

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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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members. Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.

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# ONCOLOGY EXCHANGE

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E-mail: [contact@parkpub.com](mailto:contact@parkpub.com)  
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<br>Not Included Elsewhere            | Copies     |
| Other Paid Circulation _____                       | -          |
| Advertiser and Agency _____                        | 140        |
| Rotated or Occasional _____                        | -          |
| Allocated for Trade Shows<br>and Conventions _____ | -          |
| Digital _____                                      | -          |
| All Other _____                                    | 355        |
| <b>TOTAL</b>                                       | <b>495</b> |

| 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD |                 |              |                    |             |                |            |
|--|-----------------|--------------|--------------------|-------------|----------------|------------|
| QUALIFIED CIRCULATION                                | Total Qualified |              | Qualified Non-Paid |             | Qualified Paid |            |
|  | Copies          | Percent      | Copies             | Percent     | Copies         | Percent    |
| Individual _____                                     | 5,039           | 100.0        | 5,010              | 99.4        | 29             | 0.6        |
| Sponsored Individually Addressed _____               | -               | -            | -                  | -           | -              | -          |
| Membership Benefit _____                             | -               | -            | -                  | -           | -              | -          |
| Multi-Copy Same Addressee _____                      | -               | -            | -                  | -           | -              | -          |
| Single Copy Sales _____                              | -               | -            | -                  | -           | -              | -          |
| <b>TOTAL QUALIFIED CIRCULATION</b>                   | <b>5,039</b>    | <b>100.0</b> | <b>5,010</b>       | <b>99.4</b> | <b>29</b>      | <b>0.6</b> |

| 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD |                 |
|---|-----------------|
| 2010 Issue                                    | Total Qualified |
| August _____                                  | 4,987           |
| November _____                                | 5,092           |

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2010**

This issue is 2.1% or 105 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) _____ | 474             | 9.3              | 472              | 2                    |
| CAPO _____  | 317             | 6.2              | 312              | 5                    |
| <b>SPECIALISTS</b>                                      |                 |                  |                  |                      |
| CAGPO Members _____                                     | 86              | 1.7              | 86               | -                    |
| Medical oncology _____                                  | 481             | 9.5              | 481              | -                    |
| Radiation oncologists and diagnostic imaging _____      | 472             | 9.3              | 472              | -                    |
| Surgical oncologists _____                              | 158             | 3.1              | 158              | -                    |
| Pediatric oncologists _____                             | 47              | 0.9              | 47               | -                    |
| Nuclear medicine _____                                  | 235             | 4.6              | 235              | -                    |
| Haematologists _____                                    | 412             | 8.1              | 412              | -                    |
| Haematologists pediatrics _____                         | 65              | 1.3              | 65               | -                    |
| Residents in Oncology _____                             | 103             | 2.0              | 103              | -                    |
| Palliative care _____                                   | 230             | 4.5              | 230              | -                    |
| GP/FM w/interest in Palliative Care _____               | 1,141           | 22.4             | 1,141            | -                    |
| Other spec w/interest in Palliative Care _____          | 43              | 0.9              | 43               | -                    |
| Oncology Pharmacists _____                              | 219             | 4.3              | 219              | -                    |
| Pharmacists in cancer hosp/cancer centres _____         | 117             | 2.3              | 117              | -                    |
| <b>OTHER SPECIALISTS WITH ONCOLOGY SPECIAL INTEREST</b> |                 |                  |                  |                      |
| Dermatology/oncology _____                              | 30              | 0.6              | 30               | -                    |
| Endocrinology/oncology _____                            | 2               | -                | 2                | -                    |
| Gastroenterology/oncology _____                         | 7               | 0.1              | 7                | -                    |
| Genetics/oncology _____                                 | 3               | 0.1              | 3                | -                    |
| GP/FMs non CAGPO members _____                          | 13              | 0.3              | 13               | -                    |
| Internal Medicine/oncology _____                        | 24              | 0.5              | 24               | -                    |
| Nephrology/oncology _____                               | 2               | -                | 2                | -                    |
| Neurology/oncology _____                                | 6               | 0.1              | 6                | -                    |
| Gynecology/oncology _____                               | 85              | 1.7              | 85               | -                    |
| Ophthalmology/oncology _____                            | 14              | 0.3              | 14               | -                    |
| Respirology/oncology _____                              | -               | -                | -                | -                    |
| Urological/oncology _____                               | 43              | 0.8              | 43               | -                    |
| <b>OTHER B1 BREAKDOWN</b>                               |                 |                  |                  |                      |
| Pediatrics _____  | 10              | 0.2              | 10               | -                    |
| 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 _____  | 211             | 4.1              | 211              | -                    |
| Other paid circulation _____                            | 29              | 0.6              | 28               | 1                    |
| <b>TOTAL QUALIFIED CIRCULATION</b>                      | <b>5,092</b>    | <b>100.0</b>     | <b>5,084</b>     | <b>8</b>             |
| <b>PERCENT</b>  | <b>100.0</b>    |                  | <b>99.8</b>      | <b>0.2</b>           |

