

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  
1 Concorde Gate, Suite 800  
Toronto, Ontario Canada M3C 3N6  
Telephone: +1 416.487.2418  
Fax: +1 416.487.6405  
[www.bpaww.com](http://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.

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# ONCOLOGY EXCHANGE

Parkhurst Publishing Ltd.  
400 McGill, 3rd Floor  
Montreal, Quebec  
H2Y 2G1  
Tel. No.: (514) 397-8833  
Fax No.: (514) 397-0228  
E-mail: [contact@parkpub.com](mailto:contact@parkpub.com)  
Web Site: [www.oncologyex.com](http://www.oncologyex.com)

Official Publication of: None  
Established: 2002  
Issues Per Year: 4

**FIELD SERVED**

The Canadian medical profession.

**DEFINITION OF RECIPIENT QUALIFICATION**

Cancer care professionals including members of the Canadian Association of Nurses in Oncology.

Primary Market CARD Class 650 Medical

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	145
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	383
<b>TOTAL</b>	<b>528</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	4,864	100.0	4,837	99.4	27	0.6
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>4,864</b>	<b>100.0</b>	<b>4,837</b>	<b>99.4</b>	<b>27</b>	<b>0.6</b>

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2009 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
August _____					4,596	November _____					5,132
						<b>TOTAL</b>					

\*See Paragraph 9

Oncology Exchange / December 2009

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009**  
 This issue is **11.7%** or 536 copies above the other issue reported in Paragraph two. (See Paragraph 9)

Business & Industry	TOTAL FOR CANADA	TOTAL OUTSIDE CANADA	TOTAL QUALIFIED	PERCENT OF TOTAL
Canadian Association of Nurses in Oncology (CANO) _____	616	5	621	12.1
CAPO _____	354	5	359	7.0
<b>SPECIALISTS</b>				
CAGPO Members _____	91	-	91	1.8
Medical oncology _____	458	-	458	8.9
Radiation oncologists and diagnostic imaging _____	442	-	442	8.6
Surgical oncologists _____	160	-	160	3.1
Pediatric oncologists _____	43	-	43	0.9
Nuclear medicine _____	235	-	235	4.6
Haematologists _____	391	-	391	7.6
Haematologists pediatrics _____	60	-	60	1.2
Residents in Oncology _____	104	-	104	2.0
Palliative care _____	210	-	210	4.1
GP/FM w/interest in Palliative Care _____	1,156	-	1,156	22.5
Other spec w/interest in Palliative Care _____	42	-	42	0.8
Oncology Pharmacists _____	222	-	222	4.3
Pharmacists in cancer hosp/cancer centres _____	115	-	115	2.2
<b>OTHER SPECIALISTS WITH ONCOLOGY SPECIAL INTEREST</b>				
Dermatology/oncology _____	29	-	29	0.6
Endocrinology/oncology _____	2	-	2	-
Gastroenterology/oncology _____	7	-	7	0.2
Genetics/oncology _____	3	-	3	0.1
GP/FMs non CAGPO members _____	10	-	10	0.2
Internal Medicine/oncology _____	23	-	23	0.5
Nephrology/oncology _____	2	-	2	-
Neurology/oncology _____	6	-	6	0.1
Gynecology/oncology _____	81	-	81	1.6
Ophthalmology/oncology _____	14	-	14	0.3
Respirology/oncology _____	-	-	-	-
Urological/oncology _____	43	-	43	0.9
<b>OTHER B1 BREAKDOWN</b>				
Pediatrics _____	10	-	10	0.2
Urology _____	2	-	2	-
Pathological - Hematological _____	1	-	1	-
Diagnostic Imaging - Ped _____	3	-	3	0.1
Diagnostic Imaging - Neuro _____	1	-	1	-
Ophthalmology _____	1	-	1	-
Surgery - Neurological _____	1	-	1	-
Unspecified Speciality _____	1	-	1	-
Breast Diseases _____	2	-	2	-
Others _____	155	-	155	3.0
Other paid circulation _____	25	1	26	0.5
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>5,121</b>	<b>11</b>	<b>5,132</b>	<b>100.0</b>
<b>PERCENT</b>	<b>99.8</b>	<b>0.2</b>	<b>100.0</b>	

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	26	-	-			26	0.5
II. Request from recipient's company: _____	-	-	-			-	-
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	5,106	-	-			5,106	99.5
*Association rosters and directories _____	1,132	-	-			1,132	22.1
Business directories _____	-	-	-			-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	3,974	-	-			3,974	77.4
VI. Single Copy Sales: _____	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>5,132</b>	-	-			<b>5,132</b>	<b>100.0</b>
<b>*See Paragraph 9</b>	<b>PERCENT</b>	<b>100.0</b>	-	-		<b>100.0</b>	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			5,106	99.5
Individuals by name only _____			26	0.5
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>			<b>5,132</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009				
Provinces	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Newfoundland _____			83	1.6
Prince Edward Island _____			30	0.6
Nova Scotia _____			196	3.8
New Brunswick _____			133	2.6
Quebec _____			1,134	22.1
Ontario _____			1,958	38.2
Manitoba _____			214	4.2
Saskatchewan _____			133	2.6
Alberta, N.W.T and Nunavut _____			565	11.0
B.C. and Yukon _____			675	13.1
<b>TOTAL FOR CANADA</b>			<b>5,121</b>	<b>99.8</b>
United States _____			5	0.1
Other Foreign _____			6	0.1
<b>TOTAL OUTSIDE CANADA</b>			<b>11</b>	<b>0.2</b>
<b>TOTAL QUALIFIED CIRCULATION</b>			<b>5,132</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 AND 6 ARE NOT REQUIRED

**7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*
Total Audit Average Qualified:	4,537	4,569	4,802	4,692	4,864
Qualified Non-Paid: _____	4,525	4,540	4,772	4,662	4,837
Qualified Paid: _____	12	29	30	30	27
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: ___	**NC	**NC	**NC	**NC	**NC

**\*NOTE: July - December 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.

**8. PAID CIRCULATION DATA**

**NC	Average Annual Subscription Order Price for the Period Required (includes promotional incentive value, if any)
4	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

**9. ADDITIONAL DATA****PARAGRAPH 2:**

Additions and removal are not required for this publication.

**PARAGRAPH 3a:**

The November 2009 issue is 11.7% or 536 copies above the other issue reported in Paragraph two.

**PARAGRAPH 3b:**

Association rosters and directories include 3 sources of circulation for quantities of 152 copies or 3.0% to 621 copies or 12.1 %, including Canadian Association of Nurses in Oncology, CAPO Health Policy Administrators.

Other sources include 1 source of circulation for a quantity of 3,974 copies or 77.4%, including Professional Targeted Marketing list.

**PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.**

**PUBLISHER'S AFFIDAVET**

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 January 12, 2010

City Montreal

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