

**BUSINESS PUBLICATION CIRCULATION STATEMENT  
FOR THE 6 MONTH PERIOD ENDED JUNE 2010  
(Including Supplementary Data)**

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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# PREPARED FOODS

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[www.PreparedFoods.com](http://www.PreparedFoods.com)

Official Publication of: None  
Established: 1895  
Issues Per Year: 12

**FIELD SERVED**

PREPARED FOODS serves firms that develop, manufacture, process, package, & market high value-added food & beverage products. Among foods included are prepared foods & specialties/ingredients, prepared fruits & vegetables/ingredients, prepared meat, seafood & poultry/ingredients, dairy foods/frozen novelties/ingredients, bakery foods/ingredients, beverages/ingredients, snack foods/candy/ingredients, manufacturer of nutritional supplements, nutraceuticals and/or ingredients, R&D center, headquarters, distribution center, or sales office of a food/beverage manufacturer and food service. Also served are research facilities, including independent R&D labs, government, & universities and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are executives, management & staff personnel in research & development, QA/QC, general management & administration, marketing/sales and purchasing.

**PURPOSE**

Included herein is an analysis of individuals who buy, specify, recommend, or influence the purchase of: ingredients and/or nutritional ingredients and/or ingredient systems, QA/QC instrumentation & software, process equipment and/or packaging equipment/materials.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	186
Advertiser and Agency _____	1,208
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	956
<b>TOTAL</b>	<b>2,350</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	40,000	100.0	39,960	99.9	40	0.1
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,000</b>	<b>100.0</b>	<b>39,960</b>	<b>99.9</b>	<b>40</b>	<b>0.1</b>

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2010 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January _____	413	413	36,116	3,884	40,000
February _____	1,062	1,062	35,703	4,297	40,000
March _____	1,430	1,430	35,670	4,330	40,000
April _____	5,588	5,588	35,183	4,817	40,000
May _____	3,291	3,291	35,057	4,943	40,000
June _____	144	144	35,025	4,975	40,000
<b>TOTAL</b>	<b>11,928</b>	<b>11,928</b>			

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January _____	31,051	18,228	16,002	1.14	01:26	02:25
February _____	29,863	17,867	15,539	1.15	01:28	02:26
March _____	35,192	20,544	17,693	1.16	01:28	02:30
April _____	30,457	18,044	15,471	1.17	01:27	02:28
May _____	29,045	17,679	15,289	1.16	01:30	02:30
June _____	29,266	17,730	15,098	1.17	01:29	02:29
<b>AVERAGE:</b>	<b>30,812</b>	<b>18,349</b>	<b>15,849</b>	<b>1.16</b>	<b>01:28</b>	<b>02:28</b>

\*See Paragraph 8

**SUPPLEMENTARY DATA FOR ISSUE OF MAY 2010**

This is an analysis of 33,552 or 83.9% respondents who buy, specify, recommend, or influence the purchase of the following products. Of the 33,552 respondents, 844 (or 2.1% of the total qualified) were identified as having such authority by others at their firm. (See questionnaire used to elicit this data on the back page of this report). Since any one respondent may have checked more than one response, the totals for each of these products and services should not be added together as the total may exceed the total circulation. This data is presented for statistical and marketing purposes only.

