

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.

Two Corporate Drive, Ninth Floor
Shelton, CT USA 06484-6259
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 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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BNP Media II, LLC
2401 W. Big Beaver Road
Suite 700
Troy, MI 48084-3333
Tel.: (248) 362-3700
Fax: (248) 362-0317
www.foodandbeveragepackaging.com

Official Publication of: None
Established: 1959
Issues Per Year: 9
(See Paragraph 9)

FIELD SERVED

FOOD & BEVERAGE PACKAGING serves industries engaged in packaging food and beverages. Among the foods and beverages included are prepared foods and specialties, prepared meat/poultry/seafood, fruits/vegetables/condiments, dairy products, bakery products, snack food/candy, dry food, pet food, soft drinks, non-carbonated beverages, water and alcoholic beverages.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients of FOOD & BEVERAGE PACKAGING are individuals in general corporate management, production/engineering, traffic/shipping, marketing, new product development, package design and purchasing.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	57
Advertiser and Agency _____	1,737
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	598
TOTAL	2,392

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	45,000	100.0	44,996	100.0	4	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	45,000	100.0	44,996	100.0	4	-

2a. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD							
2009 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified
June/July _____	5,123	126	31,516	13,484			45,000
August _____	23	20	31,627	13,373			45,000
September/October _____	68	68	31,860	13,140			45,000
November/December _____	746	746	31,907	13,093			45,000
TOTAL	5,960	960					

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
July _____	15,958	7,475	6,502	1.15	01:14	02:37
August _____	15,609	7,139	6,204	1.15	01:20	02:56
September _____	15,619	7,485	6,661	1.12	01:22	02:52
October _____	17,053	7,955	6,918	1.15	01:09	02:29
November _____	14,781	7,428	6,462	1.15	01:15	02:29
December _____	13,761	5,904	5,005	1.18	01:21	03:08
AVERAGE:	15,464	7,231	6,292	1.15	01:17	02:45

*See Paragraph 9

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

This issue is equal to the average of the other 3 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	CLASSIFICATION BY TITLE				
					General Corporate Management (A)	Production/Engineering (B) and Traffic/Shipping (F)	Marketing (C)	New Products Development (D) and Package Design (E)	Purchasing (G)
FOOD									
Prepared Foods & Specialties (including prepared dinners/ meals/ entrees, side dishes, breakfast foods, pizza, ready-to-mix desserts, soups, hors d'oeuvres, sandwiches) _____	6,226	13.8	4,176	2,050	2,377	1,824	885	843	297
Prepared Meat, Poultry, Seafood (including frozen, canned or smoked, beef, pork, lamb, veal, chicken, turkey, other poultry, fish, shellfish, sausage, deli, egg products) _____	8,720	19.4	6,444	2,276	3,417	3,299	850	689	465
Fruits, Vegetables, & Condiments (including prepared and canned fruits, vegetables, jams, jellies, preserves, ketchup, sauces, salads, gravies, condiments, flavors & syrups, salad dressing & mayonnaise, pickled products and potatoes) _____	3,925	8.7	2,704	1,221	1,688	1,227	376	446	188
Dairy Products (including milk, margarine, butter, cheese, cottage cheese, yogurt, ice cream, frozen novelties, dips, sour cream, whipped cream & toppings) _____	4,179	9.3	2,997	1,182	1,452	1,579	518	406	224
Bakery Products (including bread & rolls, cookies, crackers, cakes, pastries, pies, donuts, granola, muffins, bagels, biscuits & croissants) _____	5,998	13.3	4,451	1,547	3,085	1,566	701	400	246
Snack Food/Candy (including potato chips, corn chips, tortilla chips, pretzels, popcorn, nuts, meat snacks, fabricated chips, dried fruit, chocolate candy, non-chocolate candy, cough drops, gum, energy & breakfast bars) _____	3,697	8.3	2,505	1,192	1,656	938	541	400	162
Dry Food (including flour & grain mill products, sugar, roasted coffee, macaroni, rice & oils) _____	1,651	3.7	1,120	531	675	550	160	167	99
Pet Food (including dog/cat food & prepared feeds) _____	1,988	4.4	1,694	294	1,251	453	116	92	76
FOOD SUB-TOTAL	36,384	80.9	26,091	10,293	15,601	11,436	4,147	3,443	1,757
Beverages (including soft drinks, non-carbonated beverages, water and alcoholic beverages.) _____	8,616	19.1	5,816	2,800	4,144	2,167	1,328	651	326
TOTAL QUALIFIED CIRCULATION	45,000	100.0	31,907	13,093	19,745	13,603	5,475	4,094	2,083
PERCENT	100.0		70.9	29.1	43.9	30.2	12.2	9.1	4.6

