

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](http://www.bpaww.com)

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.

# 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](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.

Primary Market CARD Class 650 Medical

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	129
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	67
<b>TOTAL</b>	<b>196</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	5,036	100.0	5,004	99.4	32	0.6
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>5,036</b>	<b>100.0</b>	<b>5,004</b>	<b>99.4</b>	<b>32</b>	<b>0.6</b>

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD	
2011 Issue	Total Qualified
August _____	5,220
November _____	4,851

Oncology Exchange / December 2011

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

This issue is 7.1% or 369 copies below 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) _____	400	8.3	399	1
CAPO _____	291	6.0	289	2
<b>SPECIALISTS</b>				
CAGPO Members _____	81	1.7	81	-
Medical oncology _____	517	10.7	517	-
Radiation oncologists and diagnostic imaging _____	506	10.4	506	-
Surgical oncologists _____	161	3.3	161	-
Pediatric oncologists _____	50	1.0	50	-
Nuclear medicine _____	239	4.9	239	-
Haematologists _____	424	8.8	424	-
Haematologists pediatrics _____	67	1.4	67	-
Residents in Oncology _____	97	2.0	97	-
Palliative care _____	233	4.8	233	-
GP/FM w/interest in Palliative Care _____	1,120	23.1	1,120	-
Other spec w/interest in Palliative Care _____	46	0.9	46	-
Oncology Pharmacists _____	212	4.4	212	-
Pharmacists in cancer hosp/cancer centres _____	116	2.4	116	-
<b>OTHER SPECIALISTS WITH ONCOLOGY SPECIAL INTEREST</b>				
Dermatology/oncology _____	32	0.7	32	-
Endocrinology/oncology _____	1	-	1	-
Gastroenterology/oncology _____	7	0.1	7	-
Genetics/oncology _____	3	0.1	3	-
GP/FMs non CAGPO members _____	16	0.3	16	-
Internal Medicine/oncology _____	23	0.5	23	-
Nephrology/oncology _____	2	-	2	-
Neurology/oncology _____	7	0.1	7	-
Gynecology/oncology _____	86	1.8	86	-
Ophthalmology/oncology _____	14	0.3	14	-
Respirology/oncology _____	-	-	-	-
Urological/oncology _____	43	0.9	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 _____	-	-	-	-
Ophthalmology _____	1	-	1	-
Surgery - Neurological _____	1	-	1	-
Unspecified Speciality _____	1	-	1	-
Breast Diseases _____	2	-	2	-
Others _____	4	0.1	4	-
Other paid circulation _____	33	0.7	32	1
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>4,851</b>	<b>100.0</b>	<b>4,847</b>	<b>4</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 NOVEMBER 2011</b>					
QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	33	-	-	33	0.7
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>4,818</b>	-	-	<b>4,818</b>	<b>99.3</b>
*Association rosters and directories _____	691	-	-	691	14.2
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
*Other sources _____	4,127	-	-	4,127	85.1
VI. Single Copy Sales: _____	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>4,851</b>	-	-	<b>4,851</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 2011</b>		
MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	4,527	93.3
Individuals by name only _____	324	6.7
Titles or functions only _____	-	-
Company names only _____	-	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>4,851</b>	<b>100.0</b>

<b>4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011</b>		
Provinces	Total Qualified	Percent
Newfoundland and Labrador _____	89	1.8
Prince Edward Island _____	32	0.7
Nova Scotia _____	184	3.8
New Brunswick _____	111	2.3
Quebec _____	1,054	21.7
Ontario _____	1,871	38.6
Manitoba _____	183	3.8
Saskatchewan _____	125	2.6
Alberta, N.W.T and Nunavut _____	536	11.0
B.C. and Yukon _____	662	13.6
<b>TOTAL FOR CANADA</b>	<b>4,847</b>	<b>99.9</b>
United States _____	2	0.1
Other Foreign _____	2	-
<b>TOTAL OUTSIDE CANADA</b>	<b>4</b>	<b>0.1</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>4,851</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	Audited Data	Circulation Claim
	January-June 2009	July-December 2009	January-June 2010	July-December 2010	January-June 2011	July-December 2011*
Total Audit Average Qualified: ___	4,692	4,864	4,958	5,039	5,094	5,036
Qualified Non-Paid: _____	4,662	4,837	4,940	5,010	5,064	5,004
Qualified Paid: _____	30	27	18	29	30	32
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 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 includes 2 sources of circulation for quantities of 291 copies or 6.0% to 400 copies or 8.2%. Other sources include 1 source of circulation for a quantity of 4,127 copies or 85.1%, 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 25, 2012

City Montreal

State Quebec, Canada

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Type PJ

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