BUSINESS/INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	Recipients who buy, specify, recommend, or influence the purchase of the following products	Ingredients and/or Nutritional Ingredients and/or Ingredient Systems (See Note 1)	Nutritional Ingredients	QA/QC Instrumentation and Software	Process Equipment and/or Packaging Equipment/Materials (See Note 2)
<b>FOOD MANUFACTURERS</b>									
<b>PREPARED FOODS &amp; SPECIALTIES/INGREDIENTS</b> (Including Prepared Dinners/Meals/Entrees (Incl. Ethnic Foods); Prepared Side Dishes; Baby Foods; Pizza; Ready-to-Eat Breakfast Foods; Pet Foods; Ready-to-Mix Desserts (Incl. Gelatin), Peanut Butter & Pasta)	10,790	27.0	9,539	1,251	9,531	8,619	5,569	4,167	6,009
<b>PREPARED FRUITS &amp; VEGETABLES/INGREDIENTS</b> (Including Prepared Fruits & Vegetables; Jams, Jellies, Preserves; Soup & Soup Mixes; Ketchup, Sauces, Gravies, Condiments, Seasonings, Flavors & Syrups; Oils, Salad Dressing & Mayonnaise & Pickled Products)	2,559	6.4	2,219	340	2,078	1,760	976	943	1,244
<b>PREPARED MEAT, SEAFOOD &amp; POULTRY/INGREDIENTS</b> (Including Prepared Meat, Sausage, Poultry, Eggs & Seafood Products)	4,790	12.0	4,313	477	4,017	3,320	1,582	2,211	2,949
<b>DAIRY FOODS/FROZEN NOVELTIES/INGREDIENTS</b> (Including Cheese (Imitation & Natural); Whipped Toppings; Margarine & Butter; Ice Cream & Frozen Novelties; Other, Including Yogurt, Dips, Cottage Cheese, Sour Cream, Milk & Milk Substitutes)	3,737	9.3	3,381	356	2,917	2,443	1,486	1,307	1,828
<b>BAKERY FOODS/INGREDIENTS</b> (Including Sweet Goods/Pastries, Pies, Snack Cakes, Cookies; Crackers, Biscuits; Bread & Rolls; Other, Including English Muffins, Bagels, Croissants, Breadsticks, etc.)	4,051	10.1	3,600	451	3,318	2,994	1,584	1,502	2,185
<b>BEVERAGES/INGREDIENTS</b> (Including Coffee & Tea, Non-Carbonated Beverages & Beverage Mixes; Fruit & Vegetable Juices; Carbonated Beverages; Wine; Beer/Liquor)	4,381	11.0	3,869	512	3,397	2,750	1,384	1,695	2,335
<b>SNACK FOODS/CANDY/INGREDIENTS</b> (Including Potato Chips, Corn & Other Chips, Pretzels, Nuts, Popcorn, Granola Bars, Meat Snacks; Candy & Gum, Chocolate)	2,286	5.7	2,037	249	1,880	1,601	851	770	1,265
<b>MANUFACTURER OF NUTRITIONAL SUPPLEMENTS, NUTRACEUTICALS AND/OR INGREDIENTS</b>	1,916	4.8	1,575	341	1,699	1,477	988	665	874
<b>R&amp;D CENTER OR HEADQUARTERS OF A FOOD AND/OR BEVERAGE MANUFACTURER</b>	2,232	5.6	1,919	313	1,999	1,635	789	793	1,179
Sub-Total Food Manufacturers	36,742	91.9	32,452	4,290	30,836	26,599	15,209	14,053	19,868
Food Service	1,306	3.2	1,066	240	1,170	973	562	374	699
Sub-Total	1,306	3.2	1,066	240	1,170	973	562	374	699
<b>RESEARCH FACILITIES</b>									
Independent R&D Labs, Government, Universities	1,719	4.3	1,352	367	1,370	1,053	644	708	761
Others Allied to the Field	233	0.6	187	46	176	99	30	79	107
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,000</b>	<b>100.0</b>	<b>35,057</b>	<b>4,943</b>	<b>33,552</b>	<b>28,724</b>	<b>16,445</b>	<b>15,214</b>	<b>21,435</b>
<b>PERCENT</b>	<b>100.0</b>		<b>87.6</b>	<b>12.4</b>	<b>83.9</b>	<b>71.8</b>	<b>41.1</b>	<b>38.0</b>	<b>53.6</b>

Note 1: Combined and unduplicated count of: Ingredients, Nutritional Ingredients, & Ingredient Systems.

Note 2: Combined and unduplicated count of: Process Equipment/Pumps/Valves/Air & Liquid Handling Equipment, Packaging Materials & Packaging Equipment.

