

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2008**

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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(See Paragraph 11)
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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 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 _____	102
Advertiser and Agency _____	1,560
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
All Other _____	1,017
TOTAL	2,679

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 _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	14,854	100.0	14,854	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	80	80			14,854	April _____	886	886			14,854
February _____	319	319			14,854	May _____	4,747	4,747			14,854
March _____	89	89			14,854	June _____	15	16			14,855
						TOTAL	6,136	6,137			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008

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 Including cookies, crackers, snack cakes, pies, donuts, granola snacks, toasted pastries, tortillas, cereal snacks, breads, rolls, other baked snack products _____	11,652	78.4	5,818	2,862	1,795	1,177
Salted Snacks Including potato chips, corn chips, tortilla chips, pretzels, popcorn, fabricated chips, multi-grain chips, nuts, other salted snack products _____	1,138	7.7	451	376	185	126
Specialty Snacks Including extruded snacks, pizza, spreads, salsas, cheese snacks, and other specialty snack products _____	768	5.2	376	193	153	46
Manufacturers/Suppliers Includes equipment, ingredients, mixes, flour distributors, other distributors, wholesalers, food brokers, packagers, others allied to the field _____	1,296	8.7	479	249	306	262
TOTAL QUALIFIED CIRCULATION	14,854	100.0	7,124	3,680	2,439	1,611
PERCENT	100.0	-	48.0	24.8	16.4	10.8

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 MAY 2008								
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: _____	11,343	2,075	-			13,418	90.3	
a. Written _____	719	136	-			855	5.8	
b. Telecommunication _____	9,636	1,845	-			11,481	77.3	
c. Internet and E-Mail _____	988	94	-			1,082	7.2	
II. TOTAL - Request from recipient's company: _____	245	106	-			351	2.4	
a. Written _____	7	33	-			40	0.3	
b. Telecommunication _____	103	26	-			129	0.9	
c. Internet and E-Mail _____	135	47	-			182	1.2	
III. TOTAL - Membership Benefit: _____	-	-	-			-	-	
a. Individual _____	-	-	-			-	-	
b. Organizational _____	-	-	-			-	-	
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-	
a. Written _____	-	-	-			-	-	
b. Telecommunication _____	-	-	-			-	-	
c. Internet and E-Mail _____	-	-	-			-	-	
V. TOTAL - Sources other than above (listed alphabetically): _____	1,085	-	-			1,085	7.3	
Association rosters and directories _____	-	-	-			-	-	
*Business directories _____	1,085	-	-			1,085	7.3	
Independent field reports _____	-	-	-			-	-	
Licenseses - National, State or Local Government _____	-	-	-			-	-	
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-	
Other sources _____	-	-	-			-	-	
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-	
TOTAL QUALIFIED CIRCULATION	12,673	2,181	-			14,854	100.0	
*See Paragraph 11 PERCENT	85.3	14.7	-			100.0	-	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008				
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 _____			-	-
TOTAL QUALIFIED CIRCULATION			14,854	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008					
State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	70		400-427 Kentucky _____	210	
030-038 New Hampshire _____	54		370-385 Tennessee _____	277	
050-059 Vermont _____	54		350-369 Alabama _____	129	
010-027 Massachusetts _____	291		386-397 Mississippi _____	60	
028-029 Rhode Island _____	43		EAST SO. CENTRAL	676	4.6
060-069 Connecticut _____	168		716-729 Arkansas _____	135	
NEW ENGLAND	680	4.5	700-714 Louisiana _____	122	
100-149 New York _____	889		730-749 Oklahoma _____	123	
070-089 New Jersey _____	531		750-799 Texas _____	798	
150-196 Pennsylvania _____	1,032		WEST SO. CENTRAL	1,178	7.9
MIDDLE ATLANTIC	2,452	16.5	590-599 Montana _____	42	
430-459 Ohio _____	727		832-838 Idaho _____	74	
460-479 Indiana _____	355		820-831 Wyoming _____	14	
600-629 Illinois _____	1,003		800-816 Colorado _____	196	
480-499 Michigan _____	504		870-884 New Mexico _____	54	
530-549 Wisconsin _____	491		850-865 Arizona _____	115	
EAST NO. CENTRAL	3,080	20.7	840-847 Utah _____	131	
550-567 Minnesota _____	447		889-898 Nevada _____	61	
500-528 Iowa _____	201		MOUNTAIN	687	4.6
630-658 Missouri _____	300		995-999 Alaska _____	8	
580-588 North Dakota _____	93		980-994 Washington _____	235	
570-577 South Dakota _____	32		970-979 Oregon _____	205	
680-693 Nebraska _____	118		900-961 California _____	1,499	
660-679 Kansas _____	186		967-968 Hawaii _____	27	
WEST NO. CENTRAL	1,377	9.3	PACIFIC	1,974	13.3
197-199 Delaware _____	14		UNITED STATES	14,074	94.7
206-219 Maryland _____	207		969 & 004-009 U.S. Territories _____	16	
200-205 Washington, DC _____	12		Canada _____	761	
220-246 Virginia _____	239		Mexico _____	-	
247-268 West Virginia _____	50		Other International _____	2	
270-289 North Carolina _____	361		AP0/FPO _____	1	
290-299 South Carolina _____	98		TOTAL QUALIFIED CIRCULATION	14,854	100.0
300-319 Georgia _____	464				
320-349 Florida _____	525				
SOUTH ATLANTIC	1,970	13.3			

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS					
	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2004	2005	2006	*2007	**2008
Total Audit Average Qualified	14,854	14,847	14,854	14,854	14,854
Qualified Non-Paid Total	14,854	14,847	14,854	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. **2008 data is unaudited. ***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, Snack Food & Wholesale Bakery was purchased by BNP Media II, LLC.

PARAGRAPH 3b:

Business Directories include 3 sources of circulation for quantities of 87 copies or 0.6% to 675 copies or 4.5%.

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.	Date signed	July 01, 2008
Amy Schuler, Group Audience Development Manager	State	Michigan
Carolyn Alexander, Audience Audit Assistant	County	Oakland
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	July 01, 2008
IMPORTANT NOTE:	Type	PJ
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	S047P0J8