

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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Official Publication of: None
Established: 1900
Issues Per Year: 12

FIELD SERVED

DAIRY FOODS serves the Dairy Products Industry - the companies that process and distribute: Fluid Products, Ice Cream/Dessert Products/ Novelties, Cheese Products/ Cultured Products/ Butter/ Margarine/ Powdered Products.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are Executives, Management, and Staff Personnel in General Management/ Administration, Plant Operations/ Production, Engineering, Sales/ Marketing, Purchasing, Research & Development, or QA/QC.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	254
Advertiser and Agency _____	724
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	696
TOTAL	1,674

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	20,550	100.0	20,550	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,550	100.0	20,550	100.0	-	-

2a. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD					
2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	128	128			20,550
August _____	38	38			20,550
September _____	106	106			20,550
October _____	87	87			20,550
November _____	317	317			20,550
December _____	141	141			20,550
TOTAL	817	817			

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
July _____	29,316	14,440	12,572	1.15	01:14	02:31
August _____	29,145	14,531	12,590	1.15	01:11	02:24
September _____	27,534	14,624	12,849	1.14	01:14	02:21
October _____	29,625	15,031	13,200	1.14	01:15	02:26
November _____	26,874	13,528	11,933	1.13	01:13	02:25
December _____	20,655	10,814	9,515	1.14	01:16	02:24
AVERAGE:	27,192	13,828	12,110	1.14	01:14	02:25

*See Paragraph 9

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

This issue is equal to the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE			
			General Management/ Administration (Note 1)	Plant Operations/ Production & Engineering (Note 2)	Sales/ Marketing & Purchasing (Note 3)	Research & Development/ QA/QC (Note 4)
MANUFACTURING/PROCESSING LOCATIONS AND HEADQUARTERS						
FLUID PRODUCTS including fluid milk, flavored milk, buttermilk, evaporated/condensed milk, juices, non-carbonated drinks, water						
1,500,000 Gallons or More Annually _____	1,535	7.5	356	572	320	287
Less than 1,500,000 Gallons Annually _____	3,268	15.9	1,676	970	260	362
Headquarters _____	3,408	16.6	1,257	918	762	471
TOTAL COPIES TO FLUID PRODUCTS COMPANIES	8,211	40.0	3,289	2,460	1,342	1,120
ICE CREAM & DESSERT PRODUCTS, NOVELTIES (stick and stickless) including ice cream, ice milk, tofu, ice cream mix, sherbet						
1,500,000 Gallons/1,000,000 Dozens or More Annually _____	942	4.6	246	257	287	152
Less Than 1,500,000 Gallons/1,000,000 Dozens Annually _____	2,451	11.9	1,190	703	330	228
Headquarters _____	3,213	15.6	1,357	613	843	400
TOTAL COPIES TO ICE CREAM COMPANIES	6,606	32.1	2,793	1,573	1,460	780
CHEESE,CULTURED,BUTTER and/or MARGARINE, POWDERED PRODUCTS including American and Italian type cheese, other natural cheese, processed cheese, cold pack, cottage cheese, yogurt, dips (dairy and non-dairy), sour cream (dairy and non-dairy), cream cheese, dried whole milk, non-fat dried milk, dried buttermilk, dried whey, dried cheese, condensed whey, whey protein concentrate, lactose						
1,000,000 Pounds or More Annually _____	1,089	5.3	197	408	252	232
Less Than 1,000,000 Pounds Annually _____	1,234	6.0	301	378	274	281
Headquarters _____	3,410	16.6	1,122	781	867	640
TOTAL COPIES TO MILK PRODUCTS COMPANIES	5,733	27.9	1,620	1,567	1,393	1,153
TOTAL COPIES TO PROCESSING COMPANIES Manufacturing Locations and Headquarters	20,550	100.0	7,702	5,600	4,195	3,053
TOTAL QUALIFIED CIRCULATION	20,550	100.0	7,702	5,600	4,195	3,053
PERCENT	100.0		37.5	27.2	20.4	14.9

Note 1: President, Owner, Partner, Vice-President, General Manager, Assistant Manager

Note 2: Plant Manager, Production Manager, Traffic Manager, Packaging Supervisor, Maintenance Manager, Distribution Manager, Engineer, Chief, Project, Plant, Design, System

Note 3: Director, Purchasing Director, Manager, Supervisor, Agent, Buyer, Assistant

Note 4: Dairy Technologist, Chemist, Scientist, Research Technologist, Group Project & Research Specialist

