

# DOCTOR'S REVIEW

## BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED SEPTEMBER 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.

Parkhurst Publishing Ltd.  
400 McGill Street  
4th Floor  
Montreal, Quebec H2Y 2G1  
Canada  
Tel.: 514.397.8833  
Fax: 514.397.0228  
E-mail: [contact@parkpub.com](mailto:contact@parkpub.com)  
Web Site: [www.doctorsreview.com](http://www.doctorsreview.com)

**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  
40,956 average circulation

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>DOCTOR'S REVIEW MAGAZINE</b> (5 issues in the period)	40,918	38	40,956

### 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID CIRCULATION FOR ISSUE OF JULY/AUGUST 2014

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. <b>TOTAL</b> - Sources other than above (listed alphabetically):	<b>41,323</b>	-	-	<b>41,323</b>	<b>100.0</b>
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	41,323	-	-	41,323	100.0
VI. Single Copy Sales:	-	-	-	-	-
	<b>TOTAL QUALIFIED CIRCULATION</b>	<b>41,323</b>	-	<b>41,323</b>	<b>100.0</b>
	<b>PERCENT</b>	<b>100.0</b>	-	<b>100.0</b>	

\*See Additional Data

### 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY/AUGUST 2014

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	41,349	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>41,349</b>	<b>100.0</b>

### 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 2011 - March 2012	April-September 2012	October 2012 - March 2013	April-September 2013	October 2013 - March 2014*	April-September 2014*
Total Audit Average Qualified:	39,013	39,574	37,241	39,074	40,265	40,956
Qualified Non-Paid:	38,965	39,526	37,193	39,029	40,219	40,918
Qualified Paid:	48	48	48	45	46	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

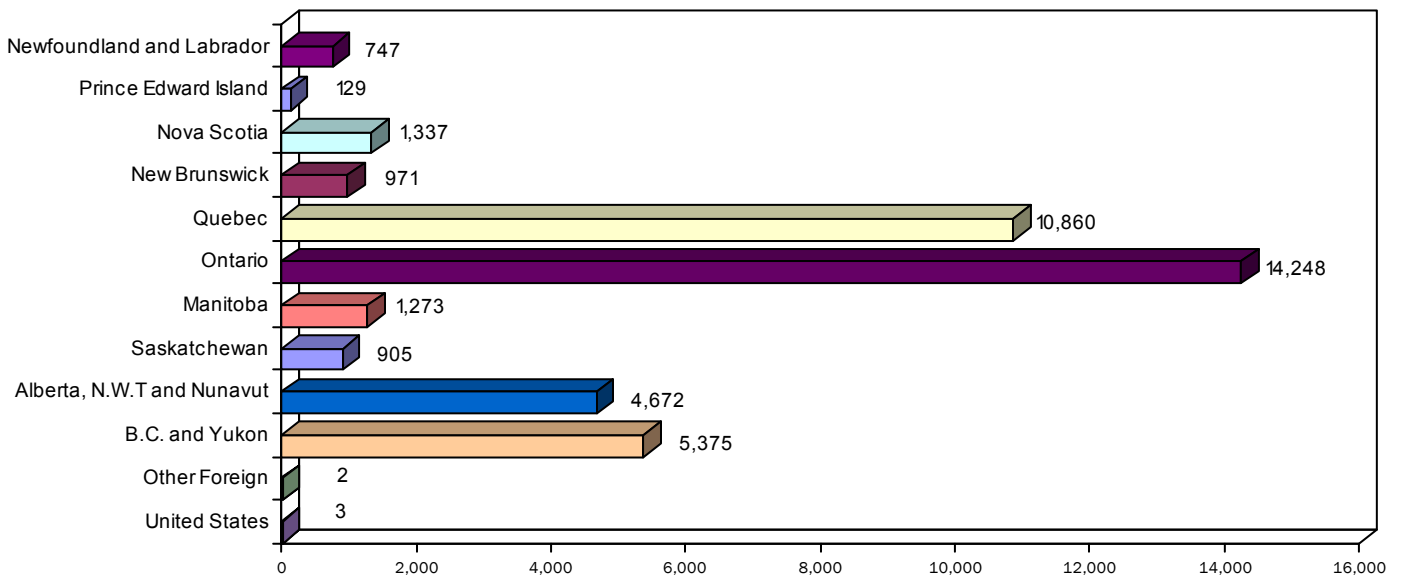
\*NOTE: October 2013 - September 2014 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY/AUGUST 2014**

