

**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED SEPTEMBER 2008**

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: 12

**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 _____	382
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
All Other _____	210
<b>TOTAL</b>	<b>592</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	42,430	100.0	42,399	99.9	31	0.1
Sponsored Individually Addressed__	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>42,430</b>	<b>100.0</b>	<b>42,399</b>	<b>99.9</b>	<b>31</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	2008 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
April _____					42,312	July _____					42,349
May _____					42,420	August _____					42,557
June _____					42,314	September _____					42,630
						<b>TOTAL</b>					

\*See Paragraph 11

Parkhurst Exchange / September 2008

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2003	2004	2005	2006	2007	*2008
Total Audit Average Qualified: _____	39,595	39,888	40,514	41,506	41,409	42,152
Qualified Non-Paid: _____	39,554	39,841	40,467	41,467	41,366	42,118
Qualified Paid: _____	41	47	47	38	43	34
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

\*NOTE: October 2007 - September 2008 data is unaudited.

\*\*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 quantities of 42,329 copies or 99.5%, including IMS HEALTH.

Paragraph 3b includes 42,523 qualified non-paid circulation. Qualified paid circulation of 34 combined with the qualified non-paid circulation equal 42,557 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)
12	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	September 19, 2008
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.	September 19, 2008
<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	P397POS8

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF AUGUST 2008**

This issue is 0.4% or 152 copies above the average of the other 5 issues reported in Paragraph two.

This publication's business/occupational analysis conforms to CCAB's Standard Classification of Circulation No. 650 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) _____	567	123	992	664	7,498	9,929	918	981	3,257	4,148	29,077	-	-	-	29,077	68.3
2. SPECIALISTS Dermatology/Syphilology _____	7	-	14	9	149	139	10	4	39	44	415	-	-	-	415	1.0
Emergency Medicine _____	2	1	10	3	94	160	16	-	62	76	424	-	-	-	424	1.0
Internal Medicine (includes allergy, cardiology, gastroenterology, rheumatology and pulmonary diseases) _____	49	13	131	81	1,105	1,653	123	97	432	461	4,145	-	-	-	4,145	9.7
Neurology and Psychiatry _____	65	13	146	77	1,105	1,728	159	58	401	586	4,338	-	-	-	4,338	10.2
Obstetrics and Gynecology _____	21	8	52	32	341	579	43	34	133	158	1,401	-	-	-	1,401	3.3
Pediatrics _____	36	9	69	33	443	724	91	29	232	196	1,862	-	-	-	1,862	4.4
Other Specialties not elsewhere classified _____	12	4	28	26	177	360	32	28	91	103	861	-	-	-	861	2.0
Other Paid Circulation _____	-	-	1	-	5	15	-	1	3	7	32	2	-	2	34	0.1
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>759</b>	<b>171</b>	<b>1,443</b>	<b>925</b>	<b>10,917</b>	<b>15,287</b>	<b>1,392</b>	<b>1,232</b>	<b>4,650</b>	<b>5,779</b>	<b>42,555</b>	<b>2</b>	<b>-</b>	<b>2</b>	<b>42,557</b>	<b>100.0</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID CIRCULATION FOR ISSUE OF AUGUST 2008**

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>0.5</b>
a. Written _____	194	-	-			194	0.5
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>42,329</b>	-	-			<b>42,329</b>	<b>99.5</b>
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Independent field reports _____	-	-	-			-	-
Licensees - Federal, Provincial, or Municipal Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	42,329	-	-			42,329	99.5
VI. <b>TOTAL</b> - Single Copy Sales: _____	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>42,523</b>	-	-			<b>42,523</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 AUGUST 2008**

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			42,557	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>42,557</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF AUGUST 2008 (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