

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.

Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.



BNP Media II, LLC  
(See Paragraph 11)  
2401 W. Big Beaver Rd.  
Suite 700  
Troy, MI 48084  
Tel.: (248) 362-3700  
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[www.snackandbakery.com](http://www.snackandbakery.com)

Official Publication of: none  
Established: 1912  
Issues Per Year: 12

**FIELD SERVED**

SNACK FOOD & WHOLESALE BAKERY magazine serves the snack food and wholesale baking industry, which includes manufacturers and processors of Baked Products, Salted Snacks, Specialty Snacks, Manufacturers/Suppliers and Others Allied to the Field as reported in Paragraph 3a.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients in the field served include General Management, Operations, Product Development and Sales and Marketing as reported in Paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	109
Advertiser and Agency _____	1,282
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
All Other _____	1,339
<b>TOTAL</b>	<b>2,730</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	14,854	100.0	14,854	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,854</b>	<b>100.0</b>	<b>14,854</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

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
July _____	124	124			14,854	October _____	54	54			14,854
August _____	39	39			14,854	November _____	41	41			14,854
September _____	72	72			14,854	December _____	22	22			14,854
						<b>TOTAL</b>	<b>352</b>	<b>352</b>			

**3a. BUSINESS/OCCUPATION BREAK OUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2007**

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

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	GENERAL MANAGEMENT (Note 1)	OPERATIONS (Note 2)	PRODUCT DEVELOPMENT (Note 3)	SALES AND MARKETING (Note 4)
<b>Baked Products</b> Including cookies, crackers, snack cakes, pies, donuts, granola snacks, toasted pastries, tortillas, cereal snacks, breads, rolls, other baked snack products _____	11,510	77.5	5,902	2,590	2,088	930
<b>Salted Snacks</b> Including potato chips, corn chips, tortilla chips, pretzels, popcorn, fabricated chips, multi-grain chips, nuts, other salted snack products _____	1,183	8.0	470	324	237	152
<b>Specialty Snacks</b> Including extruded snacks, pizza, spreads, salsas, cheese snacks, and other specialty snack products _____	754	5.1	258	226	217	53
<b>Manufacturers/Suppliers</b> Includes equipment, ingredients, mixes, flour distributors, other distributors, wholesalers, food brokers, packagers, others allied to the field _____	1,407	9.4	506	268	347	286
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,854</b>	<b>100.0</b>	<b>7,136</b>	<b>3,408</b>	<b>2,889</b>	<b>1,421</b>
<b>PERCENT</b>	<b>100.0</b>		<b>48.1</b>	<b>22.9</b>	<b>19.4</b>	<b>9.6</b>

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

Note 2: Plant Manager, Production Manager, Traffic Manager, Packaging Supervisor, Maintenance Manager, Engineer

Note 3: QA/QC Manager, Technologist, Chemist, Scientist, Research Tech Manager, Information Technology, Research and Development, Purchaser

Note 4: Sales Director, Sales Manager, Branch Manager, Marketing Director, Advertising Manager, Assistant Sales Manager

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 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: _____	11,308	2,123	-			13,431	90.5
a. Written _____	1,107	120	-			1,227	8.3
b. Telecommunication _____	9,414	1,922	-			11,336	76.4
c. Internet and E-Mail _____	787	81	-			868	5.8
II. TOTAL - Request from recipient's company: _____	280	58	-			338	2.2
a. Written _____	76	35	-			111	0.7
b. Telecommunication _____	88	10	-			98	0.6
c. Internet and E-Mail _____	116	13	-			129	0.9
III. TOTAL - Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	50	-	-			50	0.4
a. Written _____	13	-	-			13	0.1
b. Telecommunication _____	20	-	-			20	0.2
c. Internet and E-Mail _____	17	-	-			17	0.1
V. TOTAL - Sources other than above (listed alphabetically): _____	1,035	-	-			1,035	6.9
Association rosters and directories _____	-	-	-			-	-
*Business directories _____	1,016	-	-			1,016	6.8
Independent field reports _____	-	-	-			-	-
Licensees - National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	19	-	-			19	0.1
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,673</b>	<b>2,181</b>	<b>-</b>			<b>14,854</b>	<b>100.0</b>
<b>*See Paragraph 11 PERCENT</b>	<b>85.3</b>	<b>14.7</b>	<b>-</b>			<b>100.0</b>	