| <b>3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2010</b> |                  |         |         |                 |              |
|--|------------------|---------|---------|-----------------|--------------|
| QUALIFICATION SOURCE   | Qualified Within |         |         | Total Qualified | Percent      |
|  | 1 Year           | 2 Years | 3 Years |                 |              |
| I. Direct Request: _____   | 29               | -       | -       | 29              | 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): _____                    | <b>5,063</b>     | -       | -       | <b>5,063</b>    | <b>99.4</b>  |
| *Association rosters and directories _____   | 999              | -       | -       | 999             | 19.6         |
| Business directories _____   | -                | -       | -       | -               | -            |
| Manufacturer's, distributor's, and wholesaler's lists _____                                  | -                | -       | -       | -               | -            |
| *Other sources _____   | 4,064            | -       | -       | 4,064           | 79.8         |
| VI. Single Copy Sales: _____   | -                | -       | -       | -               | -            |
| <b>TOTAL QUALIFIED CIRCULATION</b>   | <b>5,092</b>     | -       | -       | <b>5,092</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 NOVEMBER 2010</b> |                 |              |
|---|-----------------|--------------|
| MAILING ADDRESS   | Total Qualified | Percent      |
| Individuals by name and title and/or function _____                                     | 5,063           | 99.4         |
| Individuals by name only _____  | 29              | 0.6          |
| Titles or functions only _____  | -               | -            |
| Company names only _____  | -               | -            |
| Multi-Copy Same Addressee copies _____  | -               | -            |
| Single Copy Sales _____   | -               | -            |
| <b>TOTAL QUALIFIED CIRCULATION</b>  | <b>5,092</b>    | <b>100.0</b> |

| <b>4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2010</b> |                 |              |
|---|-----------------|--------------|
| Provinces   | Total Qualified | Percent      |
| Newfoundland and Labrador _____   | 90              | 1.8          |
| Prince Edward Island _____  | 31              | 0.6          |
| Nova Scotia _____   | 203             | 4.0          |
| New Brunswick _____   | 127             | 2.5          |
| Quebec _____  | 1,099           | 21.6         |
| Ontario _____   | 1,900           | 37.3         |
| Manitoba _____  | 212             | 4.1          |
| Saskatchewan _____  | 137             | 2.7          |
| Alberta, N.W.T and Nunavut _____  | 593             | 11.6         |
| B.C. and Yukon _____  | 692             | 13.6         |
| <b>TOTAL FOR CANADA</b>   | <b>5,084</b>    | <b>99.8</b>  |
| United States _____   | 4               | 0.1          |
| Other Foreign _____   | 4               | 0.1          |
| <b>TOTAL OUTSIDE CANADA</b>   | <b>8</b>        | <b>0.2</b>   |
| <b>TOTAL QUALIFIED CIRCULATION</b>  | <b>5,092</b>    | <b>100.0</b> |

**7. 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 2008 | July - December 2008 | January - June 2009 | July - December 2009 | January - June 2010 | July - December 2010* |
| Total Audit Average Qualified: ___                                | 4,569               | 4,802                | 4,692               | 4,864                | 4,958               | 5,039                 |
| Qualified Non-Paid: _____   | 4,540               | 4,772                | 4,662               | 4,837                | 4,940               | 5,010                 |
| Qualified Paid: _____   | 29                  | 30                   | 30                  | 27                   | 18                  | 29                    |
| 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 2010 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 208 copies or 4.1% to 474 copies or 9.3%. Other sources include 1 source of circulation for a quantity of 4,064 copies or 79.8%, 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 January 14, 2011

City Montreal

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Type PJ

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