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010**

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 year	2 year	3 year				
<b>I. TOTAL - Direct Request:</b>	<b>26,702</b>	<b>7,733</b>	<b>-</b>	<b>29,492</b>	<b>4,943</b>	<b>34,435</b>	<b>86.1</b>
a. Written	1,676	485	-	2,109	52	2,161	5.4
b. Telecommunication	18,760	5,630	-	21,347	3,043	24,390	61.0
c. Electronic	6,266	1,618	-	6,036	1,848	7,884	19.7
<b>II. TOTAL - Request from recipient's company:</b>	<b>639</b>	<b>226</b>	<b>-</b>	<b>865</b>	<b>-</b>	<b>865</b>	<b>2.1</b>
a. Written	11	4	-	15	-	15	-
b. Telecommunication	354	94	-	448	-	448	1.1
c. Electronic	274	128	-	402	-	402	1.0
<b>III. TOTAL - Membership Benefit:</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
a. Individual	-	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-	-
<b>IV. TOTAL - Communication from recipient or recipient's company (other than request):</b>	<b>1,411</b>	<b>-</b>	<b>-</b>	<b>1,411</b>	<b>-</b>	<b>1,411</b>	<b>3.6</b>
a. Written	32	-	-	32	-	32	0.1
b. Telecommunication	998	-	-	998	-	998	2.5
c. Electronic	381	-	-	381	-	381	1.0
<b>V. TOTAL - Sources other than above (listed alphabetically):</b>	<b>3,289</b>	<b>-</b>	<b>-</b>	<b>3,289</b>	<b>-</b>	<b>3,289</b>	<b>8.2</b>
Association rosters and directories	-	-	-	-	-	-	-
*Business directories	1,665	-	-	1,665	-	1,665	4.2
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	1,624	-	-	1,624	-	1,624	4.0
<b>VI. TOTAL - Single Copy Sales:</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>32,041</b>	<b>7,959</b>	<b>-</b>	<b>35,057</b>	<b>4,943</b>	<b>40,000</b>	<b>100.0</b>
<b>*See Paragraph 8 PERCENT</b>	<b>80.1</b>	<b>19.9</b>	<b>-</b>	<b>87.6</b>	<b>12.4</b>	<b>100.0</b>	<b>-</b>

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010**

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function	35,057	4,943	40,000	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>35,057</b>	<b>4,943</b>	<b>40,000</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010**

State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
039-049 Maine	147	13	160	
030-038 New Hampshire	112	15	127	
050-059 Vermont	107	13	120	
010-027 Massachusetts	756	100	856	
028-029 Rhode Island	89	6	95	
060-069 Connecticut	368	41	409	
<b>NEW ENGLAND</b>	<b>1,579</b>	<b>188</b>	<b>1,767</b>	<b>4.4</b>
100-149 New York	1,851	225	2,076	
070-089 New Jersey	1,748	199	1,947	
150-196 Pennsylvania	1,742	191	1,933	
<b>MIDDLE ATLANTIC</b>	<b>5,341</b>	<b>615</b>	<b>5,956</b>	<b>14.9</b>
430-459 Ohio	1,689	215	1,904	
460-479 Indiana	667	76	743	
600-629 Illinois	2,827	427	3,254	
480-499 Michigan	954	145	1,099	
530-549 Wisconsin	1,631	191	1,822	
<b>EAST NO. CENTRAL</b>	<b>7,768</b>	<b>1,054</b>	<b>8,822</b>	<b>22.1</b>
550-567 Minnesota	1,446	199	1,645	
500-528 Iowa	725	86	811	
630-658 Missouri	878	120	998	
580-588 North Dakota	112	16	128	
570-577 South Dakota	112	8	120	
680-693 Nebraska	409	40	449	
660-679 Kansas	482	64	546	
<b>WEST NO. CENTRAL</b>	<b>4,164</b>	<b>533</b>	<b>4,697</b>	<b>11.8</b>
197-199 Delaware	80	9	89	
206-219 Maryland	508	57	565	
200-205 Washington, DC	43	9	52	
220-246 Virginia	492	61	553	
247-268 West Virginia	72	6	78	
270-289 North Carolina	672	98	770	
290-299 South Carolina	260	22	282	
300-319 Georgia	972	149	1,121	
320-349 Florida	1,233	184	1,417	
<b>SOUTH ATLANTIC</b>	<b>4,332</b>	<b>595</b>	<b>4,927</b>	<b>12.3</b>
400-427 Kentucky	484	67	551	
370-385 Tennessee	542	72	614	
350-369 Alabama	295	37	332	
386-397 Mississippi	180	20	200	
<b>EAST SO. CENTRAL</b>	<b>1,501</b>	<b>196</b>	<b>1,697</b>	<b>4.2</b>
716-729 Arkansas	401	63	464	
700-714 Louisiana	331	38	369	
730-749 Oklahoma	253	32	285	
750-799 Texas	1,882	239	2,121	
<b>WEST SO. CENTRAL</b>	<b>2,867</b>	<b>372</b>	<b>3,239</b>	<b>8.1</b>
590-599 Montana	66	12	78	
832-838 Idaho	247	41	288	
820-831 Wyoming	31	2	33	
800-816 Colorado	465	72	537	
870-884 New Mexico	85	10	95	
850-865 Arizona	244	37	281	
840-847 Utah	319	33	352	
889-898 Nevada	108	22	130	
<b>MOUNTAIN</b>	<b>1,565</b>	<b>229</b>	<b>1,794</b>	<b>4.5</b>
995-999 Alaska	37	4	41	
980-994 Washington	679	75	754	
970-979 Oregon	433	59	492	
900-961 California	3,668	504	4,172	
967-968 Hawaii	131	20	151	
<b>PACIFIC</b>	<b>4,948</b>	<b>662</b>	<b>5,610</b>	<b>14.0</b>
<b>UNITED STATES</b>	<b>34,065</b>	<b>4,444</b>	<b>38,509</b>	<b>96.3</b>
969 & 004-009 U.S. Territories	131	35	166	
Canada	663	150	813	
Mexico	19	35	54	
Other International	178	279	457	
APO/FPO	1	-	1	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>35,057</b>	<b>4,943</b>	<b>40,000</b>	<b>100.0</b>

