

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2010**

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
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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media—as well as more than 2,600 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

The Canadian medical profession.

DEFINITION OF RECIPIENT QUALIFICATION

Cancer care professionals including members of the Canadian Association of Nurses in Oncology.

Primary Market CARD Class 650 Medical

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	146
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	364
TOTAL	510

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	4,958	100.0	4,940	99.6	18	0.4
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	4,958	100.0	4,940	99.6	18	0.4

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD	
2010 Issue	Total Qualified
February _____	5,101
May _____	4,816

Oncology Exchange / June 2010

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

This issue is 5.6% or 285 copies below the other issue reported in Paragraph two.

Business & Industry	TOTAL FOR CANADA	TOTAL OUTSIDE CANADA	TOTAL QUALIFIED	PERCENT OF TOTAL
Canadian Association of Nurses in Oncology (CANO) _____	385	1	386	8.0
CAPO _____	236	4	240	5.0
SPECIALISTS				
CAGPO Members _____	87	-	87	1.8
Medical oncology _____	469	-	469	9.7
Radiation oncologists and diagnostic imaging _____	460	-	460	9.6
Surgical oncologists _____	158	-	158	3.3
Pediatric oncologists _____	44	-	44	0.9
Nuclear medicine _____	234	-	234	4.9
Haematologists _____	407	-	407	8.5
Haematologists pediatrics _____	63	-	63	1.3
Residents in Oncology _____	102	-	102	2.1
Palliative care _____	220	-	220	4.6
GP/FM w/interest in Palliative Care _____	1,149	-	1,149	23.9
Other spec w/interest in Palliative Care _____	44	-	44	0.9
Oncology Pharmacists _____	218	-	218	4.5
Pharmacists in cancer hosp/cancer centres _____	115	-	115	2.4
OTHER SPECIALISTS WITH ONCOLOGY SPECIAL INTEREST				
Dermatology/oncology _____	29	-	29	0.6
Endocrinology/oncology _____	2	-	2	-
Gastroenterology/oncology _____	7	-	7	0.1
Genetics/oncology _____	3	-	3	0.1
GP/FMs non CAGPO members _____	13	-	13	0.3
Internal Medicine/oncology _____	23	-	23	0.5
Nephrology/oncology _____	2	-	2	-
Neurology/oncology _____	6	-	6	0.1
Gynecology/oncology _____	84	-	84	1.7
Ophthalmology/oncology _____	14	-	14	0.3
Respirology/oncology _____	-	-	-	-
Urological/oncology _____	42	-	42	0.9
OTHER B1 BREAKDOWN				
Pediatrics _____	10	-	10	0.2
Urology _____	2	-	2	-
Pathological - Hematological _____	1	-	1	-
Diagnostic Imaging - Ped _____	3	-	3	0.1
Diagnostic Imaging - Neuro _____	1	-	1	-
Ophthalmology _____	1	-	1	-
Surgery - Neurological _____	1	-	1	-
Unspecified Speciality _____	3	-	3	0.1
Breast Diseases _____	2	-	2	-
Others _____	142	-	142	3.0
Other paid circulation _____	28	1	29	0.6
TOTAL QUALIFIED CIRCULATION	4,810	6	4,816	100.0
PERCENT	99.9	0.1	100.0	

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010					
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. TOTAL - Sources other than above (listed alphabetically): _____	4,787	-	-	4,787	99.4
*Association rosters and directories _____	765	-	-	765	15.9
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
*Other sources _____	4,022	-	-	4,022	83.5
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	4,816	-	-	4,816	100.0
PERCENT	100.0	-	-	100.0	

*See Paragraph 8

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010		
MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	4,787	99.4
Individuals by name only _____	29	0.6
Titles or functions only _____	-	-
Company names only _____	-	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	4,816	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010		
Provinces	Total Qualified	Percent
Newfoundland _____	84	1.7
Prince Edward Island _____	33	0.7
Nova Scotia _____	176	3.6
New Brunswick _____	123	2.6
Quebec _____	1,061	22.0
Ontario _____	1,851	38.4
Manitoba _____	201	4.2
Saskatchewan _____	120	2.5
Alberta, N.W.T and Nunavut _____	518	10.8
B.C. and Yukon _____	643	13.4
TOTAL FOR CANADA	4,810	99.9
United States _____	4	0.1
Other Foreign _____	2	-
TOTAL OUTSIDE CANADA	6	0.1
TOTAL QUALIFIED CIRCULATION	4,816	100.0

7. 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
	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*	January - June 2009*
Total Audit Average Qualified:	4,537	4,569	4,802	4,692	4,864	4,958
Qualified Non-Paid: _____	4,525	4,540	4,772	4,662	4,837	4,940
Qualified Paid: _____	12	29	30	30	27	18
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 2009 - June 2010 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

8. ADDITIONAL DATA**PARAGRAPH 3b:**

Association rosters and directories include 3 sources of circulation for quantities of 339 copies or 2.9% to 386 copies or 8.0%. Other sources include 1 source of circulation for a quantity of 4,022 copies or 83.5%, including Professional Targeted Marketing list.

Paragraphs 3c and 7 are being reported at the publisher's option.

PUBLISHER'S AFFIDAVET

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

D. 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 July 1, 2010

City Montreal

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