

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 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.

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# NATIONAL REVIEW

of MEDICINE

SERVING CANADA'S MOST DEDICATED PHYSICIANS

NRM Publications Inc.  
(See Paragraph 11)  
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Web Site:  
[www.nationalreviewofmedicine.com](http://www.nationalreviewofmedicine.com)

Official Publication of: None  
Established: 2004  
Issues per year: 21

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 _____	421
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
All Other _____	332
<b>TOTAL</b>	<b>753</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	41,790	100.0	41,775	100.0	15	-
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>41,790</b>	<b>100.0</b>	<b>41,775</b>	<b>100.0</b>	<b>15</b>	<b>-</b>

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 15 _____					41,631	June 30 _____					41,773
April 30 _____					41,663	July 30 _____					41,846
May 15 _____					41,670	August 30 _____					41,948
May 30 _____					41,730	September 15 _____					42,115
June 15 _____					41,738						
						<b>TOTAL</b>					

\*See Paragraph 11

National Review of Medicine / September 2006

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF AUGUST 30, 2006  
This issue is 0.4% or 177 copies above 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 _____	28,386	-	28,386	67.8
2. SPECIALISTS:				
Cardiology _____	929	-	929	2.2
Clinical Immunology and Allergy _____	107	-	107	0.3
Dermatology _____	428	-	428	1.0
Emergency Medicine _____	434	-	434	1.0
Endocrinology and Metabolism _____	236	-	236	0.6
Gastroenterology _____	429	-	429	1.0
Geriatric Medicine _____	182	-	182	0.4
Infectious Diseases _____	132	-	132	0.3
Internal Medicine _____	1,863	-	1,863	4.4
Neurology _____	617	-	617	1.5
Obstetrics and Gynecology _____	1,386	-	1,386	3.3
Pediatrics _____	1,879	-	1,879	4.5
Psychiatry _____	3,428	-	3,428	8.2
Respirology _____	474	-	474	1.1
Rheumatology _____	294	-	294	0.7
Urology _____	476	-	476	1.1
Other specialties not elsewhere classified _____	252	-	252	0.6
Other paid circulation subscriptions _____	16	-	16	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>41,948</b>	<b>-</b>	<b>41,948</b>	<b>100.0</b>

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED NON-PAID CIRCULATION FOR ISSUE OF AUGUST 30, 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: _____	250	-	-			250	0.6
a. Written _____	250	-	-			250	0.6
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): _____	41,682	-	-			41,682	99.4
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Independent field reports _____	-	-	-			-	-
Licenses – Federal, Provincial, or Municipal Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	41,682	-	-			41,682	99.4
VI. TOTAL – Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	41,932	-	-			41,932	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 30, 2006				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			41,948	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			41,948	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF AUGUST 30, 2006				
Provinces	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Newfoundland _____			749	1.8
Prince Edward Island _____			162	0.4
Nova Scotia _____			1,428	3.4
New Brunswick _____			886	2.1
Quebec _____			11,053	26.3
Ontario _____			14,728	35.2
Manitoba _____			1,393	3.3
Saskatchewan _____			1,213	2.9
Alberta, N.W.T. and Nunavut _____			4,410	10.5
B.C. and Yukon _____			5,926	14.1
TOTAL FOR CANADA			41,948	100.0
United States _____			-	-
Other Foreign _____			-	-
TOTAL OUTSIDE CANADA			-	-
TOTAL QUALIFIED CIRCULATION			41,948	100.0

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

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

	Audited Data	Audited Data	Audited Data	Circulation Claim
	2004	2005	2006	*2006
Total Audit Average Qualified: _____	40,456	41,032		41,790
Qualified Non-Paid: _____	40,456	41,024		41,775
Qualified Paid: _____	–	8		15
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	\$41.12	**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)
21	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

**11. ADDITIONAL DATA****CHANGE OF OWNERSHIP:**

Effective with the January 30, 2006 issue, National Review of Medicine was purchased by NRM Publications Inc.

**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:**

Paragraph 3b includes 41,932 qualified non-paid circulation. Qualified paid circulation of 16 combined with the qualified non-paid circulation equal 41,948 total qualified circulation for the analyzed issue.

Other sources include 1 source of circulation for quantities of 41,682 copies or 99.4%, including IMS Health.

**PUBLISHER'S AFFIDAVIT**

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

David Elkins, Executive Editor

Natalie Popova, Circulation

(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 October 19, 2006

Type PM

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