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Direct Request: _____	11,091	4,816	-			15,907	77.4
a. Written _____	1,547	852	-			2,399	11.7
b. Telecommunication _____	8,065	3,442	-			11,507	56.0
c. Electronic _____	1,479	522	-			2,001	9.7
II. TOTAL - Request from recipient's company: _____	129	136	-			265	1.3
a. Written _____	4	10	-			14	0.1
b. Telecommunication _____	3	5	-			8	-
c. Electronic _____	122	121	-			243	1.2
III. TOTAL - Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	366	-	-			366	1.8
a. Written _____	14	-	-			14	0.1
b. Telecommunication _____	310	-	-			310	1.5
c. Electronic _____	42	-	-			42	0.2
V. TOTAL - Sources other than above (listed alphabetically): _____	4,012	-	-			4,012	19.5
*Association rosters and directories _____	317	-	-			317	1.5
*Business directories _____	1,925	-	-			1,925	9.4
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	1,770	-	-			1,770	8.6
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	15,598	4,952	-			20,550	100.0
*See Paragraph 9	PERCENT	75.9	24.1	-		100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			20,550	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			20,550	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009							
State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent		
039-049 Maine _____	115		400-427 Kentucky _____	304			
030-038 New Hampshire _____	89		370-385 Tennessee _____	336			
050-059 Vermont _____	144		350-369 Alabama _____	164			
010-027 Massachusetts _____	488		386-397 Mississippi _____	71			
028-029 Rhode Island _____	59		EAST SO. CENTRAL	875	4.3		
060-069 Connecticut _____	253		716-729 Arkansas _____	131			
NEW ENGLAND	1,148	5.6	700-714 Louisiana _____	152			
100-149 New York _____	1,323		730-749 Oklahoma _____	133			
070-089 New Jersey _____	797		750-799 Texas _____	1,153			
150-196 Pennsylvania _____	981		WEST SO. CENTRAL	1,569	7.6		
MIDDLE ATLANTIC	3,101	15.1	590-599 Montana _____	68			
430-459 Ohio _____	951		832-838 Idaho _____	180			
460-479 Indiana _____	399		820-831 Wyoming _____	15			
600-629 Illinois _____	1,365		800-816 Colorado _____	374			
480-499 Michigan _____	499		870-884 New Mexico _____	92			
530-549 Wisconsin _____	1,691		850-865 Arizona _____	191			
EAST NO. CENTRAL	4,905	23.9	840-847 Utah _____	307			
550-567 Minnesota _____	847		889-898 Nevada _____	110			
500-528 Iowa _____	381		MOUNTAIN	1,337	6.5		
630-658 Missouri _____	545		995-999 Alaska _____	17			
580-588 North Dakota _____	43		980-994 Washington _____	362			
570-577 South Dakota _____	63		970-979 Oregon _____	323			
680-693 Nebraska _____	145		900-961 California _____	2,195			
660-679 Kansas _____	166		967-968 Hawaii _____	93			
WEST NO. CENTRAL	2,190	10.7	PACIFIC	2,990	14.5		
197-199 Delaware _____	38		UNITED STATES	20,465	99.6		
206-219 Maryland _____	243		969 & 004-009 U.S. Territories _____	79			
200-205 Washington, DC _____	15		Canada _____	-			
220-246 Virginia _____	291		Mexico _____	-			
247-268 West Virginia _____	41		Other International _____	6			
270-289 North Carolina _____	324		APO/FPO _____	-			
290-299 South Carolina _____	147		TOTAL QUALIFIED CIRCULATION	20,550	100.0		
300-319 Georgia _____	379						
320-349 Florida _____	872						
SOUTH ATLANTIC	2,350	11.4					

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2006	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*
6-Month Period Ended:						
Total Audit Average Qualified: _____	22,204	22,367	22,507	21,202	20,550	20,550
Qualified Non-Paid: _____	22,159	22,367	22,507	21,202	20,550	20,550
Qualified Paid: _____	45	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: July - December 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

****NC = None Claimed.**

8. PAID CIRCULATION DATA

**NC	Average Annual Subscription Order Price for the Period. (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)

9. ADDITIONAL DATA

PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 317 copies or 1.5%, including IDFA. Business directories include 2 sources of circulation for quantities of 130 copies or 0.7% to 1,795 copies or 8.7% Other Sources include 4 sources of circulation for quantities of 77 copies or 0.4% to 717 copies or 3.5%.

WEBSITE GLOSSARY:

Unique Browsers: An identified and unduplicated Cookied Browser that accesses internet content during a measurement period. Each browser visiting a site instrumented with SiteCensus code is assigned a unique cookie id to help determine browser uniqueness

Page Impressions: The number of web pages successfully viewed by all browsers within the reporting period

User Sessions: A single continuous set of activity attributable to a browser resulting in one or more pulled text downloads from a site. A period of inactivity of more than 30 minutes terminates the session

Unique Browser Frequency: The average number of user sessions per Unique Browser over the selected reporting period

User Session Duration: The average time a browser remained on the site per session

Page Duration: The average time a browser spent viewing any page(s) on the site

PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT

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

Christine A. Baloga, Corporate Audience Development Director

Catherine M. Ronan, Corporate Audience Audit 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 13, 2010

State Michigan

County Oakland

Received by BPA Worldwide January 13, 2010

Type PJ

ID Number D004POD9