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	D141POS2

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY/AUGUST 2012																
This issue is 5.0% or 2,001 copies below the average of the other 4 issues reported in Paragraph two.																
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) _____	29,686	78.2	686	179	947	823	6,968	10,462	987	726	3,555	4,353	29,686	-	-	-
2. SPECIALISTS																
Cardiology _____	1,028	2.7	11	1	30	16	338	396	16	22	109	89	1,028	-	-	-
Clinical Immunology & Allergy _____	130	0.4	-	-	3	-	45	54	5	1	9	13	130	-	-	-
Endocrinology /Metabolism _____	328	0.9	7	-	10	5	68	145	12	5	38	38	328	-	-	-
Gastroenterology _____	576	1.5	8	1	14	10	171	206	13	9	87	57	576	-	-	-
Internal Medicine _____	39	0.1	-	-	-	2	6	20	1	1	5	4	39	-	-	-
Rheumatology _____	322	0.8	4	-	12	7	83	131	11	5	33	36	322	-	-	-
Respirology _____	566	1.5	2	1	6	7	166	226	11	16	75	56	566	-	-	-
Neurology _____	626	1.6	7	2	21	6	151	225	16	12	98	88	626	-	-	-
Psychiatry _____	3,598	9.5	49	20	111	63	770	1,563	128	54	321	519	3,598	-	-	-
Nephrology _____	509	1.3	9	-	15	11	136	175	26	16	63	58	509	-	-	-
Dermatology _____	418	1.1	6	-	14	11	146	141	13	3	38	46	418	-	-	-
Other Specialties not elsewhere classified _____	99	0.3	-	-	1	-	3	66	9	-	9	11	99	-	-	-
Other Paid Circulation _____	48	0.1	2	-	1	2	9	22	-	-	5	3	44	3	1	4
TOTAL QUALIFIED CIRCULATION	37,973	100.0	791	204	1,185	963	9,060	13,832	1,248	870	4,445	5,371	37,969	3	1	4

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID CIRCULATION FOR ISSUE OF JULY/AUGUST 2012					
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): _____	37,925	-	-	37,925	100.0
Association rosters and directories _____	-	-	-	-	-
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
*Other sources _____	37,925	-	-	37,925	100.0
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	37,925	-	-	37,925	100.0
PERCENT	100.0	-	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY/AUGUST 2012		
MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	37,973	100.0
Individuals by name only _____	-	-
Titles or functions only _____	-	-
Company names only _____	-	-
Multiple Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	37,973	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY/AUGUST 2012		
Provinces	Total Qualified	Percent
Newfoundland and Labrador _____	791	2.1
Prince Edward Island _____	204	0.5
Nova Scotia _____	1,185	3.1
New Brunswick _____	963	2.5
Quebec _____	9,060	23.9
Ontario _____	13,832	36.4
Manitoba _____	1,248	3.3
Saskatchewan _____	870	2.3
Alberta, N.W.T and Nunavut _____	4,445	11.7
B.C. and Yukon _____	5,371	14.2
TOTAL FOR CANADA	37,969	100.0
United States _____	3	-
Other Foreign _____	1	-
TOTAL OUTSIDE CANADA	4	-
TOTAL QUALIFIED CIRCULATION	37,973	100.0