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EDITORIAL STATEMENT:

Articles devoted to helping physicians fine-tune their diagnostic skills. Lively, timely topics designed to keep the doctor informed of the latest diagnostic techniques and advances.

ISSUE DATES: 2014

ISSUED	CLOSING	MATERIAL
January	December 2	December 13
February	January 6	January 15
March	February 3	February 14
April	February 28	March 12
May	March 31	April 11
June	May 1	May 13
July	June 2	June 13
August	July 2	July 15
September	July 31	August 13
October	August 29	September 10
November	September 30	October 10
December	October 31	November 11

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1-1/2 Page 4C	9,630	9,310	8,725	8,450
1-2/3 Page 4C	10,295	9,870	9,380	8,970
DPS 4C	10,845	10,360	9,855	9,485

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1/4 Page B/W	605	590	555	535

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Line screen: 150

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Unit	No Bleed (width x height)	Bleed (width x height)
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1/3 Vertical	2.35" x 10.375"	2.725" x 11.125"
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1/6 Vertical	2.25" x 5.25"	2.625" x 5.625"

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- The publisher is not responsible for reproduction of colour advertisements unless valid colour proof is supplied
- Material should be supplied on CD-ROM/DVD

CIRCULATION



Projected circulation for January 2014
Average controlled distribution 37,363

TRADE DISTRIBUTION

General Practice/Family Medicine 30,536
Internal Medicine (incl. Allergy, Cardiology, Gastroenterology, Immunology, Respiratory Diseases, Rheumatology, Endocrinology) ... 4,827
Geriatrics 198
Dermatology 419
Neurology/Psychiatry 685
Nephrology 466
Infectious Diseases 184
Other 48

GEOGRAPHICAL BREAKDOWN

NFLD. 670 ONT. 13,485
P.E.I. 116 MAN. 1,212
N.S. 1,117 SASK. 1,062
N.B. 869 ALTA./N.W.T. ... 4,232
QUÉ. ... 9,437 B.C./YUKON ... 5,158
Nunavut 5

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