A. General Corporate Management (Chairman of the Board, President, Vice President, Secretary, Treasurer, Owner, General Manager)

B & F. Production/Engineering, Traffic/Shipping (Production Manager, Vice President of Production, Chief Engineer, Plant Manager, Industrial Engineer, Quality Control/Assurance, Distribution Manager, Warehouse Manager, Shipping Manager)

C. Marketing (Vice President Marketing, Director Marketing, Sales Manager, Product/Brand Manager)

D & E. R&D, Package Design (Vice President Research & Development, Development Engineer, Chief Chemist, Technical Director, Package Designer, Package Design Engineer, Industrial Designer, Graphics Designer)

G. Purchasing (Vice President Purchasing, Purchasing Agent, Buyer, Procurement Manager)

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 year	3 year						
I. TOTAL - Direct Request:	26,939	12,427	-	26,273	13,093			39,366	87.5
a. Written	1,866	293	-	1,597	562			2,159	4.8
b. Telecommunication	22,639	11,690	-	24,075	10,254			34,329	76.3
c. Electronic	2,434	444	-	601	2,277			2,878	6.4
II. TOTAL - Request from recipient's company:	172	155	-	327	-			327	0.7
a. Written	4	1	-	5	-			5	-
b. Telecommunication	2	45	-	47	-			47	0.1
c. Electronic	166	109	-	275	-			275	0.6
III. TOTAL - Membership Benefit:	-	-	-	-	-			-	-
a. Individual	-	-	-	-	-			-	-
b. Organizational	-	-	-	-	-			-	-
IV. *TOTAL - Communication from recipient or recipient's company (other than request):	4,426	-	-	4,426	-			4,426	9.8
a. Written	506	-	-	506	-			506	1.1
b. Telecommunication	2,987	-	-	2,987	-			2,987	6.6
c. Electronic	933	-	-	933	-			933	2.1
V. TOTAL - Sources other than above (listed alphabetically):	881	-	-	881	-			881	2.0
Association rosters and directories	-	-	-	-	-			-	-
Business directories	881	-	-	881	-			881	2.0
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-			-	-
Other sources	-	-	-	-	-			-	-
VI. TOTAL - Single Copy Sales:	-	-	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	32,418	12,582	-	31,907	13,093			45,000	100.0
*See Paragraph 9	PERCENT	72.0	28.0	70.9	29.1			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	31,907	13,093			45,000	100.0
Individuals by name only	-	-			-	-
Titles or functions only	-	-			-	-
Company names only	-	-			-	-
Multi-Copy Same Addressee copies	-	-			-	-
Single Copy Sales	-	-			-	-
TOTAL QUALIFIED CIRCULATION	31,907	13,093			45,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
039-049 Maine	166	75	241		400-427 Kentucky	448	184	632	
030-038 New Hampshire	117	37	154		370-385 Tennessee	513	245	758	
050-059 Vermont	111	46	157		350-369 Alabama	376	120	496	
010-027 Massachusetts	719	255	974		386-397 Mississippi	201	84	285	
028-029 Rhode Island	100	35	135		EAST SO. CENTRAL	1,538	633	2,171	4.8
060-069 Connecticut	322	120	442		716-729 Arkansas	391	224	615	
NEW ENGLAND	1,535	568	2,103	4.7	700-714 Louisiana	389	126	515	
100-149 New York	1,874	708	2,582		730-749 Oklahoma	345	105	450	
070-089 New Jersey	1,055	535	1,590		750-799 Texas	1,847	715	2,562	
150-196 Pennsylvania	1,663	675	2,338		WEST SO. CENTRAL	2,972	1,170	4,142	9.2
MIDDLE ATLANTIC	4,592	1,918	6,510	14.5	590-599 Montana	162	32	194	
430-459 Ohio	1,363	655	2,018		832-838 Idaho	265	106	371	
460-479 Indiana	666	274	940		820-831 Wyoming	63	10	73	
600-629 Illinois	2,034	1,023	3,057		800-816 Colorado	474	185	659	
480-499 Michigan	961	328	1,289		870-884 New Mexico	145	51	196	
530-549 Wisconsin	1,507	507	2,014		850-865 Arizona	255	98	353	
EAST NO. CENTRAL	6,531	2,787	9,318	20.7	840-847 Utah	286	90	376	
550-567 Minnesota	1,079	471	1,550		889-898 Nevada	119	64	183	
500-528 Iowa	751	230	981		MOUNTAIN	1,769	636	2,405	5.3
630-658 Missouri	859	304	1,163		995-999 Alaska	72	29	101	
580-588 North Dakota	151	45	196		980-994 Washington	716	286	1,002	
570-577 South Dakota	152	38	190		970-979 Oregon	542	193	735	
680-693 Nebraska	399	145	544		900-961 California	3,342	1,467	4,809	
660-679 Kansas	486	170	656		967-968 Hawaii	170	54	224	
WEST NO. CENTRAL	3,877	1,403	5,280	11.7	PACIFIC	4,842	2,029	6,871	15.3
197-199 Delaware	72	20	92		UNITED STATES	31,857	13,049	44,906	99.8
206-219 Maryland	411	211	622		969 & 004-009 U.S. Territories	50	44	94	
200-205 Washington, DC	21	17	38		Canada	-	-	-	
220-246 Virginia	537	247	784		Mexico	-	-	-	
247-268 West Virginia	114	17	131		Other International	-	-	-	
270-289 North Carolina	743	316	1,059		APO/FPO	-	-	-	
290-299 South Carolina	294	106	400		TOTAL QUALIFIED CIRCULATION	31,907	13,093	45,000	100.0
300-319 Georgia	845	417	1,262						
320-349 Florida	1,164	554	1,718						
SOUTH ATLANTIC	4,201	1,905	6,106	13.6					

