

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 verification 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: contact@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 _____	394
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
All Other _____	204
TOTAL	598

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	41,505	100.0	41,467	99.9	38	0.1
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	41,505	100.0	41,467	99.9	38	0.1

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2007 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2007 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
April _____					41,385	July _____					41,518
May _____					41,459	August _____					41,508
June _____					41,490	September _____					41,673
						TOTAL					

*See Paragraph 11

Parkhurst Exchange / September 2007

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
	2003	2004	2005	2006	*2007
Total Audit Average Qualified:	39,032	39,595	39,888	40,514	41,506
Qualified Non-Paid: _____	39,003	39,554	39,841	40,467	41,467
Qualified Paid: _____	29	41	47	47	38
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: __	**NC	**NC	**NC	**NC	**NC

***NOTE: October 2006 - September 2007 data is unaudited.**

**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 41,168 copies or 99.3%, including IMS HEALTH.

Paragraph 3b includes 41,471 qualified non-paid circulation. Qualified paid circulation of 37 combined with the qualified non-paid circulation equal 41,508 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

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 October 3, 2007

City Montreal

Received by CCAB Inc. October 3, 2007

Type PS

ID Number P397POS7

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF AUGUST 2007
 This issue is -% or 3 copies above the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	This publication's business/occupational analysis conforms to CCAB's Standard Classification of Circulation No. 650												TOTAL OUTSIDE CANADA	TOTAL	PERCENT OF TOTAL	
	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
1. Family Physicians (including general practitioners and general practitioners certificated in family medicine)	549	119	944	634	7,439	9,660	921	989	3,086	4,147	28,488	-	-	-	28,488	68.6
2. SPECIALISTS																
Dermatology/Syphilology	6	1	14	8	157	138	11	4	38	46	423	-	-	-	423	1.0
Emergency Medicine	2	1	10	1	90	152	15	-	60	76	407	-	-	-	407	1.0
Internal Medicine (includes allergy, cardiology, gastroenterology, rheumatology and pulmonary diseases)	57	12	134	81	1,085	1,600	128	95	402	468	4,062	-	-	-	4,062	9.8
Neurology and Psychiatry	50	14	132	61	986	1,597	154	54	347	551	3,946	-	-	-	3,946	9.5
Obstetrics and Gynecology	21	6	53	28	352	569	44	35	135	159	1,402	-	-	-	1,402	3.4
Pediatrics	36	10	67	34	446	694	87	34	229	201	1,838	-	-	-	1,838	4.4
Other Specialties not elsewhere classified	8	3	23	17	210	373	33	31	107	100	905	-	-	-	905	2.2
Other Paid Circulation	-	1	-	1	6	16	-	1	2	6	33	3	1	4	37	0.1
TOTAL QUALIFIED CIRCULATION	729	167	1,377	865	10,771	14,799	1,393	1,243	4,406	5,754	41,504	3	1	4	41,508	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID CIRCULATION FOR ISSUE OF AUGUST 2007

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:	303	-	-			303	0.7
a. Written	303	-	-			303	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):	41,168	-	-			41,168	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	41,168	-	-			41,168	99.3
VI. TOTAL - Single Copy Sales:	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	41,471	-	-			41,471	100.0
*See Paragraph 11	PERCENT	100.0	-	-		100.0	-

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

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF AUGUST 2007

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function			41,508	100.0
Individuals by name only			-	-
Titles or functions only			-	-
Company names only			-	-
Multi-Copy Same Addressee copies			-	-
Single Copy Sales			-	-
TOTAL QUALIFIED CIRCULATION			41,508	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF AUGUST 2007 (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