

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 verification 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

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, CT, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. The organization conducts 2,600+ audits for media brands in print, online/digital and live events. Additionally, under the iCompli brand, BPA documents compliance to defined standards including data protection, provides assurance of sustainability reporting, and verifies technology, service and privacy claims. BPA is supported by 2,700 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

Oncology Exchange serves the Canadian medical profession.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include Cancer care professionals.

Primary Market CARD Class 650 Medical

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	160
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	72
TOTAL	232

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	2,601	100.0	2,571	98.8	30	1.2
Sponsored Individually Addressed__	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	2,601	100.0	2,571	98.8	30	1.2

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD	
2012 Issue	Total Qualified
August _____	2,489
November _____	2,712

Oncology Exchange / December 2012

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2012

This issue is 9.0% or 223 copies above the other issue reported in Paragraph two.

Business & Industry	TOTAL QUALIFIED	PERCENT OF TOTAL	TOTAL FOR CANADA	TOTAL OUTSIDE CANADA
SPECIALISTS				
Medical oncology _____	836	30.8	836	-
Radiation oncologists and diagnostic imaging _____	741	27.3	741	-
Surgical oncologists _____	233	8.6	233	-
Pediatric oncologists _____	15	0.6	15	-
Nuclear medicine _____	3	0.1	3	-
Haematologists _____	114	4.2	114	-
Haematologists pediatrics _____	57	2.1	57	-
Palliative care _____	2	0.1	2	-
OTHER SPECIALISTS WITH ONCOLOGY SPECIAL INTEREST				
Dermatology/oncology _____	66	2.4	66	-
Endocrinology/oncology _____	2	0.1	2	-
Gastroenterology/oncology _____	61	2.2	61	-
Genetics/oncology _____	7	0.3	7	-
Internal Medicine/oncology _____	2	0.1	2	-
Nephrology/oncology _____	12	0.4	12	-
Neurology/oncology _____	53	2.0	53	-
Ophthalmology/oncology _____	10	0.4	10	-
Gynecology/oncology _____	97	3.6	97	-
Respirology/oncology _____	32	1.2	32	-
Urological/oncology _____	73	2.7	73	-
OTHER B1 BREAKDOWN				
Urology _____	12	0.4	12	-
Pathology/oncology _____	47	1.7	47	-
Surgery - Neurological _____	1	-	1	-
Unspecified Speciality _____	30	1.1	30	-
Breast Diseases _____	24	0.9	24	-
Others _____	153	5.6	153	-
Other paid circulation _____	29	1.1	28	1
TOTAL QUALIFIED CIRCULATION	2,712	100.0	2,711	1
PERCENT	100.0		100.0	-

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2012					
QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	29	-	-	29	1.1
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): _____	2,683	-	-	2,683	98.9
Association rosters and directories _____	-	-	-	-	-
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
*Other sources _____	2,683	-	-	2,683	98.9
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	2,712	-	-	2,712	100.0
PERCENT	100.0	-	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2012		
MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	2,683	98.9
Individuals by name only _____	29	1.1
Titles or functions only _____	-	-
Company names only _____	-	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	2,712	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2012		
Province	Total Qualified	Percent
Newfoundland and Labrador _____	39	1.4
Prince Edward Island _____	9	0.3
Nova Scotia _____	73	2.7
New Brunswick _____	41	1.5
Quebec _____	661	24.4
Ontario _____	1,143	42.2
Manitoba _____	79	2.9
Saskatchewan _____	53	2.0
Alberta, N.W.T and Nunavut _____	269	9.9
B.C. and Yukon _____	344	12.7
TOTAL FOR CANADA	2,711	100.0
United States _____	1	-
Other Foreign _____	-	-
TOTAL OUTSIDE CANADA	1	-
TOTAL QUALIFIED CIRCULATION	2,712	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January-June 2010	July - December 2010	January-June 2011	July - December 2011	January-June 2012	July-December 2012*
Total Audit Average Qualified: ___	4,958	5,039	5,094	5,036	4,774	2,601
Qualified Non-Paid: _____	4,940	5,010	5,064	5,004	4,744	2,571
Qualified Paid: _____	18	29	30	32	30	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- December 2012 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:

Other sources include 2 sources of circulation for quantities of 153 copies or 5.6% to 2,530 copies or 93.3%, Canadian Medical Directory, Physicians (Surveys).

PUBLISHER'S AFFIDAVET		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	January 31, 2013
Elaine Mackasey, Circulation Manager	City	Montreal
David Elkins, Publisher	State	Quebec, Canada
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by CCAB Inc.	January 31, 2013
IMPORTANT NOTE:	Type	PJ
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	O177POD2