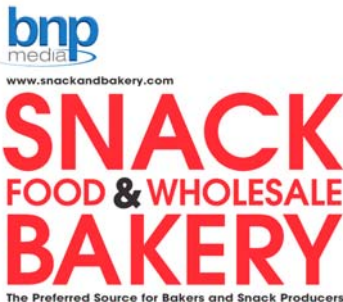


**BRAND REPORT  
FOR THE 6 MONTH PERIOD ENDED DECEMBER 2012**

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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**ABOUT SNACK FOOD & WHOLESALE BAKERY**

**SNACK FOOD & WHOLESALE BAKERY** is a B2B brand intended for those serving large volume commercial and wholesale snack producers and bakers throughout the USA. The editorial scope of the brand delivers strategies, trends, formulation and problem-solving solutions by highlighting best practices for this dynamic industry.

**BRAND REPORT PURPOSE**

The Brand Report provides a deeper understanding and identification of all touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel across multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary.

**FIELD SERVED**

**SNACK FOOD & WHOLESALE BAKERY** serves the snack food and wholesale baking industry which includes processors of bakery products; snack foods; and pizza, cheese snacks, meat snacks, prepared snacks and other prepared products.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include corporate management & administration; plant/operations/production; engineering; warehousing/distribution/logistics; research & development/product development; QA/QC; and marketing/sales.

**Channels Include:**



**Snack Food & Wholesale Bakery Magazine**

6 issues in the period  
14,000 average circulation  
Pages 2 & 3



**Operations Weekly E-Newsletter**

26 deployments in the period  
6,302 average distribution  
Page 3



**Snack Food & Wholesale Bakery Website**

7,472 average unique browsers  
Page 3



**Snack Food & Wholesale Bakery Social Media**

292 average Twitter followers  
467 average Facebook likes  
1,637 average LinkedIn group members  
Page 3

**EXECUTIVE SUMMARY**

Below are the Average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
Snack Food & Wholesale Bakery Magazine (6 Issues in the period)	13,993	7	14,000
a. Print	11,426	7	11,433
b. Digital	2,567	-	2,567
1. Requested	2,567	-	2,567
2. Non-Requested	-	-	-
Operations Weekly E-Newsletter (26 deployments in the period)	6,302	-	6,302
Snack Food & Wholesale Bakery Website (Unique Browsers) (Note 1)	7,472	-	7,472
Snack Food & Wholesale Bakery Social Media			
a. Twitter followers	292	-	292
b. Facebook likes	467	-	467
c. LinkedIn group members	1,637	-	1,637
<b>SIX-MONTH AVERAGE TOTAL</b>	<b>30,163</b>	<b>7</b>	<b>30,170</b>

Note 1: Unique Browsers: See Website Glossary in Channel Profile.

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

www.bpaww.com

# CHANNEL PROFILE MAGAZINE



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

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	69
Advertiser and Agency	662
Rotated or Occasional	-
Allocated for Trade Shows and Conventions	-
Digital	-
All Other	607
<b>TOTAL</b>	<b>1,338</b>

1. AVERAGE CIRCULATION FOR MAGAZINE FOR THE PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	14,000	100.0	13,993	100.0	7	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,000</b>	<b>100.0</b>	<b>13,993</b>	<b>100.0</b>	<b>7</b>	<b>-</b>

1. AVERAGE CIRCULATION FOR MAGAZINE FOR THE PERIOD - PRINT						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	11,433	100.0	11,426	99.9	7	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>11,433</b>	<b>100.0</b>	<b>11,426</b>	<b>99.9</b>	<b>7</b>	<b>0.1</b>

1. AVERAGE CIRCULATION FOR MAGAZINE FOR THE PERIOD - DIGITAL						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	2,567	100.0	2,567	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>2,567</b>	<b>100.0</b>	<b>2,567</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD						
2012 Issue	Number Removed	Number Added	Print	Digital	Total Qualified	
July	44	44	11,380	2,620	14,000	
August	84	84	11,411	2,589	14,000	
September	111	111	11,419	2,581	14,000	
October	46	46	11,430	2,570	14,000	
November	220	220	11,476	2,524	14,000	
December	106	106	11,482	2,518	14,000	
<b>TOTAL</b>	<b>611</b>	<b>611</b>				