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2007**

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			14,854	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>			<b>14,854</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2007**

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	55		400-427 Kentucky _____	193	
030-038 New Hampshire _____	41		370-385 Tennessee _____	281	
050-059 Vermont _____	58		350-369 Alabama _____	153	
010-027 Massachusetts _____	380		386-397 Mississippi _____	66	
028-029 Rhode Island _____	45		<b>EAST SO. CENTRAL</b>	<b>693</b>	<b>4.7</b>
060-069 Connecticut _____	168		716-729 Arkansas _____	131	
<b>NEW ENGLAND</b>	<b>747</b>	<b>5.0</b>	700-714 Louisiana _____	113	
100-149 New York _____	896		730-749 Oklahoma _____	116	
070-089 New Jersey _____	460		750-799 Texas _____	720	
150-196 Pennsylvania _____	888		<b>WEST SO. CENTRAL</b>	<b>1,080</b>	<b>7.3</b>
<b>MIDDLE ATLANTIC</b>	<b>2,244</b>	<b>15.1</b>	590-599 Montana _____	37	
430-459 Ohio _____	676		832-838 Idaho _____	54	
460-479 Indiana _____	342		820-831 Wyoming _____	13	
600-629 Illinois _____	960		800-816 Colorado _____	177	
480-499 Michigan _____	415		870-884 New Mexico _____	43	
530-549 Wisconsin _____	449		850-865 Arizona _____	108	
<b>EAST NO. CENTRAL</b>	<b>2,842</b>	<b>19.1</b>	840-847 Utah _____	116	
550-567 Minnesota _____	412		889-898 Nevada _____	49	
500-528 Iowa _____	185		<b>MOUNTAIN</b>	<b>597</b>	<b>4.0</b>
630-658 Missouri _____	290		995-999 Alaska _____	5	
580-588 North Dakota _____	74		980-994 Washington _____	226	
570-577 South Dakota _____	35		970-979 Oregon _____	189	
680-693 Nebraska _____	95		900-961 California _____	1,516	
660-679 Kansas _____	166		967-968 Hawaii _____	50	
<b>WEST NO. CENTRAL</b>	<b>1,257</b>	<b>8.5</b>	<b>PACIFIC</b>	<b>1,986</b>	<b>13.4</b>
197-199 Delaware _____	17		<b>UNITED STATES</b>	<b>13,438</b>	<b>90.5</b>
206-219 Maryland _____	212		969 & 004-009 U.S. Territories _____	16	
200-205 Washington, DC _____	18		Canada _____	1,395	
220-246 Virginia _____	232		Mexico _____	3	
247-268 West Virginia _____	50		Other International _____	2	
270-289 North Carolina _____	332		AP0/FPO _____	-	
290-299 South Carolina _____	101		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,854</b>	<b>100.0</b>
300-319 Georgia _____	502				
320-349 Florida _____	528				
<b>SOUTH ATLANTIC</b>	<b>1,992</b>	<b>13.4</b>			

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 _	14,854	14,854	14,847	14,854	14,854
Qualified Non-Paid Total _____	14,854	14,854	14,847	14,854	14,854
Qualified Paid Total _____	-	-	-	-	-
Post Expire Copies included in Paid Circulation _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price ___	**NC	**NC	**NC	**NC	**NC

\*NOTE: The audited average qualified circulation for January - June 2007 = 14,854. The unaudited average qualified circulation for July - December 2007 = 14,854. Yielding an average qualified circulation of 14,854.  
 \*\*NC = None Claimed.

## 10. 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)

## 11. ADDITIONAL DATA

## CHANGE IN OWNERSHIP:

Effective with the September 2007 issue, Snackfood & Wholesale Bakery was purchased by BNP Media II, LLC.

## PARAGRAPH 3b:

Business directories include 6 sources of circulation for quantities of 18 copies or 0.1% to 437 copies or 2.9%. Other sources include 1 source of circulation for a quantity of 19 copies or 0.1%.

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.

## PUBLISHER'S AFFIDAVIT

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

Amy Schuler, Group Audience Development Manager

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 15, 2008

State Michigan

County Oakland

Received by BPA Worldwide January 15, 2008

Type PJ

ID Number S047P0D7