

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 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.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.



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: 11
(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 _____	66
Advertiser and Agency _____	1,124
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Electronic _____	-
All Other _____	1,294
TOTAL	2,484

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	51,000	100.0	50,999	100.0	1	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	51,000	100.0	50,999	100.0	1	-

2a. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD					
2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	930	930			55,000
February _____	8,224	3,224			50,000
March _____	3,371	3,371			50,000
April _____	5,274	5,274			50,000
May _____	75	75			50,000

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January _____	15,659	6,455	5,608	1.15	01:09	02:49
February _____	16,887	7,034	6,079	1.16	01:12	02:53
March _____	19,571	8,019	6,889	1.16	01:09	02:48
April _____	17,488	7,454	6,419	1.16	01:18	03:05
May _____	17,285	7,798	6,831	1.14	01:15	02:47
June _____	15,247	7,088	6,271	1.13	01:09	02:28
AVERAGE:	17,023	7,308	6,350	1.15	01:12	02:48

*See Paragraph 9

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

This issue is 2.4% or 1,250 copies below the average of the other 4 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	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)	7,698	15.4	3,169	2,170	1,033	923	403	
Prepared Meat, Poultry, Seafood (including frozen, canned or smoked, beef, pork, lamb, veal, chicken, turkey, other poultry, fish, shellfish, sausage, deli, egg products)	11,220	22.4	4,731	4,064	926	949	550	
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)	3,994	8.0	1,773	1,176	407	429	209	
Dairy Products (including milk, margarine, butter, cheese, cottage cheese, yogurt, ice cream, frozen novelties, dips, sour cream, whipped cream & toppings)	4,497	9.0	1,520	1,776	551	405	245	
Bakery Products (including bread & rolls, cookies, crackers, cakes, pastries, pies, donuts, granola, muffins, bagels, biscuits & croissants)	5,867	11.7	2,985	1,528	712	390	252	
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)	3,714	7.4	1,708	918	554	389	145	
Dry Food (including flour & grain mill products, sugar, roasted coffee, macaroni, rice & oils)	1,788	3.6	818	567	144	170	89	
Pet Food (including dog/cat food & prepared feeds)	2,474	5.0	1,647	529	124	95	79	
FOOD SUB-TOTAL	41,252	82.5	18,351	12,728	4,451	3,750	1,972	
Beverages (including soft drinks, non-carbonated beverages, water and alcoholic beverages.)	8,748	17.5	4,164	2,321	1,310	642	311	
TOTAL QUALIFIED CIRCULATION	50,000	100.0	22,515	15,049	5,761	4,392	2,283	
PERCENT	100.0		45.0	30.1	11.5	8.8	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 MAY 2009

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Direct Request: _____	29,932	13,807	-			43,739	87.5
a. Written _____	2,074	325	-			2,399	4.8
b. Telecommunication _____	25,154	12,989	-			38,143	76.3
c. Electronic _____	2,704	493	-			3,197	6.4
II. TOTAL - Request from recipient's company: _____	192	172	-			364	0.7
a. Written _____	5	1	-			6	-
b. Telecommunication _____	2	50	-			52	0.1
c. Electronic _____	185	121	-			306	0.6
III. TOTAL - Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. TOTAL - *Communication from recipient or recipient's company (other than request): _____	4,918	-	-			4,918	9.8
a. Written _____	562	-	-			562	1.1
b. Telecommunication _____	3,319	-	-			3,319	6.6
c. Electronic _____	1,037	-	-			1,037	2.1
V. TOTAL - Sources other than above (listed alphabetically): _____	979	-	-			979	2.0
Association rosters and directories _____	-	-	-			-	-
Business directories _____	979	-	-			979	2.0
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	36,021	13,979	-			50,000	100.0
*See Paragraph 9	PERCENT	72.0	28.0			100.0	

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

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			50,000	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			50,000	100.0

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

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	264		400-427 Kentucky _____	705	
030-038 New Hampshire _____	160		370-385 Tennessee _____	830	
050-059 Vermont _____	176		350-369 Alabama _____	571	
010-027 Massachusetts _____	1,056		386-397 Mississippi _____	326	
028-029 Rhode Island _____	143		EAST SO. CENTRAL	2,432	4.9
060-069 Connecticut _____	464		716-729 Arkansas _____	739	
NEW ENGLAND	2,263	4.5	700-714 Louisiana _____	566	
100-149 New York _____	2,765		730-749 Oklahoma _____	536	
070-089 New Jersey _____	1,711		750-799 Texas _____	2,859	
150-196 Pennsylvania _____	2,629		WEST SO. CENTRAL	4,700	9.4
MIDDLE ATLANTIC	7,105	14.2	590-599 Montana _____	208	
430-459 Ohio _____	2,238		832-838 Idaho _____	413	
460-479 Indiana _____	1,067		820-831 Wyoming _____	79	
600-629 Illinois _____	3,401		800-816 Colorado _____	726	
480-499 Michigan _____	1,402		870-884 New Mexico _____	210	
530-549 Wisconsin _____	2,283		850-865 Arizona _____	399	
EAST NO. CENTRAL	10,391	20.8	840-847 Utah _____	421	
550-567 Minnesota _____	1,771		889-898 Nevada _____	198	
500-528 Iowa _____	1,183		MOUNTAIN	2,654	5.3
630-658 Missouri _____	1,324		995-999 Alaska _____	109	
580-588 North Dakota _____	219		980-994 Washington _____	1,087	
570-577 South Dakota _____	246		970-979 Oregon _____	800	
680-693 Nebraska _____	679		900-961 California _____	5,116	
660-679 Kansas _____	788		967-968 Hawaii _____	239	
WEST NO. CENTRAL	6,210	12.4	PACIFIC	7,351	14.7
197-199 Delaware _____	102		UNITED STATES	49,858	99.7
206-219 Maryland _____	685		969 & 004-009 U.S. Territories _____	138	
200-205 Washington, DC _____	41		Canada _____	-	
220-246 Virginia _____	862		Mexico _____	-	
247-268 West Virginia _____	140		Other International _____	-	
270-289 North Carolina _____	1,166		APQ/FPO _____	4	
290-299 South Carolina _____	449		TOTAL QUALIFIED CIRCULATION	50,000	100.0
300-319 Georgia _____	1,426				
320-349 Florida _____	1,881				
SOUTH ATLANTIC	6,752	13.5			

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
	2005	2006	2007	January - June 2008	July - December 2008*	January - June 2009*
Total Audit Average Qualified: _____	59,969	60,000	55,000	57,000	55,333	51,000
Qualified Non-Paid: _____	59,969	60,000	55,000	57,000	55,333	50,999
Qualified Paid: _____	-	-	-	-	-	1
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 2008 - June 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

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

9. ADDITIONAL DATA

CHANGE IN FREQUENCY:

Effective with the June/July 2009 issue, FOOD & BEVERAGE PACKAGING will change its frequency from 12 issues per year to 11 issues per year.

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

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%; Telecommunications 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.

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 15, 2009
Christine A. Baloga, Corporate Audience Development Director	State	Michigan
Catherine M. Ronan, Corporate Audience Audit Manager	County	Oakland
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	July 15, 2009
IMPORTANT NOTE:	Type	PJ
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	F125P0J9