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2012**  
This issue is equal to the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	CLASSIFICATION BY TITLE			
					Corporate Management & Administration (Note 1)	Plant Operations/Production, Engineering, Warehousing/Distribution/Logistics (Note 2)	Research & Development/Product Development, QA/QC (Note 3)	Marketing/Sales (Note 4)
<b>Bakery Products</b> (Includes breads and rolls, waffles, cookies, crackers, snack cakes, pies, donuts, toasted pastries, tortillas, snack bars, and other bakery products (Note 5))	10,226	73.1	8,529	1,697	6,077	1,990	1,287	872
<b>Snack Foods</b> (Includes chips & pretzels, nuts/trail mix, extruded snacks, and other Prepared Products) Pizza, Cheese Snacks, Meat Snacks, Prepared Snacks and Other Prepared Products	2,440	17.4	1,906	534	980	590	551	319
	1,334	9.5	1,041	293	432	386	346	170
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,000</b>	<b>100.0</b>	<b>11,476</b>	<b>2,524</b>	<b>7,489</b>	<b>2,966</b>	<b>2,184</b>	<b>1,361</b>
<b>PERCENT</b>	<b>100.0</b>		<b>82.0</b>	<b>18.0</b>	<b>53.5</b>	<b>21.2</b>	<b>15.6</b>	<b>9.7</b>

Note 1: Corporate Management & Administration (President, Owner, Partner, Chairman of the Board, Executive VP, VP, General Manager, Secretary-Treasurer, Manager, Assistant Manager, Store/Location Manager)  
 Note 2: Plant Operations/Production (VP Production, Production Mgr, Plant Mgr/Supv/Supt/Production Line Foreman, VP Operations, Processing/Packaging Supervisor, Maintenance Foreman, Plant Security Manager, Safety Foreman) Engineering (VP Engineering, Plant Engineer, Maintenance Engineer, Chief Engineer, Packaging Engineer, Processing/Production Engineer, Engineering Director) Warehousing/Distribution/Logistics (Warehouse/Distribution Manager/Director, Logistics/Traffic Manager/Director, Truck Fleet Mgr & Repairs/RTE Mgr)  
 Note 3: Research & Development/Product Development (President/VP of R&D, Food Tech, Chemist, Flavor Room Manager, Lab Tech, Design Manager, Tech Services Manager, Project Manager) QA/QC (Quality Assurance Manager, Quality Control Manager, QA/QC Personnel) Purchasing (VP Purchasing, Purchasing or Procurement Director/Manager/Supervisor, Purchasing Agent, Grocery Buyer, Retail Buyer, Buyer)  
 Note 4: Marketing/Sales (Category/Brand/Product Manager, Marketing Director/Manager, VP Sales, Sales Mgr/Director, Vending Manager, Merchandising Manager, Account Exec)  
 Note 5: Also includes cereal snacks

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2012							
QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 year	2 year	3 year				
<b>I. TOTAL - Direct Request:</b>	<b>9,105</b>	<b>2,788</b>	-	<b>9,369</b>	<b>2,524</b>	<b>11,893</b>	<b>85.0</b>
a. Written	493	76	-	562	7	569	4.1
b. Telecommunication	6,597	2,268	-	7,049	1,816	8,865	63.3
c. Electronic	2,015	444	-	1,758	701	2,459	17.6
<b>II. TOTAL - Request from recipient's company:</b>	<b>144</b>	-	-	<b>144</b>	-	<b>144</b>	<b>1.0</b>
a. Written	1	-	-	1	-	1	-
b. Telecommunication	2	-	-	2	-	2	-
c. Electronic	141	-	-	141	-	141	1.0
<b>III. TOTAL - Membership Benefit:</b>	-	-	-	-	-	-	-
a. Individual	-	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-	-
<b>IV. TOTAL - Communication from recipient or recipient's company (other than request):</b>	-	-	-	-	-	-	-
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
<b>V. TOTAL - Sources other than above (listed alphabetically):</b>	<b>1,963</b>	-	-	<b>1,963</b>	-	<b>1,963</b>	<b>14.0</b>
Association rosters and directories	-	-	-	-	-	-	-
*Business directories	1,341	-	-	1,341	-	1,341	9.6
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	622	-	-	622	-	622	4.4
<b>VI. TOTAL - Single Copy Sales:</b>	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>11,212</b>	<b>2,788</b>	-	<b>11,476</b>	<b>2,524</b>	<b>14,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>80.1</b>	<b>19.9</b>	-	<b>82.0</b>	<b>18.0</b>	<b>100.0</b>	

\*See Additional Data

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

## CHANNEL PROFILE (CONTINUED)

### MAGAZINE ( CONTINUED)

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2012				
MAILING ADDRESS	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function _____	11,405	2,524	13,929	99.5
Individuals by name only _____	2	-	2	-
Titles or functions only _____	66	-	66	0.5
Company names only _____	3	-	3	-
Multiple Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>11,476</b>	<b>2,524</b>	<b>14,000</b>	<b>100.0</b>

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January-June 2010	July-December 2010	January-June 2011	July-December 2011	January-June 2012	July-December 2012*
Total Audit Average Qualified	14,000	14,000	14,000	14,000	14,000	14,000
Qualified Non-Paid Total	13,998	13,998	13,997	13,994	13,993	13,993
Print	13,241	12,722	12,219	12,126	11,140	11,426
Digital	757	1,276	1,778	1,868	2,853	2,567
Qualified Paid Total	2	2	3	6	7	7
Print	2	2	3	6	7	7
Digital	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price	**NC	**NC	**NC	**NC	**NC	**NC

\*NOTE: July - December 2012 data is unaudited.

\*\*NC = None Claimed.

## E-NEWSLETTER

2012	Operations Weekly E-Newsletter	2012	Operations Weekly E-Newsletter
July 4	6,309	October 3	6,217
July 11	6,326	October 10	6,271
July 18	6,151	October 17	6,263
July 25	6,299	October 24	6,293
August 1	6,280	October 31	6,260
August 8	6,272	November 7	6,309
August 15	6,271	November 14	6,335
August 22	6,246	November 21	6,405
August 29	6,251	November 28	6,405
September 5	6,239	December 5	6,411
September 12	6,261	December 12	6,414
September 19	6,256	December 19	6,465
September 26	6,200	December 26	6,448
		<b>AVERAGE</b>	<b>6,302</b>

Operations Weekly E-Newsletter (26 deployments in the period)

## WEBSITE\*

Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
July	13,186	5,452	4,525	1.20	00:55	02:12
August	15,351	7,405	6,168	1.20	01:32	01:39
September	18,312	8,176	6,833	1.20	01:29	01:51
October	20,575	9,790	7,926	1.24	01:24	01:32
November	21,012	10,695	9,017	1.19	01:21	01:18
December	22,183	11,923	10,361	1.15	01:23	01:12
<b>AVERAGE:</b>	<b>18,437</b>	<b>8,907</b>	<b>7,472</b>	<b>1.20</b>	<b>01:21</b>	<b>01:37</b>

\*See Additional Data

### WEBSITE GLOSSARY:

**Unique Browsers:** An identified and unduplicated Cookie Browser that accesses internet content during a measurement period.

**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

## SOCIAL MEDIA

2012	SnackFood & Wholesale Bakery Social Media		
	 Twitter followers <a href="http://twitter.com/SFWB">http://twitter.com/SFWB</a>	 Facebook likes <a href="http://www.facebook.com/SnackandBakery">http://www.facebook.com/SnackandBakery</a>	 LinkedIn group members <a href="http://www.linkedin.com/groups/Snack-Food-Wholesale-Bakery-3263929">http://www.linkedin.com/groups/Snack-Food-Wholesale-Bakery-3263929</a>
July	253	422	1,324
August	264	436	1,439
September	281	465	1,608
October	303	476	1,719
November	319	498	1,823
December	331	506	1,910
<b>AVERAGE:</b>	<b>292</b>	<b>467</b>	<b>1,637</b>

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

**GEOGRAPHIC DISTRIBUTION\***

State	SnackFood & Wholesale Bakery Magazine for Issue of November 2012				State	SnackFood & Wholesale Bakery Magazine for Issue of November 2012			
	Print	Digital	Total	Percent		Print	Digital	Total	Percent
Maine _____	61	4	65		Kentucky _____	126	24	150	
New Hampshire _____	46	8	54		Tennessee _____	220	58	278	
Vermont _____	33	6	39		Alabama _____	72	16	88	
Massachusetts _____	289	40	329		Mississippi _____	51	9	60	
Rhode Island _____	51	2	53		<b>EAST SO. CENTRAL</b>	<b>469</b>	<b>107</b>	<b>576</b>	<b>4.1</b>
Connecticut _____	157	30	187		Arkansas _____	105	30	135	
<b>NEW ENGLAND</b>	<b>637</b>	<b>90</b>	<b>727</b>	<b>5.2</b>	Louisiana _____	109	12	121	
New York _____	800	186	986		Oklahoma _____	92	16	108	
New Jersey _____	483	115	598		Texas _____	752	138	890	
Pennsylvania _____	743	133	876		<b>WEST SO. CENTRAL</b>	<b>1,058</b>	<b>196</b>	<b>1,254</b>	<b>9.0</b>
<b>MIDDLE ATLANTIC</b>	<b>2,026</b>	<b>434</b>	<b>2,460</b>	<b>17.6</b>	Montana _____	28	4	32	
Ohio _____	563	116	679		Idaho _____	55	10	65	
Indiana _____	223	60	283		Wyoming _____	10	-	10	
Illinois _____	819	219	1,038		Colorado _____	137	34	171	
Michigan _____	460	102	562		New Mexico _____	35	7	42	
Wisconsin _____	334	68	402		Arizona _____	116	20	136	
<b>EAST NO. CENTRAL</b>	<b>2,399</b>	<b>565</b>	<b>2,964</b>	<b>21.2</b>	Utah _____	75	28	103	
Minnesota _____	349	94	443		Nevada _____	55	7	62	
Iowa _____	111	30	141		<b>MOUNTAIN</b>	<b>511</b>	<b>110</b>	<b>621</b>	<b>4.4</b>
Missouri _____	247	50	297		Alaska _____	11	4	15	
North Dakota _____	55	18	73		Washington _____	175	50	225	
South Dakota _____	29	7	36		Oregon _____	156	33	189	
Nebraska _____	113	28	141		California _____	1,260	244	1,504	
Kansas _____	146	33	179		Hawaii _____	56	4	60	
<b>WEST NO. CENTRAL</b>	<b>1,050</b>	<b>260</b>	<b>1,310</b>	<b>9.3</b>	<b>PACIFIC</b>	<b>1,658</b>	<b>335</b>	<b>1,993</b>	<b>14.2</b>
Delaware _____	7	2	9		<b>UNITED STATES</b>	<b>11,447</b>	<b>2,440</b>	<b>13,887</b>	<b>99.2</b>
Maryland _____	164	27	191		U.S. Territories _____	25	9	34	
Washington, DC _____	14	3	17		Canada _____	-	29	29	
Virginia _____	174	38	212		Mexico _____	-	8	8	
West Virginia _____	34	3	37		Other International _____	4	38	42	
North Carolina _____	266	71	337		APO/FPO _____	-	-	-	
South Carolina _____	104	17	121		<b>TOTAL</b>	<b>11,476</b>	<b>2,524</b>	<b>14,000</b>	<b>100.0</b>
Georgia _____	329	78	407						
Florida _____	547	104	651						
<b>SOUTH ATLANTIC</b>	<b>1,639</b>	<b>343</b>	<b>1,982</b>	<b>14.2</b>					

\*See Additional Data

**ADDITIONAL DATA****METHOD OF DISTRIBUTION:**

All qualified circulation conforms to the Field Served and Definition of Recipient Qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

**STATEMENT OF CONTENT PLATFORM:**

Editorial Replica - If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

**MAGAZINE:****PARAGRAPH 3b:**

Business directories include 2 sources of circulation for quantities of 442 copies or 3.2% to 899 copies or 6.4%. Other sources include 1 source of circulation for a quantity of 622 copies or 4.4%.

**WEBSITE ACTIVITY:**

July data was provided by Nielsen.

August - December data was provided by Google Analytics.

All website activity is audited by BPA Worldwide.

**GEOGRAPHIC DISTRIBUTION:**

Geographical data not available for E-Newsletter, Website or Social Media and therefore, is not reported herein.

**PUBLISHER'S AFFIDAVIT**

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

Wafaa S. Kashat, Postal/Audience Audit Coordinator

Rita M. Foumia, Corporate Strategy Director

(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

State

County

Revised

Type

ID Number

January 11, 2013

Michigan

Oakland

January 11, 2013

BJ

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**About BPA Worldwide:**

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as 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.