

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

Canadian Circulations Audit Board
L'Office canadien de vérification de la diffusion
1 Concorde Gate, Suite 800
Toronto, Ontario M3C 3N6
Telephone: +1 416.487.2418
Fax: +1 416.487.6405
www.bpaww.com

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.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

PARKHURST EXCHANGE

Parkhurst Publishing Ltd.
400 McGill, 3rd Floor
Montreal, Quebec
H2Y 2G1
Tel.: 514.397.8833
Fax: 514.397.0228
E-mail: contact@parkpub.com
Website: www.parkhurstexchange.com

Official Publication of: None
Established: 1993
Issues Per Year: 11
(See Paragraph 9)

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 _____	377
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Electronic _____	-
All Other _____	204
TOTAL	581

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	42,883	100.0	42,852	99.9	31	0.1
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	42,883	100.0	42,852	99.9	31	0.1

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2009 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
April _____					43,336	July/ August _____					42,683
May _____					43,380	September _____					41,727
June _____					43,288	TOTAL					

*See Paragraph 9

Parkhurst Exchange / September 2009

7. 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
	2006	2007	March 2008	April-September 2008	October 2008 - March 2009*	April-September 2009*
Total Audit Average Qualified: _____	41,505	41,409	41,874	42,430	43,346	42,883
Qualified Non-Paid: _	41,467	41,366	41,837	42,399	43,314	42,852
Qualified Paid: _____	38	43	37	31	32	31
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 2008 - September 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

9. ADDITIONAL DATA**CHANGE IN FREQUENCY:**

Effective with the July/August 2009 issue, Parkhurst Exchange changed its frequency from 12 to 11 issues per year.

PARAGRAPH 2:

Additions and removals are not required for this publication.

PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 42,459 copies or 99.5%, including Canadian Business Directory.

Paragraph 3b includes 42,654 qualified non-paid circulation. Qualified paid circulation of 29 combined with the qualified non-paid circulation equal 42,683 total qualified circulation for the analyzed issue.

PARAGRAPHS 5 & 6 ARE NOT REQUIRED.**8. 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

E. Mackasey, Circulation Manager

(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 circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed September 25, 2009

City Montreal

Received by CCAB Inc. September 25, 2009

Type PS

ID Number P397POS9

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY/AUGUST 2009
 This issue is 0.6% or 250 copies below the average of the other 4 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	This publication's business/occupational analysis conforms to CCAB's Standard Classification of Circulation No. 650													Total Outside Canada
			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	
1. Family Physicians (including general practitioners and general practitioners certificated in family medicine)	28,229	66.1	500	110	929	734	7,666	9,499	884	669	3,142	4,096	28,229	-	-	-
2. SPECIALISTS																
Dermatology/Syphilology	420	1.0	7	-	17	10	146	142	11	4	37	46	420	-	-	-
Emergency Medicine	531	1.2	1	1	12	2	120	200	16	1	89	89	531	-	-	-
Internal Medicine (includes allergy, cardiology, gastroenterology, rheumatology and pulmonary diseases)	4,648	10.9	47	11	131	72	1,237	1,882	141	95	545	487	4,648	-	-	-
Neurology and Psychiatry	3,861	9.0	44	13	130	43	910	1,582	133	52	376	578	3,861	-	-	-
Obstetrics and Gynecology	1,458	3.4	21	8	45	31	327	613	46	38	144	185	1,458	-	-	-
Pediatrics	1,907	4.5	31	8	69	23	438	746	87	33	247	225	1,907	-	-	-
Other Specialties not elsewhere classified	1,600	3.7	25	4	45	36	338	667	75	44	179	187	1,600	-	-	-
Other Paid Circulation	29	0.1	-	-	-	-	4	14	-	-	3	6	27	2	-	2
TOTAL QUALIFIED CIRCULATION	42,683	100.0	676	155	1,378	951	11,186	15,345	1,393	936	4,762	5,899	42,681	2	-	2

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY/AUGUST 2009

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	*Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	195	-	-			195	0.5
II. Request from recipient's company:	-	-	-			-	-
III. Membership Benefit:	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically):	42,459	-	-			42,459	99.5
*Association rosters and directories	42,459	-	-			42,459	99.5
Business directories	-	-	-			-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-			-	-
Other sources	-	-	-			-	-
VI. Single Copy Sales:	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	42,654	-	-			42,654	100.0
PERCENT	100.0	-	-			100.0	

*See Paragraph 9

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY/AUGUST 2009 (SEE PARAGRAPH 3a)

<p>TOTAL NEW AND RENEWED QUALIFIED PAID SUBSCRIPTIONS ORDERED/SOLD FOR THE PERIOD Includes gross subscription sales/orders with unpaid invoices pending.</p> <p>PARAGRAPHS 5 AND 6 ARE NOT REQUIRED</p>
--

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY/AUGUST 2009

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function			42,683	100.0
Individuals by name only			-	-
Titles or functions only			-	-
Company names only			-	-
Multi-Copy Same Addressee copies			-	-
Single Copy Sales			-	-
TOTAL QUALIFIED CIRCULATION			42,683	100.0