Provinces	Total Qualified	Total
Newfoundland and Labrador	773	1.9
Prince Edward Island	125	0.3
Nova Scotia	1,303	3.2
New Brunswick	960	2.3
Quebec	10,759	26.0
Ontario	14,932	36.1
Manitoba	1,309	3.2
Saskatchewan	945	2.3
Alberta, N.W.T and Nunavut	4,721	11.4
B.C. and Yukon	5,520	13.3
<b>TOTAL FOR CANADA</b>	<b>41,347</b>	<b>100.0</b>
United States	1	-
Other Foreign	1	-
<b>TOTAL OUTSIDE CANADA</b>	<b>2</b>	<b>-</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>41,349</b>	<b>100.0</b>

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION**



## ADDITIONAL DATA

### CHANGE IN FREQUENCY:

Effective with the July 2014 issue, Doctor's Review changed it's frequency from 12 to 11 issues per year.

### PARAGRAPH 3b:

Other sources include 1 source of circulation for a quantity of 41,323 copies or 100.0%, including Canadian Medical Directory

Paragraph 3b includes 41,323 qualified non-paid circulation. Qualified paid circulation of 26 combined with the qualified non-paid circulation equal 41,349 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 October 7, 2014

City Montreal

Country Canada

Received by CCAB October 7, 2014

Type BS

ID Number D141B0S4

#### 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](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency Allocated for Trade Shows and Conventions	457
All Other	141
<b>TOTAL</b>	<b>598</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	40,956	100.0	40,918	99.9	38	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,956</b>	<b>100.0</b>	<b>40,918</b>	<b>99.9</b>	<b>38</b>	<b>0.1</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2014 Issue	Total Qualified
April	40,314
May	40,606
June	40,831
July/August	41,349
September	41,681

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY/AUGUST 2014**

This issue is 1.2% or 491 copies above 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)	29,993	72.6	628	95	981	798	7,696	10,481	952	729	3,499	4,134	29,993	-	-	-
<b>2. SPECIALISTS</b>																
Cardiology	1,044	2.5	14	1	35	14	336	396	17	21	113	97	1,044	-	-	-
Clinical Immunology & Allergy	146	0.4	1	-	3	1	43	65	5	2	8	18	146	-	-	-
Endocrinology /Metabolism	340	0.8	7	-	9	3	81	148	10	5	38	39	340	-	-	-
Gastroenterology	595	1.4	8	2	14	11	180	209	17	10	85	59	595	-	-	-
Internal Medicine	1,792	4.3	22	8	41	22	440	733	60	39	202	225	1,792	-	-	-
Rheumatology	326	0.8	4	-	14	6	86	137	10	5	30	34	326	-	-	-
Respirology	529	1.3	1	1	6	7	178	189	9	13	69	56	529	-	-	-
Neurology	674	1.6	7	2	19	5	163	255	20	10	100	93	674	-	-	-
Psychiatry	3,270	7.9	39	6	97	38	871	1,314	117	46	296	446	3,270	-	-	-
Nephrology	541	1.3	7	2	16	11	148	188	26	16	64	63	541	-	-	-
Dermatology	422	1.0	7	-	10	10	150	145	13	3	42	42	422	-	-	-
Other Specialties not elsewhere classified	1,651	4.0	27	8	58	34	383	657	53	46	173	212	1,651	-	-	-
Other Paid Circulation	26	0.1	1	-	-	-	4	15	-	-	2	2	24	1	1	2
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>41,349</b>	<b>100.0</b>	<b>773</b>	<b>125</b>	<b>1,303</b>	<b>960</b>	<b>10,759</b>	<b>14,932</b>	<b>1,309</b>	<b>945</b>	<b>4,721</b>	<b>5,520</b>	<b>41,347</b>	<b>1</b>	<b>1</b>	<b>2</b>