7. 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
	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*	January - June 2010*
Total Audit Average Qualified	43,250	42,167	40,000	40,000	40,000	40,000
Qualified Non-Paid Total	43,181	42,104	39,945	39,950	39,953	39,960
Print Version Only	40,997	38,954	37,101	36,643	36,425	35,420
Digital Version Only	1,732	2,959	2,796	3,307	3,528	4,540
Print & Digital Version (Unduplicated)	452	191	48	-	-	-
Qualified Paid Total	69	63	55	50	47	40
Print Version Only	69	63	55	50	46	39
Digital Version Only	-	-	-	-	1	1
Print & Digital Version (Unduplicated)	-	-	-	-	-	-
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 2009 – June 2010 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

8. 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 electronic 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 1,665 copies or 4.2%. Other Sources include 1 source of circulation for a quantity of 1,624 copies or 4.0%.

Paragraphs 3c and 7 are reported at the option of the publisher.

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	35,459	100.0	35,420	99.9	39	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>35,459</b>	<b>100.0</b>	<b>35,420</b>	<b>99.9</b>	<b>39</b>	<b>0.1</b>

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	4,541	100.0	4,540	100.0	1	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>4,541</b>	<b>100.0</b>	<b>4,540</b>	<b>100.0</b>	<b>1</b>	<b>-</b>

WEBSITE GLOSSARY:

**Unique Browsers:** An identified and unduplicated Cookie 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

QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA:

Do you wish to start/continue receiving Prepared Foods for FREE?  Yes  No  
 Would you like to receive the Prepared Foods eNewsletter for FREE?  Yes  No  
 Which version of Prepared Foods would you like to receive?  Digital  Print  
Be sure to include your e-mail address below to receive the Digital version. \*Foreign subscriptions to the digital version are available at no cost. Foreign subscriptions to the print version are available at our yearly rates.

Signature (required) \_\_\_\_\_ Date \_\_\_\_\_  
 Printed Name \_\_\_\_\_ Title \_\_\_\_\_  
 Company \_\_\_\_\_  
 Street Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_



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 \*\*\*You will receive subscription and renewal notices from BPA Media via e-mail.

