

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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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 _____	152
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	330
TOTAL	482

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	4,774	100.0	4,744	99.4	30	0.6
Sponsored Individually Addressed__	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	4,774	100.0	4,744	99.4	30	0.6

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD	
2012 Issue	Total Qualified
February _____	4,155
May _____	5,395

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

This issue is 29.8% or 1,240 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
Canadian Association of Nurses in Oncology (CANO) _____	851	15.8	848	3
CAPO _____	291	5.4	287	4
SPECIALISTS				
CAGPO Members _____	83	1.5	83	-
Medical oncology _____	523	9.7	523	-
Radiation oncologists and diagnostic imaging _____	514	9.5	514	-
Surgical oncologists _____	162	3.0	162	-
Pediatric oncologists _____	50	0.9	50	-
Nuclear medicine _____	239	4.4	239	-
Haematologists _____	433	8.0	433	-
Haematologists pediatrics _____	73	1.4	73	-
Residents in Oncology _____	91	1.7	91	-
Palliative care _____	241	4.5	241	-
GP/FM w/interest in Palliative Care _____	1,099	20.4	1,099	-
Other spec w/interest in Palliative Care _____	44	0.8	44	-
Oncology Pharmacists _____	208	3.9	208	-
Pharmacists in cancer hosp/cancer centres _____	116	2.2	116	-
OTHER SPECIALISTS WITH ONCOLOGY SPECIAL INTEREST				
Dermatology/oncology _____	31	0.6	31	-
Endocrinology/oncology _____	7	0.1	7	-
Gastroenterology/oncology _____	3	0.1	3	-
Genetics/oncology _____	16	0.3	16	-
GP/FMs non CAGPO members _____	23	0.4	23	-
Internal Medicine/oncology _____	2	-	2	-
Nephrology/oncology _____	2	-	2	-
Neurology/oncology _____	6	0.1	6	-
Gynecology/oncology _____	89	1.6	89	-
Ophthalmology/oncology _____	14	0.3	14	-
Respirology/oncology _____	-	-	-	-
Urological/oncology _____	44	0.8	44	-
OTHER B1 BREAKDOWN				
Pediatrics _____	10	0.2	10	-
Urology _____	2	-	2	-
Pathological - Hematological _____	-	-	-	-
Diagnostic Imaging - Ped _____	3	0.1	3	-
Diagnostic Imaging - Neuro _____	-	-	-	-
Ophthalmology _____	1	-	1	-
Surgery - Neurological _____	1	-	1	-
Unspecified Speciality _____	1	-	1	-
Breast Diseases _____	2	-	2	-
Others _____	90	1.7	90	-
Other paid circulation _____	30	0.6	29	1
TOTAL QUALIFIED CIRCULATION	5,395	100.0	5,387	8
PERCENT	100.0		99.9	0.1

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2012					
QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	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): _____	5,365	-	-	5,365	99.4
*Association rosters and directories _____	1,142	-	-	1,142	21.1
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
*Other sources _____	4,223	-	-	4,223	78.3
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	5,395	-	-	5,395	100.0
PERCENT	100.0	-	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2012		
MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	5,074	94.1
Individuals by name only _____	321	5.9
Titles or functions only _____	-	-
Company names only _____	-	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	5,395	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2012		
Province	Total Qualified	Percent
Newfoundland and Labrador _____	97	1.8
Prince Edward Island _____	37	0.7
Nova Scotia _____	210	3.9
New Brunswick _____	124	2.3
Quebec _____	1,126	20.9
Ontario _____	2,121	39.3
Manitoba _____	210	3.9
Saskatchewan _____	131	2.4
Alberta, N.W.T and Nunavut _____	594	11.0
B.C. and Yukon _____	737	13.7
TOTAL FOR CANADA	5,387	99.9
United States _____	5	0.1
Other Foreign _____	3	-
TOTAL OUTSIDE CANADA	8	0.1
TOTAL QUALIFIED CIRCULATION	5,395	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 2009	January - June 2010	July - December 2010	January - June 2011	July - December 2011*	January - June 2012*
Total Audit Average Qualified: ___	4,864	4,958	5,039	5,094	5,036	4,774
Qualified Non-Paid: _____	4,837	4,940	5,010	5,064	5,004	4,744
Qualified Paid: _____	27	18	29	30	32	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 2011 – June 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 3a:

The May 2012 issue is 29.8% or 1,240 copies above the other issue reported in Paragraph two.

PARAGRAPH 3b:

Association Rosters include 2 sources of circulation for quantities of 291 copies or 5.4% to 851 copies or 15.7%, including CANO and CAPO. Other sources include 2 sources of circulation for quantities of 87 copies or 1.6% to 4,136 copies or 76.7%, including PTM, Physicians (Survey).

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 27, 2012
City	Montreal
State	Quebec, Canada
Received by CCAB Inc.	July 27, 2012
Type	PJ
ID Number	0177P0J2