DOCTOR’S REVIEW

the journal doctors enjoy most

office  home  away
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