1. Check the category that best describes the primary product produced at your company (check one only):  
 01  Prepared Foods & Specialties/Ingredients 13  R&D Center or Headquarters of a Food and Beverage Manufacturer  
 02  Prepared Fruits & Vegetables/Ingredients 14  Food Service  
 03  Prepared Meat, Poultry & Seafood/Ingredients 15  Dairy Foods/Frozen Novelties/Ingredients  
 04  Bakery Foods/Ingredients 16  Research Facilities  
 05  Beverages/Ingredients 17  Universities  
 06  Snack Foods/Candy/Ingredients 18  Independent R&D Labs, Government  
 07  Manufacturer of Nutritional Supplements, 19  Other (please specify) \_\_\_\_\_  
 Nutritional and/or Ingredients

2. Which of the following best describes your title? (check one only)  
 01  Research & Development: VP or R&D, President of R&D, Food Technologist, Chemist, Scientist, Research Technician, Group Project/Research Specialist, Chef  
 02  QA/QC: Quality Assurance Manager, Quality Control Manager, QA/QC Personnel  
 03  Marketing: Category Manager, Brand Manager, Product Manager, Marketing Director, Marketing Manager  
 04  Sales: Sales Manager, Director of Sales  
 05  General Management & Administration: President, Owner, Partner, Vice President, General Manager, Manager & Assistant Manager  
 06  Purchasing: Purchasing Director/Supervisor, Purchasing Agent, Buyer  
 07  Other (please describe): \_\_\_\_\_

3. Check the products you buy, specify, recommend, or influence the purchase of for your company (check all that apply):  
 01  Ingredients 05  Packaging Materials and/or Equipment  
 02  Nutritional Ingredients 10  Product Development/Research  
 03  Ingredient Systems 11  Nutritional Analysis Software  
 04  Process Equipment/Pumps/Valves/ 12  QA/QC Instrumentation & Software  
 Air & Liquid Handling Equipment 13  None of the Above

4. What is the total number of employees at your company?  
 01  500 or more 04  50 - 99  
 02  250 - 499 05  1 - 49  
 03  100 - 249

5. In the performance of your job, in which of the following functions are you involved? (check all that apply):  
 01  Research & Development 04  Lab Management/QA/QC  
 02  New Product Development 05  Purchasing  
 03  Food Service Product Development 06  Marketing/Brand/Product Management  
 07  None of the Above

6. Does your company manufacture/develop food and/or beverages for (check all that apply):  
 01  Retail 02  Food Service 03  None of the Above

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.  
 Rita M. Foumia, Corporate Strategy Director  
 Catherine M. Ronan, Corporation 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 July 28, 2010  
 State Michigan  
 County Oakland  
 Received by BPA Worldwide July 28, 2010  
 Type PSJ  
 ID Number P118Y0J0

