

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 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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Official Publication of: None  
Established: 1959  
Issues Per Year: 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, cereals and breakfast foods, meat/poultry/seafood, fruits and vegetables, soups/sauces/condiments/dressings/spices/syrups/powders, bakery products/cookies/crackers/pastas/snack foods, confectionary products/sugar, dairy products, dry foods, grains/seeds/beans/flour/nuts, pet foods/animal foods, 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 _____	45
Advertiser and Agency _____	730
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	812
<b>TOTAL</b>	<b>1,587</b>

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 _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>45,000</b>	<b>100.0</b>	<b>44,996</b>	<b>100.0</b>	<b>4</b>	<b>-</b>

2a. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January/February _____	1,427	1,427	32,779	12,221	45,000
March _____	4,451	4,451	32,799	12,201	45,000
April _____	3,448	3,448	32,338	12,662	45,000
May _____	5,398	5,398	32,541	12,459	45,000
<b>TOTAL</b>	<b>14,724</b>	<b>14,724</b>			

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January _____	15,069	7,290	6,202	1.18	01:23	02:57
February _____	14,398	6,971	6,020	1.16	01:10	02:23
March _____	18,288	7,904	6,649	1.19	01:01	02:21
April _____	13,902	6,700	5,618	1.19	01:11	02:28
May _____	12,771	5,760	4,719	1.22	01:08	02:39
June _____	11,704	5,459	4,454	1.23	01:21	02:57
<b>AVERAGE:</b>	<b>14,355</b>	<b>6,681</b>	<b>5,610</b>	<b>1.20</b>	<b>01:12</b>	<b>02:38</b>

\*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 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)
<b>FOOD</b>									
Prepared Foods and Specialties & Cereals, Breakfast Foods _____	6,482	14.4	4,031	2,451	3,474	926	764	1,048	270
Meat/Poultry/Seafood _____	8,767	19.5	6,550	2,217	3,518	3,336	894	557	462
Fruits, Vegetables & Soups, Sauces, Condiments, Dressings, Spices, Syrups, Powders _____	5,245	11.7	3,813	1,432	2,826	1,274	427	533	185
Dairy Products _____	4,072	9.0	2,946	1,126	1,839	1,151	454	421	207
Baked Goods, Cookies, Crackers, Pasta, Snack Foods & Confectionary Products, Sugar _____	8,330	18.5	6,059	2,271	3,980	2,329	795	798	428
Dry Food & Grains, Seeds, Beans, Flour, Nuts _____	2,650	5.9	2,301	349	1,604	633	129	182	102
Pet Food, Animal Food _____	1,430	3.2	1,181	249	771	495	72	54	38
<b>FOOD SUB-TOTAL</b>	<b>36,976</b>	<b>82.2</b>	<b>26,881</b>	<b>10,095</b>	<b>18,012</b>	<b>10,144</b>	<b>3,535</b>	<b>3,593</b>	<b>1,692</b>
Beverages (including soft drinks, non-carbonated beverages, water and alcoholic beverages.) _____	8,024	17.8	5,660	2,364	4,056	2,042	1,016	578	332
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>45,000</b>	<b>100.0</b>	<b>32,541</b>	<b>12,459</b>	<b>22,068</b>	<b>12,186</b>	<b>4,551</b>	<b>4,171</b>	<b>2,024</b>
<b>PERCENT</b>	<b>100.0</b>		<b>72.3</b>	<b>27.7</b>	<b>49.0</b>	<b>27.1</b>	<b>10.1</b>	<b>9.3</b>	<b>4.5</b>

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

B &amp; 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 &amp; E. R&amp;D, Package Design (Vice President Research &amp; 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 MAY 2011**

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>17,039</b>	<b>16,392</b>	<b>-</b>	<b>20,972</b>	<b>12,459</b>	<b>33,431</b>	<b>74.3</b>
a. Written _____	23	720	-	630	113	743	1.7
b. Telecommunication _____	15,651	14,105	-	19,676	10,080	29,756	66.1
c. Electronic _____	1,365	1,567	-	666	2,266	2,932	6.5
<b>II. TOTAL - Request from recipient's company:</b> _____	<b>72</b>	<b>108</b>	<b>-</b>	<b>180</b>	<b>-</b>	<b>180</b>	<b>0.4</b>
a. Written _____	-	2	-	2	-	2	-
b. Telecommunication _____	-	2	-	2	-	2	-
c. Electronic _____	72	104	-	176	-	176	0.4
<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>691</b>	<b>589</b>	<b>-</b>	<b>1,280</b>	<b>-</b>	<b>1,280</b>	<b>2.8</b>
a. Written _____	53	27	-	80	-	80	0.2
b. Telecommunication _____	437	506	-	943	-	943	2.1
c. Electronic _____	201	56	-	257	-	257	0.5
<b>V. TOTAL - Sources other than above (listed alphabetically):</b> _____	<b>4,878</b>	<b>5,231</b>	<b>-</b>	<b>10,109</b>	<b>-</b>	<b>10,109</b>	<b>22.5</b>
Association rosters and directories _____	-	-	-	-	-	-	-
*Business directories _____	-	1,296	-	1,296	-	1,296	2.9
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-	-	-
*Other sources _____	4,878	3,935	-	8,813	-	8,813	19.6
<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>22,680</b>	<b>22,320</b>	<b>-</b>	<b>32,541</b>	<b>12,459</b>	<b>45,000</b>	<b>100.0</b>
<b>*See Additional Data PERCENT</b>	<b>50.4</b>	<b>49.6</b>	<b>-</b>	<b>72.3</b>	<b>27.7</b>	<b>100.0</b>	<b>-</b>

