

DOCTOR'S REVIEW DOCTOR'S REVIEW

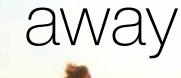




the journal doctors enjoy most



home













Reach engaged readers:

Doctors read DR because they want to — not because they have to

Reach doctors two ways:

The only journal that serves both their personal and professional needs

Reach all physicians:

DR appeals equally to GP/FMs and specialists

Reach your targets:

DR has more 4 out of 4 issue readers and more cover-to-cover readers*

Reach English and French readers:

DR has more French readers than even one of the French journals*

Reach more GP/FMs:

1500+ more physicians

*PMB 2013















Reach doctors in print, on the web and on mobile devices

PRINT Largest most **cost effective reach** (average page exposures)

WEB Over 2500 medical meeting listings (doctorsreview.com/meetings). When doctors go to meetings, they come here first. GATED IN 2014 (45,000 MDs attend medical meetings annually*)

MOBILE The most engaged doctors use Parkhurst digital mobile apps

— iPad, iPhone and Android NEW IN 2014

Five ways to reach this growing audience:

- 1) Clinical games MDs compete for prizes
- 2) **e-Detailing** electronic sales calls/samples
- 3) Continuing Medical Education accredited
- 4) **Medical conference booking** from your iPad
- 5) Patient communication

*PMB 2013











what readers say

Downloadable "docs"

This is a very much appreciated article ["Pocket diagnosis," Gadgets]. Would like to see professional medical apps (recommendations) as a regular feature.

Dr Eric Gable Vancouver, BC GP/FP

Heart found in SF

I stayed in San Francisco lately and your article is spot on! I too liked the weekend market at the Embarcadero and, of course, Chinatown. Congrats on the good write up.

Dr Alexandra T. Greenhill Vancouver, BC GP/FP

\$19 round of golf

Just a short note to thank your staff for some of the excellent travel articles they've provided. Your suggestion for golf in Scottsdale at Troon North was incredible; my two sons and I paid US\$19 for the three of us with carts and rental clubs included. Without having read your article we would have missed those gems.

Dr Sheldon Lewis Windsor, ON Cardiologist

Cover-to-cover

I have always read your magazine from cover-to-cover because of the diversity and wide range of subjects.... I enjoy the travel articles immensely as they bring back fond memories of places I've visited while others bring hope for future visits.

Dr Liuyoon Goon Edmonton, AB GP/FM

A piece of paradise

[Our trip to] Anguilla more than lived up to the article. Thank you to Doctor's Review.

Dr Paul Wadden Sarnia, ON Psychiatrist