

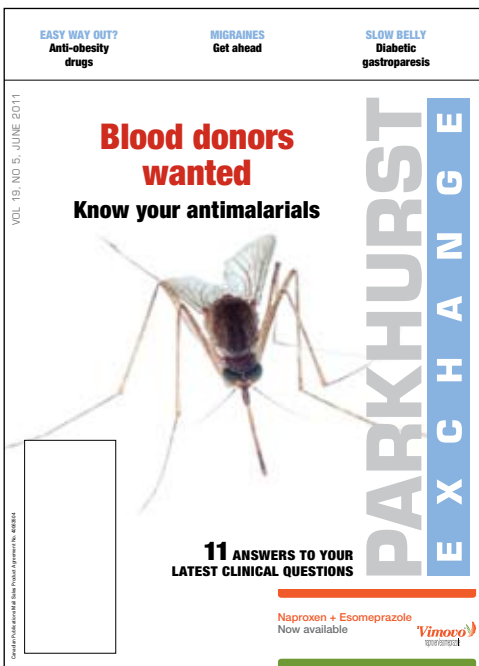
PARKHURST

E X C H A N G E

MEDIA KIT 2012

Canada's general practitioners, family physicians and specialists strive to provide patients with the best possible care. Sometimes they need a little help. For more than 15 years, *Parkhurst Exchange* has been there to answer the clinical questions that come up every day in clinical practice.

Parkhurst Exchange, the original "Q&A" journal, provides readers with a forum on the challenges and solutions they need to provide optimum care. Guided by an experienced family practitioner, editor Steve Blitzer; a 23-member panel of proactive specialists; and a steady stream of questions from readers, the journal is up-to-the-minute in identifying the real patient issues that confront physicians daily. Cover-to-cover, *PE* meets the needs of these busy practicing physicians. Where other journals end with the diagnosis, *PE* goes on to cover treatments and cures. Whether it's the use of prophylactic antibiotics in kidney stones, the drugs required to treat Lewy body dementia, the use of statins to protect the liver or any one of hundreds of clinical situations seen in private practice, the journal is there with clear, concise answers. Readers have depended on these responses for more than 15 years.



REAL ANSWERS TO EVERYDAY PRACTICE QUESTIONS



PARKHURST

EXCHANGE

FACT OR FIB? In 2012 the journal kicks off every issue with a popular prize quiz. Readers identify conditions in photos and answer a series of multiple choice questions. Every issue a lucky entrant receives an iPad2.

DIAGNOSTIC CHALLENGE These case studies ask physicians to provide the missing link that leads to treatment and cure. Readers look for it in the front of the journal.

10 THINGS YOU SHOULD KNOW ABOUT... A list of 10 key points on the treatment of a specific condition on a single page.

Q & A The core of the journal invites readers to submit their questions to an expert panel of more than 20 specialists. Concise answers to the best questions selected from the hundreds that are submitted every year.

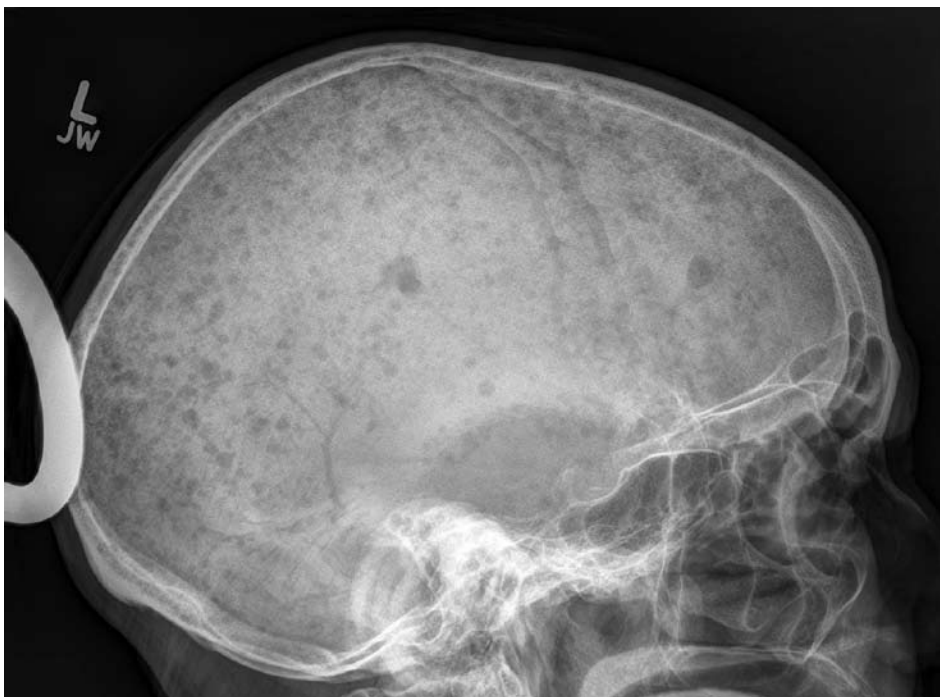
CARTOONS These popular medical-themed cartoons keep readers turning pages, much as the cartoons do in *The New Yorker* magazine. More reasons to laugh in 2012.

