

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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# ONCOLOGY EXCHANGE

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Web Site: [www.oncologyex.com](http://www.oncologyex.com)

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

### FIELD SERVED

Oncology Exchange serves the Canadian medical profession.

### DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include Cancer care professionals including members of the Canadian Association of Nurses in Oncology and the Canadian Association of Psychosocial Oncology.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	136
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	430
<b>TOTAL</b>	<b>566</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	5,094	100.0	5,064	99.4	30	0.6
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>5,094</b>	<b>100.0</b>	<b>5,064</b>	<b>99.4</b>	<b>30</b>	<b>0.6</b>

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD	
2011 Issue	Total Qualified
February _____	4,911
May _____	5,276

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**

This issue is 7.4% or 365 copies above the other issue reported in Paragraph two.

Business & Industry	TOTAL QUALIFIED	PERCENT OF TOTAL	TOTAL FOR CANADA	TOTAL OUTSIDE CANADA
Canadian Association of Nurses in Oncology (CANO) _____	662	12.5	659	3
CAPO _____	262	5.0	260	2
<b>SPECIALISTS</b>				
CAGPO Members _____	82	1.6	82	-
Medical oncology _____	492	9.3	492	-
Radiation oncologists and diagnostic imaging _____	490	9.3	490	-
Surgical oncologists _____	160	3.0	160	-
Pediatric oncologists _____	48	0.9	48	-
Nuclear medicine _____	238	4.5	238	-
Haematologists _____	418	7.9	418	-
Haematologists pediatrics _____	67	1.3	67	-
Residents in Oncology _____	104	2.0	104	-
Palliative care _____	235	4.5	235	-
GP/FM w/interest in Palliative Care _____	1,137	21.6	1,137	-
Other spec w/interest in Palliative Care _____	46	0.9	46	-
Oncology Pharmacists _____	217	4.1	217	-
Pharmacists in cancer hosp/cancer centres _____	117	2.2	117	-
<b>OTHER SPECIALISTS WITH ONCOLOGY SPECIAL INTEREST</b>				
Dermatology/oncology _____	32	0.6	32	-
Endocrinology/oncology _____	2	-	2	-
Gastroenterology/oncology _____	7	0.1	7	-
Genetics/oncology _____	3	0.1	3	-
GP/FMs non CAGPO members _____	16	0.3	16	-
Internal Medicine/oncology _____	24	0.5	24	-
Nephrology/oncology _____	2	-	2	-
Neurology/oncology _____	6	0.1	6	-
Gynecology/oncology _____	86	1.6	86	-
Ophthalmology/oncology _____	14	0.3	14	-
Respirology/oncology _____	-	-	-	-
Urological/oncology _____	43	0.8	43	-
<b>OTHER B1 BREAKDOWN</b>				
Pediatrics _____	9	0.2	9	-
Urology _____	2	-	2	-
Pathological - Hematological _____	-	-	-	-
Diagnostic Imaging - Ped _____	3	0.1	3	-
Diagnostic Imaging - Neuro _____	1	-	1	-
Ophthalmology _____	1	-	1	-
Surgery - Neurological _____	1	-	1	-
Unspecified Speciality _____	3	0.1	3	-
Breast Diseases _____	2	-	2	-
Others _____	213	4.0	213	-
Other paid circulation _____	31	0.6	30	1
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>5,276</b>	<b>100.0</b>	<b>5,270</b>	<b>6</b>
<b>PERCENT</b>	<b>100.0</b>		<b>99.9</b>	<b>0.1</b>

<b>3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011</b>					
QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	31	-	-	31	0.6
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): _____	5,245	-	-	5,245	99.4
*Association rosters and directories _____	1,134	-	-	1,134	21.5
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
*Other sources _____	4,111	-	-	4,111	77.9
VI. Single Copy Sales: _____	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>5,276</b>	-	-	<b>5,276</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	-	-	<b>100.0</b>	

\*See Additional Data

<b>3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011</b>		
MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	5,245	99.4
Individuals by name only _____	31	0.6
Titles or functions only _____	-	-
Company names only _____	-	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>5,276</b>	<b>100.0</b>

<b>4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011</b>		
Provinces	Total Qualified	Percent
Newfoundland and Labrador _____	98	1.9
Prince Edward Island _____	36	0.7
Nova Scotia _____	213	4.1
New Brunswick _____	136	2.6
Quebec _____	1,111	21.1
Ontario _____	1,995	37.8
Manitoba _____	218	4.1
Saskatchewan _____	138	2.6
Alberta, N.W.T and Nunavut _____	606	11.5
B.C. and Yukon _____	719	13.6
<b>TOTAL FOR CANADA</b>	<b>5,270</b>	<b>100.0</b>
United States _____	3	-
Other Foreign _____	3	-
<b>TOTAL OUTSIDE CANADA</b>	<b>6</b>	<b>-</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>5,276</b>	<b>100.0</b>

<b>AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS</b>						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010*	January - June 2011*
Total Audit Average Qualified: ___	4,802	4,692	4,864	4,958	5,039	5,094
Qualified Non-Paid: _____	4,772	4,662	4,837	4,940	5,010	5,064
Qualified Paid: _____	30	30	27	18	29	30
Post Expire Copies included in Total Qualified Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

**\*NOTE: July 2010 – June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.

#### ADDITIONAL DATA

##### PARAGRAPH 3b:

Association Rosters include 3 sources of circulation for quantities of 210 copies or 4.1% to 662 copies or 12.5%, including CANO. Other sources include 1 source of circulation for a quantity of 4,111 copies or 77.9%, including PTM.

#### PUBLISHER'S AFFIDAVET

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

David Elkins, Publisher

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 June 3, 2011

City Montreal

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