

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 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.

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CANADIAN FAMILY PHYSICIAN

The College of Family Physicians of Canada
2630 Skymark Avenue
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L4W 5A4
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Web Site: www.cfp.ca

Official Publication of:
The College of Family Physicians of Canada
Established: 1954
Issues Per Year: 12

FIELD SERVED

CANADIAN FAMILY PHYSICIAN serves the medical classification group family physicians (including General Practitioners and General Practitioners certified in family medicine).

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are family physicians/general practitioners. Also qualified are medical students, residents, hospitals, libraries, educational institutions, medical associations and organizations, pharmaceutical manufacturers, distributors and representatives, and government representatives.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	349
Rotated or Occasional _____	312
Allocated for Trade Shows and Conventions _____	8
All Other _____	400
TOTAL	1,069

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	18,439	54.1	17,919	52.5	520	1.5
Sponsored Individually Addressed _	-	-	-	-	-	-
*Membership Benefit _____	15,661	45.9	170	0.5	15,491	45.5
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	34,100	100.0	18,089	53.0	16,011	47.0

*See Paragraph 11

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2007 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2007 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
April _____					34,982	July _____					33,701
May _____					34,256	August _____					33,580
June _____					33,822	September _____					34,257
						TOTAL					

*See Paragraph 11

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF AUGUST 2007**This issue is 1.8% or 624 copies below the average of the other 5 issues reported in Paragraph two.**

This publication's business/occupational analysis conforms to CCAB's Standard Classifications of Circulation No. 650 BUSINESS AND INDUSTRY	CANADA	OUTSIDE CANADA	TOTAL QUALIFIED	PERCENT OF TOTAL
1. Family Physicians (including general practitioners and general practitioners certificated in family medicine)_____	29,760	937	30,697	91.5
2. Specialists _____	370	-	370	1.1
4. Residents _____	1,971	22	1,993	5.9
5. Hospitals and Clinics _____	50	64	114	0.3
6. Medical Students _____	60	1	61	0.2
7. Pharmaceutical Manufacturers, Distributors, Pharmaceutical Representatives _____	10	1	11	-
8. Others Allied to the Field including educational institutions, libraries, government officials _____	153	181	334	1.0
TOTAL QUALIFIED CIRCULATION	32,374	1,206	33,580	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF AUGUST 2007							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL – Personal direct request from the recipient: _____	106	-	-			106	0.3
a. Written _____	101	-	-			101	0.3
b. Telecommunication _____	3	-	-			3	-
c. Electronic _____	2	-	-			2	-
II. TOTAL – Request from recipient's company: _____	403	-	-			403	1.2
a. Written _____	401	-	-			401	1.2
b. Telecommunication _____	2	-	-			2	-
c. Electronic _____	-	-	-			-	-
III. TOTAL – Membership Benefit: _____	18,532	-	-			18,532	55.2
a. Individual _____	18,532	-	-			18,532	55.2
b. Organizational _____	-	-	-			-	-
IV. TOTAL – Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
V. TOTAL – Sources other than above (listed alphabetically): _____	14,539	-	-			14,539	43.3
Association rosters and directories _____	-	-	-			-	-
*Business directories _____	14,539	-	-			14,539	43.3
Independent field reports _____	-	-	-			-	-
Licensees – Federal, Provincial, or Municipal Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. TOTAL – Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	33,580	-	-			33,580	100.0
*See Paragraph 11	PERCENT	100.0	-	-		100.0	-

Paid Source Information can be reported at the option of the publisher.

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF AUGUST 2007				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			33,212	98.9
Individuals by name only _____			-	-
Titles or functions only _____			3	-
Company names only _____			365	1.1
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			33,580	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF AUGUST 2007				
Provinces	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Newfoundland _____			670	2.0
Prince Edward Island _____			5,765	17.2
Nova Scotia _____			1,145	3.4
New Brunswick _____			869	2.6
Quebec _____			2,460	7.3
Ontario _____			11,448	34.1
Manitoba _____			1,094	3.3
Saskatchewan _____			907	2.7
Alberta and N.W.T. _____			3,458	10.3
B.C. and Yukon _____			4,558	13.6
TOTAL FOR CANADA			32,374	96.4
United States _____			1,206	3.6
Other Foreign _____			-	-
TOTAL QUALIFIED CIRCULATION			33,580	100.0

TOTAL NEW AND RENEWED QUALIFIED PAID SUBSCRIPTIONS ORDERED/SOLD FOR THE PERIOD
Includes gross subscription sales/orders with unpaid invoices pending.

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS					
	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2003	2004	2005	2006	*2007
Total Audit Average Qualified:	33,483	33,926	33,970	34,358	34,409
Qualified Non-Paid: _____	33,483	33,926	33,970	34,358	34,409
Qualified Paid: _____	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: __	**NC	**NC	**NC	**NC	**NC

***NOTE: 2007 data is unaudited.**

**NC = None claimed.

11. ADDITIONAL DATA

PARAGRAPH 1:

Qualified paid Benefit of Membership subscriptions averaging 15,491 copies were sold to qualified recipients at the following subscription prices: \$25.00. Member's yearly subscription price is included in the dues and is non-deductible therefrom.

PARAGRAPH 2:

Additions and removals are not required for paid circulation.

PARAGRAPH 3b:

Business directories include 1 source of circulation for quantities of 14,539 copies or 43.3%, including Canadian Medical Directories.

10. PAID CIRCULATION DATA	
**NC	Average Annual Subscription Order Price for the Period Required (includes promotional incentive value, if any)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

PUBLISHER'S AFFIDAVIT

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

David Dehaas, Publisher

Mairi Abbott, Circulation Coordinator

(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 November 5, 2007

City Mississauga

Received by CCAB November 5, 2007

Type PS

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