

BUSINESS PUBLICATION CIRCULATION STATEMENT FOR THE 6 MONTH PERIOD ENDED DECEMBER 2009

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.

No. NEC/12-09

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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: 1912
Issues Per Year: 12

FIELD SERVED

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

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients 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 _____	92
Advertiser and Agency _____	794
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	765
TOTAL	1,651

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	14,000	100.0	13,997	100.0	3	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	14,000	100.0	13,997	100.0	3	-

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 _____	158	158			14,000
August _____	4	4			14,000
September _____	204	204			14,000
October _____	7	7			14,000
November _____	521	521			14,000
December _____	246	246			14,000
TOTAL	1,140	1,140			

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
July _____	10,154	4,598	3,910	1.18	01:04	02:21
August _____	10,747	4,779	4,145	1.15	01:00	02:15
September _____	11,865	4,918	4,161	1.18	00:59	02:22
October _____	10,662	4,414	3,812	1.16	01:05	02:40
November _____	9,717	3,855	3,209	1.20	01:13	03:09
December _____	9,323	3,501	3,001	1.17	01:04	03:00
AVERAGE:	10,411	4,344	3,706	1.17	01:04	02:38

*See Paragraph 9

SNACK FOOD & WHOLESALE BAKERY / December 2009

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	GENERAL MANAGEMENT (Note 1)	OPERATIONS (Note 2)	PRODUCT DEVELOPMENT (Note 3)	SALES AND MARKETING (Note 4)
Baked Products Includes breads and rolls, cookies, crackers, snack cakes, pies, donuts, toasted pastries, tortillas, cereal snacks and other baked snack products _____	10,760	76.8	5,470	2,698	1,613	979
Salted Snacks Includes potato chips, corn chips, tortilla chips, pretzels, fabricated chips, multi-grain chips, nuts and other salted snack products _____	1,425	10.2	641	332	289	163
Specialty Snacks Includes extruded snacks, pizza, cheese snacks and other specialty snack products_____	1,815	13.0	860	399	398	158
TOTAL QUALIFIED CIRCULATION	14,000	100.0	6,971	3,429	2,300	1,300
PERCENT	100.0		49.8	24.5	16.4	9.3

Note 1: General Management includes Administration, President, Owner, Partner, Vice President, General Manager, Assistant Manager.

Note 2: Operations includes Plant Manager, Production Manager, Traffic Manager, Packaging Manager, Maintenance Manager, Distribution Manager, Chief Engineer, Project Engineer, Design Engineer and System Engineer.

Note 3: Product Development includes QA/QC Manager, Technologist, Chemist, Scientist, Research Technologist, Group Project & Research Scientist, Purchasing Director, Purchasing Supervisor, Purchasing Agent and Buyer.

Note 4: Sales and Marketing includes Sales Director, Sales Manager, Brand Manager, Marketing Director, Advertising Manager, Assistant Sales Manager.

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: _____	9,410	2,686	-			12,096	86.4
a. Written _____	993	84	-			1,077	7.7
b. Telecommunication _____	6,494	2,400	-			8,894	63.5
c. Electronic _____	1,923	202	-			2,125	15.2
II. TOTAL – Request from recipient's company: _____	142	100	-			242	1.7
a. Written _____	1	5	-			6	-
b. Telecommunication _____	2	44	-			46	0.3
c. Electronic _____	139	51	-			190	1.4
III. TOTAL – Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. TOTAL – Communication from recipient or recipient's company (other than request): _____	409	-	-			409	2.9
a. Written _____	13	-	-			13	0.1
b. Telecommunication _____	371	-	-			371	2.6
c. Electronic _____	25	-	-			25	0.2
V. TOTAL – Sources other than above (listed alphabetically): _____	1,253	-	-			1,253	9.0
Association rosters and directories _____	-	-	-			-	-
*Business directories _____	51	-	-			51	0.4
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	1,202	-	-			1,202	8.6
VI. TOTAL – Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	11,214	2,786	-			14,000	100.0
*See Paragraph 9	PERCENT	80.1	19.9	-		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 _____			14,000	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			14,000	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 _____	65		400-427 Kentucky _____	193	
030-038 New Hampshire _____	54		370-385 Tennessee _____	264	
050-059 Vermont _____	51		350-369 Alabama _____	131	
010-027 Massachusetts _____	343		386-397 Mississippi _____	63	
028-029 Rhode Island _____	45		EAST SO. CENTRAL	651	4.7
060-069 Connecticut _____	172		716-729 Arkansas _____	128	
NEW ENGLAND	730	5.2	700-714 Louisiana _____	133	
100-149 New York _____	967		730-749 Oklahoma _____	124	
070-089 New Jersey _____	523		750-799 Texas _____	915	
150-196 Pennsylvania _____	941		WEST SO. CENTRAL	1,300	9.3
MIDDLE ATLANTIC	2,431	17.4	590-599 Montana _____	34	
430-459 Ohio _____	692		832-838 Idaho _____	76	
460-479 Indiana _____	331		820-831 Wyoming _____	13	
600-629 Illinois _____	950		800-816 Colorado _____	196	
480-499 Michigan _____	447		870-884 New Mexico _____	61	
530-549 Wisconsin _____	526		850-865 Arizona _____	124	
EAST NO. CENTRAL	2,946	21.0	840-847 Utah _____	117	
550-567 Minnesota _____	401		889-898 Nevada _____	68	
500-528 Iowa _____	177		MOUNTAIN	689	4.9
630-658 Missouri _____	322		995-999 Alaska _____	14	
580-588 North Dakota _____	76		980-994 Washington _____	233	
570-577 South Dakota _____	38		970-979 Oregon _____	194	
680-693 Nebraska _____	114		900-961 California _____	1,514	
660-679 Kansas _____	161		967-968 Hawaii _____	80	
WEST NO. CENTRAL	1,289	9.2	PACIFIC	2,035	14.5
197-199 Delaware _____	20		UNITED STATES	13,956	99.7
206-219 Maryland _____	193		969 & 004-009 U.S. Territories _____	42	
200-205 Washington, DC _____	12		Canada _____	1	
220-246 Virginia _____	230		Mexico _____	-	
247-268 West Virginia _____	41		Other International _____	1	
270-289 North Carolina _____	362		APQ/FPO _____	-	
290-299 South Carolina _____	112		TOTAL QUALIFIED CIRCULATION	14,000	100.0
300-319 Georgia _____	378				
320-349 Florida _____	537				
SOUTH ATLANTIC	1,885	13.5			

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

	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
6-Month Period Ended:	2006	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*
Total Audit Average Qualified: _____	14,854	14,854	14,854	14,854	14,143	14,000
Qualified Non-Paid: _____	14,854	14,854	14,854	14,854	14,141	13,997
Qualified Paid: _____	-	-	-	-	2	3
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 6 six-month periods of data 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:**

Business directories include 1 source of circulation for a quantity of 51 copies or 0.4%.

Other sources include 2 sources of circulation for quantities of 443 copies or 3.2% to 759 copies or 5.4%

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 12, 2010

State Michigan

County Oakland

Received by BPA Worldwide January 12, 2010

Type PJ

ID Number S047P0D9