**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 _____	32,495	12,458	44,953	99.9
Individuals by name only _____	2	-	2	-
Titles or functions only _____	40	1	41	0.1
Company names only _____	4	-	4	-
Multi-Copy Same Addressee copies _____	-	-	-	-
Single Copy Sales _____	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>32,541</b>	<b>12,459</b>	<b>45,000</b>	<b>100.0</b>

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

State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine _____	195	48	243	
New Hampshire _____	137	33	170	
Vermont _____	162	34	196	
Massachusetts _____	645	263	908	
Rhode Island _____	85	29	114	
Connecticut _____	341	112	453	
<b>NEW ENGLAND</b>	<b>1,565</b>	<b>519</b>	<b>2,084</b>	<b>4.6</b>
New York _____	1,820	666	2,486	
New Jersey _____	1,157	519	1,676	
Pennsylvania _____	1,560	548	2,108	
<b>MIDDLE ATLANTIC</b>	<b>4,537</b>	<b>1,733</b>	<b>6,270</b>	<b>13.9</b>
Ohio _____	1,458	543	2,001	
Indiana _____	669	258	927	
Illinois _____	2,035	1,201	3,236	
Michigan _____	932	398	1,330	
Wisconsin _____	1,373	605	1,978	
<b>EAST NO. CENTRAL</b>	<b>6,467</b>	<b>3,005</b>	<b>9,472</b>	<b>21.0</b>
Minnesota _____	1,144	415	1,559	
Iowa _____	691	209	900	
Missouri _____	805	325	1,130	
North Dakota _____	172	42	214	
South Dakota _____	113	35	148	
Nebraska _____	400	110	510	
Kansas _____	494	171	665	
<b>WEST NO. CENTRAL</b>	<b>3,819</b>	<b>1,307</b>	<b>5,126</b>	<b>11.4</b>
Delaware _____	60	36	96	
Maryland _____	436	154	590	
Washington, DC _____	19	6	25	
Virginia _____	571	179	750	
West Virginia _____	112	13	125	
North Carolina _____	743	293	1,036	
South Carolina _____	261	105	366	
Georgia _____	896	386	1,282	
Florida _____	1,154	492	1,646	
<b>SOUTH ATLANTIC</b>	<b>4,252</b>	<b>1,664</b>	<b>5,916</b>	<b>13.1</b>
Kentucky _____	503	158	661	
Tennessee _____	508	188	696	
Alabama _____	331	101	432	
Mississippi _____	193	60	253	
<b>EAST SO. CENTRAL</b>	<b>1,535</b>	<b>507</b>	<b>2,042</b>	<b>4.5</b>
Arkansas _____	405	201	606	
Louisiana _____	388	121	509	
Oklahoma _____	280	100	380	
Texas _____	1,807	634	2,441	
<b>WEST SO. CENTRAL</b>	<b>2,880</b>	<b>1,056</b>	<b>3,936</b>	<b>8.8</b>
Montana _____	169	22	191	
Idaho _____	211	69	280	
Wyoming _____	68	7	75	
Colorado _____	472	164	636	
New Mexico _____	126	42	168	
Arizona _____	252	112	364	
Utah _____	286	88	374	
Nevada _____	136	52	188	
<b>MOUNTAIN</b>	<b>1,720</b>	<b>556</b>	<b>2,276</b>	<b>5.1</b>
Alaska _____	91	18	109	
Washington _____	796	221	1,017	
Oregon _____	559	142	701	
California _____	4,137	1,294	5,431	
Hawaii _____	149	46	195	
<b>PACIFIC</b>	<b>5,732</b>	<b>1,721</b>	<b>7,453</b>	<b>16.6</b>
<b>UNITED STATES</b>	<b>32,507</b>	<b>12,068</b>	<b>44,575</b>	<b>99.0</b>
U.S. Territories _____	33	52	85	
Canada _____	-	38	38	
Mexico _____	-	31	31	
Other International _____	1	269	270	
APO/FPO _____	-	1	1	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>32,541</b>	<b>12,459</b>	<b>45,000</b>	<b>100.0</b>

AVERAGE 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 _____	55,333	51,000	45,000	45,000	45,000	45,000
Qualified Non-Paid ____	55,333	50,999	44,996	44,996	44,996	44,996
Print Version Only ____	55,333	50,999	31,724	31,070	32,178	32,610
Digital Version Only ____	-	-	13,272	13,926	12,818	12,386
Qualified Paid _____	-	1	4	4	4	4
Print Version Only ____	-	1	4	4	4	4
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 six 6-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 1,296 copies or 2.9%.

Other sources include 5 sources of circulation for quantities of 604 copies or 1.3% to 3,197 copies or 7.1%.

#### 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 _____	32,614	100.0	32,610	100.0	4	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>32,614</b>	<b>100.0</b>	<b>32,610</b>	<b>100.0</b>	<b>4</b>	<b>-</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 _____	12,386	100.0	12,386	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,386</b>	<b>100.0</b>	<b>12,386</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

#### 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. Fomina, 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 14, 2011

State Michigan

County Oakland

Received by BPA Worldwide July 14, 2011

Type PJ

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