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010**  
 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)	CLASSIFICATION BY TITLE				NUMBER OF EMPLOYEES AT COMPANY				
					Research & Development/QA/QC	General Management & Administration	Marketing/Sales	Purchasing	1 to 99 Employees (See Note 1)	100 to 249 Employees	250 to 499 Employees	500 and Over Employees	
					President of R&D, VP of R&D, Food Technologist, Chemist, Scientist, Research Technician, Group Project Research Specialist, Chef, Professor, Lab Manager/Tech, Design Manager, Tech Services Manager, Project Manager, Quality Assurance Manager, Quality Control Manager, QA/QC Personnel	President, Owner, Partner, Vice President, General Manager, Manager & Assistant Manager	Marketing Director, Marketing Manager, Category Manager, Brand Manager, Product Manager, Sales Manager, Sales Representative	Purchasing Director, Supervisor, Purchasing Agent, Buyer					
<b>FOOD MANUFACTURERS</b>													
<b>PREPARED FOODS &amp; SPECIALTIES/INGREDIENTS</b> (Including Prepared Dinners/Meals/Entrees (Incl. Ethnic Foods); Prepared Side Dishes, Baby Foods, Pizza, Ready-to-Eat Breakfast Foods; Pet Foods; Ready-to-Mix Desserts (Incl. Gelatin), Peanut Butter & Pasta)	10,790	27.0	9,539	1,251	6,273	2,256	1,680	581	5,201	1,339	1,050	3,200	
<b>PREPARED FRUITS &amp; VEGETABLES/INGREDIENTS</b> (Including Prepared Fruits & Vegetables; Jams, Jellies, Preserves; Soup & Soup Mixes; Ketchup, Sauces, Gravies, Condiments, Seasonings, Flavors & Syrups; Oils, Salad Dressing & Mayonnaise & Pickled Products)	2,559	6.4	2,219	340	1,563	490	374	132	1,311	398	252	598	
<b>PREPARED MEAT, SEAFOOD &amp; POULTRY/INGREDIENTS</b> (Including Prepared Meat, Sausage, Poultry, Eggs & Seafood Products)	4,790	12.0	4,313	477	2,744	1,097	686	263	2,341	557	472	1,420	
<b>DAIRY FOODS/FROZEN NOVELTIES/INGREDIENTS</b> (Including Cheese (Imitation & Natural); Whipped Toppings; Margarine & Butter; Ice Cream & Frozen Novelties; Other, Including Yogurt, Dips, Cottage Cheese, Sour Cream, Milk & Milk Substitutes)	3,737	9.3	3,381	356	2,196	651	690	200	1,827	496	393	1,021	
<b>BAKERY FOODS/INGREDIENTS</b> (Including Sweet Goods/Pastries, Pies, Snack Cakes, Cookies; Crackers, Biscuits; Bread & Rolls; Other, Including English Muffins, Bagels, Croissants, Breadsticks, etc.)	4,051	10.1	3,600	451	2,184	1,082	582	203	2,411	516	339	785	
<b>BEVERAGES/INGREDIENTS</b> (Including Coffee & Tea, Non-Carbonated Beverages & Beverage Mixes; Fruit & Vegetable Juices; Carbonated Beverages; Wine; Beer/Liquor)	4,381	11.0	3,869	512	2,671	882	665	163	2,471	559	318	1,033	
<b>SNACK FOODS/CANDY/INGREDIENTS</b> (Including Potato Chips, Corn & Other Chips, Pretzels, Nuts, Popcorn, Granola Bars, Meat Snacks; Candy & Gum, Chocolate)	2,286	5.7	2,037	249	1,255	566	354	111	1,236	270	217	563	
<b>MANUFACTURER OF NUTRITIONAL SUPPLEMENTS, NUTRACEUTICALS AND/OR INGREDIENTS</b>	1,916	4.8	1,575	341	1,062	362	419	73	925	251	195	545	
<b>R&amp;D CENTER OR HEADQUARTERS OF A FOOD AND/OR BEVERAGE MANUFACTURER</b>	2,232	5.6	1,919	313	1,723	251	190	68	774	223	213	1,022	
<b>Sub-Total Food Manufacturers</b>	<b>36,742</b>	<b>91.9</b>	<b>32,452</b>	<b>4,290</b>	<b>21,671</b>	<b>7,637</b>	<b>5,640</b>	<b>1,794</b>	<b>18,497</b>	<b>4,609</b>	<b>3,449</b>	<b>10,187</b>	
<b>Food Service</b>	1,306	3.2	1,066	240	512	405	253	136	714	146	105	341	
<b>Sub-Total</b>	<b>1,306</b>	<b>3.2</b>	<b>1,066</b>	<b>240</b>	<b>512</b>	<b>405</b>	<b>253</b>	<b>136</b>	<b>714</b>	<b>146</b>	<b>105</b>	<b>341</b>	
<b>RESEARCH FACILITIES</b>													
Independent R&D Labs, Government, Universities	1,719	4.3	1,352	367	1,395	190	115	19	796	193	122	608	
Others Allied to the Field	233	0.6	187	46	229	2	2	-	109	36	25	63	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,000</b>	<b>100.0</b>	<b>35,057</b>	<b>4,943</b>	<b>23,807</b>	<b>8,234</b>	<b>6,010</b>	<b>1,949</b>	<b>20,116</b>	<b>4,984</b>	<b>3,701</b>	<b>11,199</b>	
<b>PERCENT</b>	<b>100.0</b>		<b>87.6</b>	<b>12.4</b>	<b>59.5</b>	<b>20.6</b>	<b>15.0</b>	<b>4.9</b>					

Note 1: Includes individuals who did not respond to the question as each company is assumed to have at least one employee.