DERMATOLOGY HIGHLIGHT Is it a boil on the thigh that will go away by itself, or an early sign of necrotizing fasciitis (flesh-eating disease) — and what do you do about it? Physicians relish this kind of info.

PERSPECTIVES IN PAIN Explores the burgeoning field of pain management. Articles in every issue.

...and much more!

INSIDE OUT



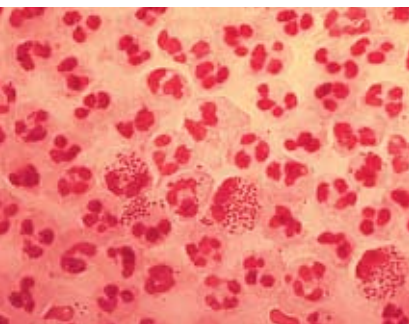
Parkhurst Exchange — The original Question & Answer journal — continues to be the place physicians go to exchange ideas. In the book — and on the website (www.parkhurstexchange.com) — where the answers to more than 5300 questions can be found. The journal pioneered GP to Specialist Q&A as well the interspersing of the answers with cartoons. In the 2012 issues all of the cartoons will feature medical topics. Some of North America's funniest cartoonists are on tap. Enhanced regularly, the journal now includes many new features to meet changes and advances in medicine. From 10 things you need to know... to Question of the Month; Diagnostic Challenge to Head Case, the editors are always on the look-out for new ways to feature the material family physicians "need to know" to meet patient needs.

QUIZZES MDs enjoy a challenge more than most. Recently, a survey answered by over 1600 physicians indicated that Fact or Fib? was the most popular of several new departments. It joins Analyze This and Diagnostic Challenge, long a physician favourite.

LETTERS Letters to the editor have long been a well-read section of the journal. Whether it's a new point on the upsurge on interest in vitamin D or additional information on how to prevent colic in newborns, readers share their insights and concerns.

"MUST HAVE'S" New ways to present information has always been a PE strength. Two cases in point: 10 things you need to know about... and 5 minutes in... The internet has changed the way we all acquire information and physicians are no different. These quick, concise guides meet that growing need.

TRIED AND TRUE The feature section, commissioned by the editors, spotlight the contributions of physician-experts writing about changes in the subjects they know best. These highly pertinent updates deal with current and emerging practice issues.



"No mustard. This is the Mayo Clinic."

TESTIMONIALS

"I have just read your article about fever in children. After 46 years in FP/GP (Queen's Meds '64), this is the best I have read on the subject."

Dr. Carscadden

"Your magazine is one of my mainstays of CME. Your Photos, Facts and Fibs may be "for fun" but in fact is extremely useful."

Dr. GH Mann

"I'd like to thank you for the excellent information I've found on parkhurstexchange.com. It's always a great pleasure to read your articles and I've become a loyal reader."

Dr. B Boyle

"I was very interested in your question and answer on shingles and immunity."

Dr. M Steben

"I read with interest the erudite editorial on vitamin B12 by Dr. Steve Blitzer and the article he was commenting on by Dr. Henry Olders."

Dr. A Russell

"Congratulations to Dr. Fenske for his excellent article on air pollution in *Parkhurst Exchange*."

Dr. T Demarco

"Your Q&A section I believe is very useful to many readers."

Dr. A Wadgyamar

"Thank you for an excellent article on the use of the Amplatzer PFO occluder."

Dr. A Thomson

PARKHURST E X C H A N G E

RATES (B/W)

	1X	6X	12X	24X	36X	48X	60X	72X	96X	144X	192X
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2/3 page	2383	2355	2306	2258	2199	2122	2083	2064	2005	1947	1928
1/2 page	1773	1744	1705	1657	1608	1569	1540	1520	1482	1444	1424
1/3 page	1279	1259	1230	1192	1162	1124	1008	1095	1065	1036	1017
1/4 page	969	950	920	902	872	853	842	833	804	784	766
1/6 page	707	687	678	659	639	620	610	600	590	571	562

COLOUR & PRINTING

4-colour process: \$1840

Spot colour: \$910

Matched: \$1225

Metallic: on request

Bleed: N/C

Guaranteed positions: 15%–25% surcharge on earned b/w rate

Printing type: web offset

Binding: perfect binding

SPECIAL POSITIONS

IFC/IBC: \$5500 incl. 4/C

OBC: \$6000 incl. 4/C

(CVDs are not applicable to covers.)

ISSUE AND MATERIAL DATES

Month of publication	Publication date	Advertising closing	Material due
January/February	February 15	January 13	January 25
March	March 15	February 15	February 22
April	April 13	March 15	March 23
May/June	June 15	May 15	May 28
July/August	August 15	July 13	July 23
September	September 14	August 16	August 24
October	October 15	September 14	September 26
November/December	December 14	November 16	November 23

EARNED RATES & AGENCY DISCOUNTS

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Commission: 15% of gross billing to recognized agencies. Terms: Net 30 days.

The Advertising Agency and the client are jointly and severally responsible for the payment of invoices.

TOTAL QUALIFIED CIRCULATION

39,100 physicians. *Parkhurst Exchange* is distributed nationally to general practitioners, family medicine and medical specialists.

(CCAB, March 2011, <http://www.parkhurstexchange.com/advertising>)

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