

**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED MARCH 2007**

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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# NATIONAL REVIEW

of MEDICINE

SERVING CANADA'S MOST DEDICATED PHYSICIANS

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Email: [contact@parkpub.com](mailto:contact@parkpub.com)  
Website:  
[www.nationalreviewofmedicine.com](http://www.nationalreviewofmedicine.com)  
Official Publication of: None  
Established: 2004  
Issues per year: 18  
(See Paragraph 11)

**FIELD SERVED**

Medical Profession

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include Specialists, Surgeons, General Practitioners, and other medical doctors as well as Manufacturers of medical and pharmaceutical products and others allied to the field.

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 _____	434
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
All Other _____	385
<b>TOTAL</b>	<b>819</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	42,617	100.0	42,598	100.0	19	-
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>42,617</b>	<b>100.0</b>	<b>42,598</b>	<b>100.0</b>	<b>19</b>	<b>-</b>

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2006/2007 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
October 30 _____					42,477	February 15 _____					42,463
November 30 _____					42,665	February 28 _____					42,524
December 15 _____					42,875	March 15 _____					42,575
January 15 _____					42,891	March 30 _____					42,650
January 30 _____					42,428						
						<b>TOTAL</b>					

\*See Paragraph 11

National Review of Medicine / March 2007

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF FEBRUARY 28, 2007**

This issue is 0.2% or 104 copies below the average of the other 8 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	CANADA	OUTSIDE CANADA	TOTAL QUALIFIED	PERCENT OF TOTAL
1. Family Medicine and General Practice _____	28,886	-	28,886	68.0
2. SPECIALISTS:				
Cardiology _____	925	-	925	2.2
Clinical Immunology and Allergy _____	111	-	111	0.3
Dermatology _____	433	-	433	1.0
Emergency Medicine _____	444	-	444	1.0
Endocrinology and Metabolism _____	250	-	250	0.6
Gastroenterology _____	439	-	439	1.0
Geriatric Medicine _____	182	-	182	0.4
Infectious Diseases _____	134	-	134	0.3
Internal Medicine _____	1,893	-	1,893	4.5
Neurology _____	614	-	614	1.4
Obstetrics and Gynecology _____	1,409	-	1,409	3.3
Pediatrics _____	1,879	-	1,879	4.4
Psychiatry _____	3,389	-	3,389	8.1
Respirology _____	486	-	486	1.1
Rheumatology _____	294	-	294	0.7
Urology _____	485	-	485	1.1
Other specialties not elsewhere classified _____	253	-	253	0.6
Other paid circulation subscriptions _____	18	-	18	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>42,524</b>	<b>-</b>	<b>42,524</b>	<b>100.0</b>

<b>3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID CIRCULATION FOR ISSUE OF FEBRUARY 28, 2007</b>							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	*Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. <b>TOTAL</b> – Personal direct request from the recipient: _____	<b>251</b>	-	-			<b>251</b>	<b>0.6</b>
a. Written _____	251	-	-			251	0.6
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
II. <b>TOTAL</b> – Request from recipient's company: _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
III. <b>TOTAL</b> – Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. <b>TOTAL</b> – Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
V. <b>TOTAL</b> – Sources other than above (listed alphabetically): _____	<b>42,255</b>	-	-			<b>42,255</b>	<b>99.4</b>
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 _____	42,255	-	-			42,255	99.4
VI. <b>TOTAL</b> – Single Copy Sales: _____	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>42,506</b>	-	-			<b>42,506</b>	<b>100.0</b>
<b>*See Paragraph 11</b>	<b>PERCENT</b>	<b>100.0</b>	-	-		<b>100.0</b>	-

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

<b>3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF FEBRUARY 28, 2007</b>				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			42,524	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>42,524</b>	<b>100.0</b>

<b>4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF FEBRUARY 28, 2007</b>				
Provinces	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Newfoundland _____			747	1.8
Prince Edward Island _____			165	0.4
Nova Scotia _____			1,416	3.3
New Brunswick _____			896	2.1
Quebec _____			11,120	26.1
Ontario _____			14,988	35.3
Manitoba _____			1,404	3.3
Saskatchewan _____			1,245	2.9
Alberta, N.W.T. and Nunavut _____			4,582	10.8
B.C. and Yukon _____			5,961	14.0
<b>TOTAL FOR CANADA</b>			<b>42,524</b>	<b>100.0</b>
United States _____			-	-
Other Foreign _____			-	-
<b>TOTAL OUTSIDE CANADA</b>			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>			<b>42,524</b>	<b>100.0</b>

**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

<b>9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS</b>				
	Audited Data	Audited Data	Audited Data	Circulation Claim
	2004	2005	2006	2007
Total Audit Average Qualified: ____	40,456	41,032	41,537	42,203
Qualified Non-Paid: _____	40,456	41,024	41,520	42,186
Qualified Paid: _____	-	8	17	34
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	\$41.12	**NC	**NC

**\*NOTE: April 15, 2006 - March 2007 data is unaudited. With each successive year, new data will be added until five years of data is displayed.**

\*\*NC = None Claimed.

<b>10. PAID CIRCULATION DATA</b>	
**NC	Average Annual Subscription Order Price for the Period Required (includes promotional incentive value, if any)
18	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

#### 11. ADDITIONAL DATA

##### Issues Per Year:

Effective with the September 30, 2006 issue this publication changed its frequency from 21 to 18 issues per year.

##### Paragraph 2:

Number added and number removed are not required for this publication as more than 90% of the circulation is obtained from the IMS list.

##### Paragraph 3B:

Other sources include 1 source of circulation for quantities of 42,255 copies or 99.4%, including IMS HEALTH.

Paragraph 3b includes 42,506 qualified non-paid circulation. Qualified paid circulation of 18 combined with the qualified non-paid circulation equal 42,524 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, Executive Editor

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 April 25, 2007

City Montreal

Received by CCAB April 27, 2007

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