

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 comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 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: 9  
(See Additional Data)

### FIELD SERVED

PARKHURST EXCHANGE serves the medical profession in Canada.

### DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include Family Physicians including General Practitioners, Medical Specialists, and paid subscribers.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	357
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	159
<b>TOTAL</b>	<b>516</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	39,635	100.0	39,609	99.9	26	0.1
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>39,635</b>	<b>100.0</b>	<b>39,609</b>	<b>99.9</b>	<b>26</b>	<b>0.1</b>

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD	
2011 Issue*	Total Qualified
April _____	38,923
May _____	39,989
* June _____	38,567
July/August _____	40,402
September _____	40,293

\*See Additional Data

<b>AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS</b>						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	<b>October 2008-March 2009</b>	<b>April - September 2009</b>	<b>October 2009-March 2010</b>	<b>April - September 2010</b>	<b>October 2010-March 2011*</b>	<b>April - September 2011*</b>
Total Audit Average Qualified: _____	43,346	42,883	41,343	39,979	39,536	39,635
Qualified Non-Paid: _	43,314	42,852	41,317	39,956	39,514	39,609
Qualified Paid: _____	32	31	26	23	22	26
Post Expire Copies included in Total Qualified Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

**\*NOTE: October 2010 – September 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods of data are displayed.**

\*\*NC = None Claimed.

#### ADDITIONAL DATA

##### CHANGE IN FREQUENCY:

Effective with the January/February 2011 issue, PARKHURST EXCHANGE changed its frequency from 10 to 9 issues.

##### PARAGRAPH 2:

January & February is combined

July/August is combined

November/December is combined

##### PARAGRAPH 2 LATE MAILING OF ISSUE:

39,095 copies or 100.0% of the June 2011 issue were mailed on June 27, 2011, due to the Canada Post Strike

##### PARAGRAPH 3b:

Other sources include 1 source of circulation for a quantity of 40,169 copies or 99.5%, including Canadian Business Directory.

Paragraph 3b includes 40,377 qualified non-paid circulation. Qualified paid circulation of 25 combined with the qualified non-paid circulation equal 40,402 total qualified circulation for the analyzed issue.

#### PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

David Elkins, Publisher

Elaine 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 October 27, 2011

City Montreal

Received by CCAB Inc. October 27, 2011

Type PS

ID Number P397POS1

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY/AUGUST 2011**  
 This issue is 2.4% or 959 copies above the average of the other 4 issues reported in Paragraph two.

This publication's business/occupational analysis conforms to CCAB's Standard Classification of Circulation No. 650 BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Provinces										Total for Canada	United States	Other Foreign	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				
1. Family Physicians (including general practitioners and general practitioners certificated in family medicine)	30,339	75.1	590	103	1,064	814	7,815	10,159	944	687	3,717	4,446	30,339	-	-	-
<b>2. SPECIALISTS</b>																
Internal Medicine (includes allergy, cardiology, gastroenterology, rheumatology and pulmonary diseases)	4,920	12.2	53	11	130	69	1,291	2,033	134	96	594	509	4,920	-	-	-
Neurology, Nephrology and Psychiatry	4,481	11.1	56	12	142	57	1,083	1,809	177	66	452	627	4,481	-	-	-
Dermatology	426	1.0	6	-	14	11	146	142	14	3	43	47	426	-	-	-
Other Specialties not elsewhere classified	211	0.5	2	2	3	3	31	105	10	15	16	24	211	-	-	-
Other Paid Circulation	25	0.1	-	-	-	-	5	11	-	-	1	5	22	3	-	3
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,402</b>	<b>100.0</b>	<b>707</b>	<b>128</b>	<b>1,353</b>	<b>954</b>	<b>10,371</b>	<b>14,259</b>	<b>1,279</b>	<b>867</b>	<b>4,823</b>	<b>5,658</b>	<b>40,399</b>	<b>3</b>	<b>-</b>	<b>3</b>
<b>PERCENT</b>	<b>100.0</b>		<b>1.8</b>	<b>0.3</b>	<b>3.3</b>	<b>2.4</b>	<b>25.7</b>	<b>35.3</b>	<b>3.2</b>	<b>2.1</b>	<b>11.9</b>	<b>14.0</b>	<b>100.0</b>	<b>-</b>	<b>-</b>	<b>-</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID CIRCULATION FOR ISSUE OF JULY/AUGUST 2011**

QUALIFICATION SOURCE	Qualified Within			*Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	208	-	-	208	0.5
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. <b>TOTAL - Sources other than above (listed alphabetically):</b>	<b>40,169</b>	<b>-</b>	<b>-</b>	<b>40,169</b>	<b>99.5</b>
Association rosters and directories	-	-	-	-	-
Business directories	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
*Other sources	40,169	-	-	40,169	99.5
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,377</b>	<b>-</b>	<b>-</b>	<b>40,377</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	<b>-</b>	<b>-</b>	<b>100.0</b>	<b>-</b>

\*See Additional Data

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY/AUGUST 2011**

Provinces	Total Qualified	Percent
Newfoundland and Labrador	707	1.8
Prince Edward Island	128	0.3
Nova Scotia	1,353	3.3
New Brunswick	954	2.4
Quebec	10,371	25.7
Ontario	14,259	35.3
Manitoba	1,279	3.2
Saskatchewan	867	2.1
Alberta, N.W.T. and Nunavut	4,823	11.9
B.C. and Yukon	5,658	14.0
<b>TOTAL FOR CANADA</b>	<b>40,399</b>	<b>100.0</b>
United States	3	-
Other Foreign	-	-
<b>TOTAL OUTSIDE CANADA</b>	<b>3</b>	<b>-</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,402</b>	<b>100.0</b>

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY/AUGUST 2011**

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	40,402	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>40,402</b>	<b>100.0</b>