

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
90 Eglinton Ave. East, Suite 980
Toronto, Ontario M4P 2Y3
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: elaine@parkpub.com
Website: 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 _____	404
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
All Other _____	217
TOTAL	621

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	40,516	100.0	40,469	99.9	47	0.1
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	40,516	100.0	40,469	99.9	47	0.1

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2006 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2006 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
April _____					40,357	July _____					40,538
May _____					40,412	August _____					40,586
June _____					40,491	September _____					40,710
						TOTAL					

*See Paragraph 11

Parkhurst Exchange / September 2006

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2002	2003	2004	2005	*2006
Total Audit Average Qualified:	38,539	39,032	39,595	39,888	40,514
Qualified Non-Paid: _____	38,539	39,003	39,554	39,841	40,467
Qualified Paid: _____	-	29	41	47	47
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: ___	**NC	**NC	**NC	**NC	**NC

***NOTE: 2006 data is unaudited. With each successive year, new data will be added until five years of data is displayed.**

**NC = None Claimed

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)

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 40,238 copies or 99.3%, including IMS Health.

Paragraph 3b includes 40,540 qualified non-paid circulation. Qualified paid circulation of 46 combined with the qualified non-paid circulation equal 40,586 total qualified circulation for the analyzed issue.

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT

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

D. Elkins, Publisher

J. Brown, 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 19, 2006

City Montreal

Received by CCAB Inc. October 19, 2006

Type PS

ID Number P397POS6

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF AUGUST 2006
 This issue is 0.2% or 84 copies above 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)	556	115	959	622	7,421	9,157	887	961	2,941	4,117	27,736	-	-	-	27,736	68.4
2. SPECIALISTS																
Dermatology/Syphilology	5	1	14	7	158	136	12	4	39	42	418	-	-	-	418	1.0
Emergency Medicine	2	1	11	4	83	134	17	-	54	78	384	-	-	-	384	0.9
Internal Medicine (includes allergy, cardiology, gastroenterology, rheumatology and pulmonary diseases)	56	13	135	84	1,083	1,546	126	87	400	450	3,980	-	-	-	3,980	9.8
Neurology and Psychiatry	53	9	129	64	1,000	1,593	152	50	352	556	3,958	-	-	-	3,958	9.8
Obstetrics and Gynecology	20	7	53	30	342	551	45	33	127	147	1,355	-	-	-	1,355	3.3
Pediatrics	32	10	59	32	457	677	91	35	224	200	1,817	-	-	-	1,817	4.5
Other Specialties not elsewhere classified	7	3	23	15	210	371	37	31	99	96	892	-	-	-	892	2.2
Other Paid Circulation	-	1	-	1	10	22	-	-	1	6	41	4	1	5	46	0.1
TOTAL QUALIFIED CIRCULATION	731	160	1,383	859	10,764	14,187	1,367	1,201	4,237	5,692	40,581	4	1	5	40,586	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID CIRCULATION FOR ISSUE OF AUGUST 2006

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	*Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Personal direct request from the recipient:	302	-	-			302	0.7
a. Written	302	-	-			302	0.7
b. Telecommunication	-	-	-			-	-
c. Electronic	-	-	-			-	-
II. TOTAL - Request from recipient's company:	-	-	-			-	-
a. Written	-	-	-			-	-
b. Telecommunication	-	-	-			-	-
c. Electronic	-	-	-			-	-
III. TOTAL - Membership Benefit:	-	-	-			-	-
a. Individual	-	-	-			-	-
b. Organizational	-	-	-			-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request):	-	-	-			-	-
a. Written	-	-	-			-	-
b. Telecommunication	-	-	-			-	-
c. Electronic	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically):	40,238	-	-			40,238	99.3
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	40,238	-	-			40,238	99.3
VI. TOTAL - Single Copy Sales:	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	40,540	-	-			40,540	100.0
*See Paragraph 11	PERCENT	100.0	-	-		100.0	-

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

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF AUGUST 2006 (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

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF AUGUST 2006

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function			40,586	100.0
Individuals by name only			-	-
Titles or functions only			-	-
Company names only			-	-
Multi-Copy Same Addressee copies			-	-
Single Copy Sales			-	-
TOTAL QUALIFIED CIRCULATION			40,586	100.0