

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
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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.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

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
Web Site: 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.

PURPOSE

A. Non-paid individually addressed copies.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	147
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Electronic _____	-
All Other _____	538
TOTAL	685

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	4,692	100.0	4,662	99.4	30	0.6
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	4,692	100.0	4,662	99.4	30	0.6

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
February _____					4,559	May _____					4,823
						TOTAL					

*See Paragraph 9

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009

This issue is 5.8% or 264 copies above the other issue reported in Paragraph two.

Business & Industry	TOTAL FOR CANADA	TOTAL OUTSIDE CANADA	TOTAL QUALIFIED	PERCENT OF TOTAL
Canadian Association of Nurses in Oncology (CANO) _____	480	6	486	10.2
CAPO _____	326	5	331	6.9
SPECIALISTS			-	-
CAGPO Members _____	114	-	114	2.4
Medical oncology _____	455	-	455	9.4
Radiation oncologists and diagnostic imaging _____	441	-	441	9.1
Surgical oncologists _____	160	-	160	3.3
Pediatric oncologists _____	44	-	44	0.9
Nuclear medicine _____	237	-	237	4.9
Haematologists _____	387	-	387	8.1
Haematologists pediatrics _____	61	-	61	1.3
Residents in Oncology _____	103	-	103	2.1
Palliative care _____	206	-	206	4.3
GP/FM w/interest in Palliative Care _____	1,147	-	1,147	23.8
Other spec w/interest in Palliative Care _____	43	-	43	0.9
Oncology Pharmacists _____	218	-	218	4.5
Pharmacists in cancer hosp/cancer centres _____	116	-	116	2.4
OTHER SPECIALISTS WITH ONCOLOGY SPECIAL INTEREST			-	-
Dermatology/oncology _____	30	-	30	0.6
Endocrinology/oncology _____	3	-	3	0.1
Gastroenterology/oncology _____	9	-	9	0.2
Genetics/oncology _____	3	-	3	0.1
GP/FMs non CAGPO members _____	12	-	12	0.2
Internal Medicine/oncology _____	22	-	22	0.5
Nephrology/oncology _____	2	-	2	-
Neurology/oncology _____	6	-	6	0.1
Gynecology/oncology _____	77	-	77	1.6
Ophthalmology/oncology _____	14	-	14	0.3
Respirology/oncology _____	-	-	-	-
Urological/oncology _____	43	-	43	0.9
OTHER B1 BREAKDOWN			-	-
Pediatrics _____	9	-	9	0.2
Urology _____	2	-	2	-
Pathological - Hematological _____	1	-	1	-
Diagnostic Imaging - Ped _____	1	-	1	-
Diagnostic Imaging - Neuro _____	3	-	3	0.1
Ophthalmology _____	1	-	1	-
Surgery - Neurological _____	1	-	1	-
Unspecified Speciality _____	1	-	1	-
Breast Diseases _____	2	-	2	-
Others _____	2	-	2	-
Other paid circulation _____	29	1	30	0.6
TOTAL QUALIFIED CIRCULATION	4,811	12	4,823	100.0
PERCENT	99.8	0.2	100.0	

3b. QUALIFICATION SOURCE BREAKOUT OF NON-PAID CIRCULATION FOR ISSUE OF MAY 2009							
Qualification Source	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Personal direct request from the recipient: _____	30	-	-			30	0.6
II. Request from recipient's company: _____	-	-	-			-	-
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	4,793	-	-			4,793	99.4
*Association rosters and directories _____	817	-	-			817	16.9
Business directories _____	-	-	-			-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	3,976	-	-			3,976	82.5
VI. Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	4,823	-	-			4,823	100.0
*See Paragraph 9	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 MAY 2009				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			4,793	99.4
Individuals by name only _____			30	0.6
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			4,823	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009				
Provinces	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Newfoundland _____			76	1.6
Prince Edward Island _____			27	0.6
Nova Scotia _____			177	3.7
New Brunswick _____			110	2.3
Quebec _____			1,075	22.3
Ontario _____			1,866	38.7
Manitoba _____			191	4.0
Saskatchewan _____			116	2.4
Alberta, N.W.T and Nunavut _____			527	10.8
B.C. and Yukon _____			646	13.4
TOTAL FOR CANADA			4,811	99.8
United States _____			7	0.1
Other Foreign _____			5	0.1
TOTAL OUTSIDE CANADA			12	0.2
TOTAL QUALIFIED CIRCULATION			4,823	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 AND 6 ARE NOT REQUIRED

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

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

***NOTE: July 2008 – June 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 removals are not required for this publication.

PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 817 copies or 16.9%, including Capo, Cano. Other sources include 1 source of circulation for a quantity of 3,976 copies or 82.4%, including PTM.

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 June 18, 2009

City Montreal

Received by CCAB Inc. June 18, 2009

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