7. AVERAGE AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6 Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2006	2007	January-June 2008	July-December 2008	January-June 2009	July-December 2009*
Total Audit Average Qualified _____	60,000	55,000	57,000	55,333	51,000	45,000
Qualified Non-Paid ____	60,000	55,000	57,000	55,333	50,999	44,996
Print Version Only ____	60,000	55,000	57,000	55,333	50,999	31,724
Digital Version Only ____	-	-	-	-	-	13,272
Qualified Paid _____	-	-	-	-	1	4
Print Version Only ____	-	-	-	-	1	4
Digital Version Only ____	-	-	-	-	-	-
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 six 6-month periods of data are displayed. **NC=None Claimed.**

9. ADDITIONAL DATA

METHOD OF DISTRIBUTION

Print copies are distributed via postal services or other carriers. Recipients who request the digital version are notified via email when the version is available.

CHANGE IN FREQUENCY:

Effective with the Sep/Oct 2009 issue, FOOD & BEVERAGE PACKAGING changed its frequency from 11 issues per year to 9 issues per year.

PARAGRAPH 3b:

Communication from recipient or recipient's company (other than request): Written includes 4 sources of circulation for quantities of 47 copies or 0.1% to 278 copies or 0.6%; Telecommunication includes 4 sources of circulation for quantities of 333 copies or 0.7% to 1,841 copies or 3.7%; Electronic includes 4 sources of circulation for quantities of 50 copies or 0.1% to 457 copies or 0.9%, including subscriptions from FOOD ENGINEERING, THE NATIONAL PROVISIONER and PREPARED FOODS.

PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.

8. PAID CIRCULATION DATA

**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
9	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

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

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 _____	31,728	100.0	31,724	100.0	4	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	31,728	100.0	31,724	100.0	4	-

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 _____	13,272	100.0	13,272	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	13,272	100.0	13,272	100.0	-	-

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 15, 2010

State Michigan

County Oakland

Received by BPA Worldwide January 15, 2010

Type PJ

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