

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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THE CANADIAN JOURNAL OF CARDIOLOGY

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Official Publication of: Canadian Cardiovascular Society
Established: 1985
Issues per Year: 10
(See Paragraph 8)



FIELD SERVED
Cardiovascular Medicine

DEFINITION OF RECIPIENT QUALIFICATION
General and family physicians, specialists, hospitals and clinics and others allied to cardiovascular field.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	150
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	209
TOTAL	359

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	14,550	97.0	14,550	97.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	450	3.0	450	3.0	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,000	100.0	15,000	100.0	-	-

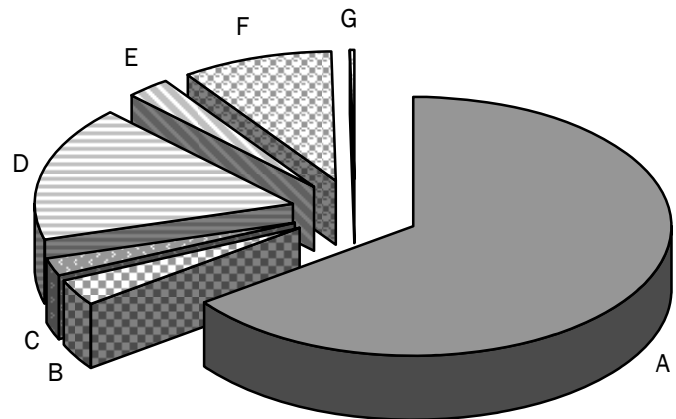
2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD	
2010 Issue	Total Qualified
April _____	15,000
May _____	15,000
June/July _____	15,000
August/September _____	15,000

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF AUGUST/SEPTEMBER 2010
 This issue is equal to the average of the other 3 issues reported in Paragraph two.

This publication's business/occupational analysis conforms to CCAB's Standard Classifications of Circulation No.650 BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CANADA	OUTSIDE CANADA
1. Family Physicians (including general practitioners and general practitioners certificated in family medicine) _____	9,765	65.1	9,765	-
2. SPECIALISTS				
Emergency Medicine _____	495	3.3	495	-
General Surgery (includes thoracic surgery, cardiovascular surgery, neurosurgery and plastic surgery) _____	308	2.1	308	-
Internal Medicine (includes allergy, cardiology, gastroenterology, rheumatology and pulmonary diseases) _____	2,535	16.9	2,535	-
Nuclear Medicine _____	-	-	-	-
Nephrology _____	420	2.8	420	-
Other specialties not elsewhere classified _____	1,432	9.5	1,432	-
5. Hospitals and Clinics _____	45	0.3	45	-
8. Others Allied to the Field including educational institutions, libraries, government officials _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,000	100.0	15,000	-

3a. Breakout of Qualified Circulation of Business and Industry

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A Family Physicians _____	9,765	65.1
B Emergency Medicine _____	495	3.3
C General Surgery _____	308	2.1
D Internal Medicine _____	2,535	16.9
E Nephrology _____	420	2.8
F Other specialties not elsewhere classified _____	1,432	9.5
G Hospitals and Clinics	45	0.3
H Others Allied to the Field including educational institutions, libraries, government officials _____	-	-



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF AUGUST/SEPTEMBER 2010					
QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	-	-	-	-	-
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): _____	15,000	-	-	15,000	100.0
Association rosters and directories _____	-	-	-	-	-
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
*Other sources _____	15,000	-	-	15,000	100.0
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,000	-	-	15,000	100.0
PERCENT	100.0	-	-	100.0	

*See Paragraph 8

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF AUGUST/SEPTEMBER 2010		
MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	14,505	96.7
Individuals by name only _____	-	-
Titles or functions only _____	45	0.3
Company names only _____	-	-
Multi-Copy Same Addressee copies _____	450	3.0
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	15,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF AUGUST/SEPTEMBER 2010		
Provinces	Total Qualified	Percent
Newfoundland _____	256	1.7
Prince Edward Island _____	55	0.4
Nova Scotia _____	472	3.1
New Brunswick _____	319	2.1
Quebec _____	3,939	26.3
Ontario _____	5,445	36.3
Manitoba _____	489	3.3
Saskatchewan _____	428	2.8
Alberta, N.W.T and Nunavut _____	1,590	10.6
B.C. and Yukon _____	2,007	13.4
TOTAL FOR CANADA	15,000	100.0
United States _____	-	-
Other Foreign _____	-	-
TOTAL OUTSIDE CANADA	-	-
TOTAL QUALIFIED CIRCULATION	15,000	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 AND 6 ARE REPORTED AT THE PUBLISHER'S OPTION

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
	October 2007 - March 2008	April-September 2008	October 2008 - March 2009	April - September 2009	October 2009-March 2010	April - September 2010*
Total Audit Average Qualified: _____	15,900	15,900	15,607	16,279	15,640	15,000
Qualified Non-Paid: ___	15,900	15,900	15,607	16,279	15,640	15,000
Qualified Paid: _____	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: October 2009 – September 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**CHANGE IN FREQUENCY:**

Effective with January 2010 issue, THE CANADIAN JOURNAL OF CARDIOLOGY changed its frequency from 12 to 10 issues per year

PARAGRAPH 3b:

Other sources include 1 source of circulation for a quantity of 15,000 copies or 100%, including Cegedim Dendrite.

PUBLISHER'S AFFIDAVIT

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

R. Kalina, Publisher

A. Holter, 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 October 19, 2010

City Oakville

Received by CCAB October 19, 2010

Type PS

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