

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.

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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
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 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 _____	114
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	122
TOTAL	236

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	4,085	100.0	4,055	99.3	30	0.7
Sponsored Individually Addressed__	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	4,085	100.0	4,055	99.3	30	0.7

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD	
2013 Issue	Total Qualified
February _____	2,787
May _____	5,384

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2013

This issue is 93.2% or 2,597 copies above the other issue reported in Paragraph two. (See Additional Data)

Business & Industry	TOTAL QUALIFIED	PERCENT OF TOTAL	TOTAL FOR CANADA	TOTAL OUTSIDE CANADA
SPECIALISTS				
Canadian Association of Nurses in Oncology (CANO) _____	658	12.2	655	3
CAPO _____	318	5.9	315	3
GP/FMs/oncology _____	155	2.9	155	-
Medical oncology _____	586	10.9	586	-
Radiation oncologists and diagnostic radiology _____	719	13.4	719	-
Surgical oncologists _____	145	2.7	145	-
Surgeons/General, Neurosurgeons, Orthopedic, Plastic, Thoracic _____	176	3.3	176	-
Hematologists + Pediatric hematology oncology _____	632	11.7	632	-
Urologists _____	1,120	20.8	1,120	-
Dermatology/oncology _____	49	0.9	49	-
Endocrinology/oncology _____	1	-	1	-
Gastroenterology/oncology _____	16	0.3	16	-
Genetics/oncology _____	4	0.1	4	-
Internal Medicine/oncology _____	94	1.7	94	-
Neurology/oncology _____	11	0.2	11	-
Nuclear Medicine/oncology _____	10	0.2	10	-
Obstetrician/Gynecologists/oncology _____	89	1.7	89	-
Otolaryngology/oncology _____	23	0.4	23	-
Palliative Care/oncology _____	2	-	2	-
Pathology/oncology _____	32	0.6	32	-
Pediatrics/oncology _____	66	1.2	66	-
Respirology/oncology _____	7	0.1	7	-
Unspecified Speciality _____	-	-	-	-
Others (Anesthesia, Community Medicine, Critical Care, Medical Biochemistry, Psychiatrists, Public Health) _____	440	8.2	440	-
Other paid circulation _____	31	0.6	30	1
TOTAL QUALIFIED CIRCULATION	5,384	100.0	5,377	7
PERCENT	100.0		99.9	0.1

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2013					
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. TOTAL - Sources other than above (listed alphabetically): _____	5,353	-	-	5,353	99.4
*Association rosters and directories _____	976	-	-	976	18.1
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
*Other sources _____	4,377	-	-	4,377	81.3
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	5,384	-	-	5,384	100.0
PERCENT	100.0	-	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2013		
MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	4,377	81.3
Individuals by name only _____	1,007	18.7
Titles or functions only _____	-	-
Company names only _____	-	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	5,384	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2013		
Province	Total Qualified	Percent
Newfoundland and Labrador _____	84	1.6
Prince Edward Island _____	27	0.5
Nova Scotia _____	192	3.6
New Brunswick _____	104	1.9
Quebec _____	1,219	22.6
Ontario _____	2,261	42.0
Manitoba _____	221	4.1
Saskatchewan _____	122	2.3
Alberta, N.W.T and Nunavut _____	495	9.2
B.C. and Yukon _____	652	12.1
TOTAL FOR CANADA	5,377	99.9
United States _____	4	0.1
Other Foreign _____	3	-
TOTAL OUTSIDE CANADA	7	0.1
TOTAL QUALIFIED CIRCULATION	5,384	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July – December 2010	January-June 2011	July – December 2011	January-June 2012	July-December 2012*	January-June 2013*
Total Audit Average Qualified: ___	5,039	5,094	5,036	4,774	2,601	4,085
Qualified Non-Paid: _____	5,010	5,064	5,004	4,744	2,571	4,055
Qualified Paid: _____	29	30	32	30	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 2012–June 2013 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 3a:

The May 2013 issue is 93.2% or 2,597 copies above the other issue reported in Paragraph two

PARAGRAPH 3b:

Association rosters and directories include 2 sources of circulation for quantities of 318 copies or 5.9% to 658 copies or 12.2%, including Canadian Association of Nurses in Oncology and Canadian Association of Psychosocial Oncology.

Other sources include 3 sources of circulation for quantities of 155 copies or 2.9% to 3,939 copies or 73.2% including, Canadian Medical Directory, Physicians (Surveys).

PUBLISHER'S AFFIDAVET

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

Elaine Mackasey, Circulation Manager

David Elkins, Publisher

(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 July 9, 2013

City Montreal

State Quebec, Canada

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