

**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED MARCH 2009**

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 comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media—as well as more than 2,600 advertiser and agency members.

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# PARKHURST EXCHANGE

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Website: [www.parkhurstexchange.com](http://www.parkhurstexchange.com)

Official Publication of: None  
Established: 1993  
Issues Per Year: 11

**FIELD SERVED**  
The Medical Profession in Canada

**DEFINITION OF RECIPIENT QUALIFICATION**  
Licensed to practice Medicine.

Primary Market C.A.R.D. Class 650 Medical

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	387
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
All Other _____	199
<b>TOTAL</b>	<b>586</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	43,346	100.0	43,314	99.9	32	0.1
Sponsored Individually Addressed__	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>43,346</b>	<b>100.0</b>	<b>43,314</b>	<b>99.9</b>	<b>32</b>	<b>0.1</b>

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2008 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
October _____					43,155	January _____					43,820
November _____					43,313	February _____					43,176
December _____					43,358	March _____					43,256
						<b>TOTAL</b>					

\*See Paragraph 11

Parkhurst Exchange / March 2009

9. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS					
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2006	2007	March 2008	April-September 2008	October 2008 - March 2009*
Total Audit Average Qualified: _____	41,505	41,409	41,874	42,430	43,346
Qualified Non-Paid: _	41,467	41,366	41,837	42,399	43,314
Qualified Paid: _____	38	43	37	31	32
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC

**\*NOTE: October 2008 – March 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.

**11. ADDITIONAL DATA**

**PARAGRAPH 2:**

Additions and removals are not required for this publication.

**PARAGRAPH 3b:**

Other sources include 1 source of circulation for a quantity of 42,950 copies or 99.6%, including IMS HEALTH.

Paragraph 3b includes 43,144 qualified non-paid circulation. Qualified paid circulation of 32 combined with the qualified non-paid circulation equal 43,176 total qualified circulation for the analyzed issue.

**PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.**

10. PAID CIRCULATION DATA	
**NC	Average Annual Subscription Order Price for the Period Required (includes promotional incentive value, if any)
11	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.		
D. Elkins, Publisher	Date signed	April 21, 2009
E. Mackasey, Circulation Manager	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 Inc.	April 21, 2009
<b>IMPORTANT NOTE:</b>	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	P397POM9

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF FEBRUARY 2009**

This issue is 0.5% or 204 copies below the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	NEWFOUND- LAND	PRINCE EDWARD ISLAND	NOVA SCOTIA	NEW BRUNSWICK	QUEBEC	ONTARIO	MANITOBA	SASKA- TCHEWAN	ALBERTA N.W.T. AND NUNAVUT	B.C. AND YUKON	TOTAL FOR CANADA	UNITED STATES	OTHER FOREIGN	TOTAL OUTSIDE CANADA	TOTAL	PERCENT OF TOTAL
1. Family Physicians (including general practitioners and general practitioners certificated in family medicine) _____	598	124	988	690	7,517	9,950	910	986	3,393	4,151	29,307	-	-	-	29,307	67.8
2. SPECIALISTS																
Dermatology/Syphilology _____	8	-	14	9	147	141	10	4	39	44	416	-	-	-	416	1.0
Emergency Medicine _____	1	1	11	2	96	164	16	-	54	73	418	-	-	-	418	1.0
Internal Medicine (includes allergy, cardiology, gastroenterology, rheumatology and pulmonary diseases) _____	50	14	123	80	1,094	1,646	124	91	452	452	4,126	-	-	-	4,126	9.6
Neurology and Psychiatry _____	63	12	136	75	958	1,586	138	51	366	538	3,923	-	-	-	3,923	9.1
Obstetrics and Gynecology _____	26	8	51	29	338	581	40	39	135	162	1,409	-	-	-	1,409	3.3
Pediatrics _____	41	9	76	33	439	714	90	32	236	194	1,864	-	-	-	1,864	4.3
Other Specialties not elsewhere classified _____	21	4	55	47	413	653	59	40	187	202	1,681	-	-	-	1,681	3.8
Other Paid Circulation _____	-	-	-	-	5	15	-	-	3	7	30	2	-	2	32	0.1
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>808</b>	<b>172</b>	<b>1,454</b>	<b>965</b>	<b>11,007</b>	<b>15,450</b>	<b>1,387</b>	<b>1,243</b>	<b>4,865</b>	<b>5,823</b>	<b>43,174</b>	<b>2</b>	<b>-</b>	<b>2</b>	<b>43,176</b>	<b>100.0</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID CIRCULATION FOR ISSUE OF FEBRUARY 2009**

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	*Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. <b>TOTAL</b> - Personal direct request from the recipient: _____	<b>194</b>	-	-			<b>194</b>	<b>0.4</b>
a. Written _____	194	-	-			194	0.4
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
II. <b>TOTAL</b> - Request from recipient's company: _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
III. <b>TOTAL</b> - Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. <b>TOTAL</b> - Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	<b>42,950</b>	-	-			<b>42,950</b>	<b>99.6</b>
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Independent field reports _____	-	-	-			-	-
Licenseses - Federal, Provincial, or Municipal Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	42,950	-	-			42,950	99.6
VI. <b>TOTAL</b> - Single Copy Sales: _____	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>43,144</b>	-	-			<b>43,144</b>	<b>100.0</b>
<b>*See Paragraph 11</b>	<b>PERCENT</b>	<b>100.0</b>	-	-		<b>100.0</b>	

Paid Source Information can be reported at the option of the publisher.

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF FEBRUARY 2009**

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			43,176	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>43,176</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF FEBRUARY 2009 (SEE PARAGRAPH 3a)**

**TOTAL NEW AND RENEWED QUALIFIED PAID SUBSCRIPTIONS ORDERED/SOLD FOR THE PERIOD**  
Includes gross subscription sales/orders with unpaid invoices pending.

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED