

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.

100 Beard Sawmill Road, Sixth Floor
Shelton, CT USA 06484-6150
Phone: +1 203.447.2800
Fax: +1 203.447.2900
www.bpaww.com

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. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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BNP Media II, LLC
2401 W. Big Beaver Rd.
Suite 700
Troy, MI 48084-3333
Tel.: (248) 362-3700
Fax: (248) 362-0317
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 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 _____	81
Advertiser and Agency _____	743
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	761
TOTAL	1,585

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 FOR PERIOD					
2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January _____	100	100	12,629	1,371	14,000
February _____	281	281	12,444	1,556	14,000
March _____	376	376	12,256	1,744	14,000
April _____	2,363	2,363	11,913	2,087	14,000
May _____	1,574	1,574	12,042	1,958	14,000
June _____	5	5	12,049	1,951	14,000
TOTAL	4,699	4,699			

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January _____	9,999	4,649	3,865	1.20	01:07	02:23
February _____	8,584	4,108	3,442	1.19	01:14	02:33
March _____	10,015	4,847	3,953	1.23	01:08	02:20
April _____	8,093	3,767	3,019	1.25	01:09	02:27
May _____	8,282	3,614	2,909	1.24	01:09	02:40
June _____	7,972	3,842	3,126	1.23	00:54	01:55
AVERAGE:	8,824	4,138	3,386	1.22	01:07	02:23

*See Additional Data

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

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

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	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 _	10,613	75.8	9,304	1,309	5,851	2,296	1,529	937
Salted Snacks Includes potato chips, corn chips, tortilla chips, pretzels, fabricated chips, multi-grain chips, nuts and other salted snack products _____	1,615	11.5	1,352	263	766	400	217	232
Specialty Snacks Includes extruded snacks, pizza, cheese snacks and other specialty snack products _____	1,772	12.7	1,386	386	863	334	335	240
TOTAL QUALIFIED CIRCULATION	14,000	100.0	12,042	1,958	7,480	3,030	2,081	1,409
PERCENT	100.0		86.0	14.0	53.4	21.6	14.9	10.1

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 MAY 2011

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 year	2 year	3 year				
I. TOTAL – Direct Request:	9,221	2,688	-	9,951	1,958	11,909	85.0
a. Written	422	102	-	519	5	524	3.7
b. Telecommunication	6,925	1,713	-	7,271	1,367	8,638	61.7
c. Electronic	1,874	873	-	2,161	586	2,747	19.6
II. TOTAL – Request from recipient’s company:	132	112	-	244	-	244	1.7
a. Written	2	-	-	2	-	2	-
b. Telecommunication	1	-	-	1	-	1	-
c. Electronic	129	112	-	241	-	241	1.7
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. Electronic	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	1,847	-	-	1,847	-	1,847	13.3
Association rosters and directories	-	-	-	-	-	-	-
*Business directories	129	-	-	129	-	129	1.0
Manufacturer’s, distributor’s and wholesaler’s lists	-	-	-	-	-	-	-
*Other sources	1,718	-	-	1,718	-	1,718	12.3
VI. TOTAL – Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	11,200	2,800	-	12,042	1,958	14,000	100.0
*See Additional Data	PERCENT	80.0	20.0	-	86.0	14.0	100.0

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function	11,960	1,958	13,918	99.4
Individuals by name only	1	-	1	-
Titles or functions only	80	-	80	0.6
Company names only	1	-	1	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,042	1,958	14,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine	66	7	73	
New Hampshire	50	9	59	
Vermont	36	7	43	
Massachusetts	309	35	344	
Rhode Island	48	1	49	
Connecticut	155	25	180	
NEW ENGLAND	664	84	748	5.3
New York	879	121	1,000	
New Jersey	520	85	605	
Pennsylvania	802	104	906	
MIDDLE ATLANTIC	2,201	310	2,511	17.9
Ohio	612	78	690	
Indiana	271	43	314	
Illinois	853	177	1,030	
Michigan	513	78	591	
Wisconsin	322	53	375	
EAST NO. CENTRAL	2,571	429	3,000	21.4
Minnesota	354	69	423	
Iowa	152	29	181	
Missouri	260	34	294	
North Dakota	52	18	70	
South Dakota	26	8	34	
Nebraska	117	13	130	
Kansas	141	29	170	
WEST NO. CENTRAL	1,102	200	1,302	9.3
Delaware	20	1	21	
Maryland	176	13	189	
Washington, DC	11	1	12	
Virginia	181	23	204	
West Virginia	41	-	41	
North Carolina	299	36	335	
South Carolina	100	6	106	
Georgia	310	55	365	
Florida	501	70	571	
SOUTH ATLANTIC	1,639	205	1,844	13.2
Kentucky	158	23	181	
Tennessee	258	45	303	
Alabama	91	14	105	
Mississippi	63	4	67	
EAST SO. CENTRAL	570	86	656	4.7
Arkansas	102	21	123	
Louisiana	114	17	131	
Oklahoma	96	13	109	
Texas	716	106	822	
WEST SO. CENTRAL	1,028	157	1,185	8.5
Montana	27	2	29	
Idaho	58	9	67	
Wyoming	9	3	12	
Colorado	135	25	160	
New Mexico	41	5	46	
Arizona	107	17	124	
Utah	81	14	95	
Nevada	50	7	57	
MOUNTAIN	508	82	590	4.2
Alaska	18	4	22	
Washington	200	32	232	
Oregon	151	30	181	
California	1,277	185	1,462	
Hawaii	68	16	84	
PACIFIC	1,714	267	1,981	14.2
UNITED STATES	11,997	1,820	13,817	98.7
U.S. Territories	44	8	52	
Canada	-	32	32	
Mexico	-	11	11	
Other International	1	87	88	
APO/FPO	-	-	-	
TOTAL QUALIFIED CIRCULATION	12,042	1,958	14,000	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010*	January - June 2011*
Total Audit Average Qualified: _____	14,854	14,143	14,000	14,000	14,000	14,000
Qualified Non-Paid: ____	14,854	14,141	13,997	13,998	13,998	13,997
Print Version Only _____	14,854	14,141	13,997	13,241	12,722	12,219
Digital Version Only ____	-	-	-	757	1,276	1,778
Qualified Paid: _____	-	2	3	2	2	3
Print Version Only _____	-	2	3	2	2	3
Digital Version Only ____	-	-	-	-	-	-
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 2010 - June 2011 data is unaudited. With each successive period, new data will be added until 6 six-month periods of data are displayed.

**NC = None Claimed.

ADDITIONAL DATA**METHOD OF DISTRIBUTION:**

All qualified circulation conforms to the field served and definition of a recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the digital versions are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Replica - editorial and design are unchanged from the original print edition.

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 129 copies or 1.0%.

Other sources include 4 sources of circulation for quantities of 351 copies or 2.5% to 579 copies or 4.1%.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT VERSION ONLY

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	12,222	100.0	12,219	100.0	3	-
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,222	100.0	12,219	100.0	3	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	1,778	100.0	1,778	100.0	-	-
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	1,778	100.0	1,778	100.0	-	-

PUBLISHER'S AFFIDAVIT

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

Catherine M. Ronan, Corporate Audience Audit Manager

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 July 11, 2011

State Michigan

County Oakland

Received by BPA Worldwide July 11, 2011

Type PJ

ID Number S047P0J1

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