

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 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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# Beverage INDUSTRY

*Covering production, marketing, technology & distribution*

BNP Media II, LLC  
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Official Publication of: None  
Established: 1946  
Issues Per Year: 12

**FIELD SERVED**

BEVERAGE INDUSTRY serves manufacturers of soft drinks, beer, bottled water, wine/liquor, juice/fruit drinks, dairy-based drinks, coffee/tea; alternative beverage [including fortified/nutraceutical] and other beverage manufacturers. Also served are beverage distributors, wholesalers, warehouses and brokers, franchise and flavor companies, retailers (including supermarkets, convenience stores, mass merchandisers, drug stores), fast food corporation headquarters and vending firms.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are management and administration personnel, production personnel, sales and marketing personnel, and fleet personnel.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	239
Advertiser and Agency _____	807
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
All Other _____	1,088
<b>TOTAL</b>	<b>2,134</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	34,001	100.0	34,001	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>34,001</b>	<b>100.0</b>	<b>34,001</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	250	250			34,001	October _____	3,961	3,961			34,001
August _____	822	822			34,001	November _____	8,520	8,520			34,001
September _____	2,627	2,627			34,001	December _____	14	14			34,001
						<b>TOTAL</b>	<b>16,194</b>	<b>16,194</b>			

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008**

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

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE			
			MANAGEMENT AND ADMINISTRATION	PRODUCTION	SALES AND MARKETING	FLEET
			Presidents, Owners, Chairman of the Board, Executive Vice Presidents and Vice Presidents	Vice President Production, Production Managers, Plant Managers, Plant Superintendents, Plant Supervisors, Production Line Foremen, Purchasing Agents and Buyers, Chemists, Flavor Room Managers and R&D	Vice Presidents Sales, Sales Managers, Marketing/Sales Personnel and Vending Managers	Warehouse Managers, Truck Fleet Managers, Repair and Route Managers
Soft Drink Manufacturers _____	5,517	16.2	2,425	1,382	1,357	353
Beer Manufacturers _____	2,446	7.2	1,399	662	343	42
Bottled Water Manufacturers _____	2,117	6.2	1,471	338	261	47
Wine/Liquor Manufacturers _____	2,160	6.4	1,540	306	261	53
Juice/Fruit Drink Manufacturers _____	1,477	4.4	703	468	279	27
Dairy-Based Drink Manufacturers _____	1,407	4.1	569	540	255	43
Coffee/Tea Manufacturers _____	895	2.6	557	187	139	12
Alternative Beverages Manufacturers, including fortified/nutraceuticals _____	634	1.9	359	141	127	7
Other Beverage Manufacturers _____	455	1.3	241	107	101	6
Beverage Distributors, including Soft Drinks, Beer, Wines/Liquors, Bottled Water, Juice/Fruit Drinks, Dairy-Based Drinks, Alternative Beverages [including fortified/nutraceuticals] and Other Beverages; Warehouses, Wholesalers and Brokers _____	11,714	34.5	8,338	1,020	1,952	404
Franchise and Flavor Companies _____	556	1.6	199	212	141	4
Retailers, Including Supermarkets, Convenience Stores, Mass Merchandisers and Drug Stores _____	4,382	12.9	3,747	254	157	224
Fast Food Corporation Headquarters and Vending Firms _____	241	0.7	139	42	58	2
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>34,001</b>	<b>100.0</b>	<b>21,687</b>	<b>5,659</b>	<b>5,431</b>	<b>1,224</b>
<b>PERCENT</b>	<b>100.0</b>	<b>-</b>	<b>63.8</b>	<b>16.6</b>	<b>16.0</b>	<b>3.6</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008**

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. <b>TOTAL</b> - Personal direct request from the recipient: _____	<b>23,638</b>	<b>5,003</b>	-			<b>28,641</b>	<b>84.2</b>
a. Written _____	1,553	190	-			1,743	5.1
b. Telecommunication _____	19,484	4,400	-			23,884	70.2
c. Electronic _____	2,601	413	-			3,014	8.9
II. <b>TOTAL</b> - Request from recipient's company: _____	<b>333</b>	<b>97</b>	-			<b>430</b>	<b>1.3</b>
a. Written _____	173	74	-			247	0.7
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	160	23	-			183	0.6
III. <b>TOTAL</b> - Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. <b>TOTAL</b> - Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	<b>4,930</b>	-	-			<b>4,930</b>	<b>14.5</b>
*Association rosters and directories _____	1,279	-	-			1,279	3.8
*Business directories _____	1,478	-	-			1,478	4.3
Independent field reports _____	-	-	-			-	-
Licenses - National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	2,173	-	-			2,173	6.4
VI. <b>TOTAL</b> - Single Copy Sales: _____	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>28,901</b>	<b>5,100</b>	-			<b>34,001</b>	<b>100.0</b>
<b>*See Paragraph 11</b>	<b>PERCENT</b>	<b>85.0</b>	<b>15.0</b>	-		<b>100.0</b>	-

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008**

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			34,001	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>34,001</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2008**

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	190		400-427 Kentucky _____	531	
030-038 New Hampshire _____	157		370-385 Tennessee _____	522	
050-059 Vermont _____	135		350-369 Alabama _____	395	
010-027 Massachusetts _____	781		386-397 Mississippi _____	241	
028-029 Rhode Island _____	117		<b>EAST SO. CENTRAL</b>	<b>1,689</b>	<b>4.9</b>
060-069 Connecticut _____	489		716-729 Arkansas _____	322	
<b>NEW ENGLAND</b>	<b>1,869</b>	<b>5.5</b>	700-714 Louisiana _____	381	
100-149 New York _____	2,386		730-749 Oklahoma _____	330	
070-089 New Jersey _____	1,015		750-799 Texas _____	1,948	
150-196 Pennsylvania _____	2,217		<b>WEST SO. CENTRAL</b>	<b>2,981</b>	<b>8.8</b>
<b>MIDDLE ATLANTIC</b>	<b>5,618</b>	<b>16.5</b>	590-599 Montana _____	206	
430-459 Ohio _____	1,376		832-838 Idaho _____	222	
460-479 Indiana _____	635		820-831 Wyoming _____	108	
600-629 Illinois _____	1,437		800-816 Colorado _____	659	
480-499 Michigan _____	1,159		870-884 New Mexico _____	199	
530-549 Wisconsin _____	954		850-865 Arizona _____	420	
<b>EAST NO. CENTRAL</b>	<b>5,561</b>	<b>16.4</b>	840-847 Utah _____	294	
550-567 Minnesota _____	792		889-898 Nevada _____	179	
500-528 Iowa _____	440		<b>MOUNTAIN</b>	<b>2,287</b>	<b>6.7</b>
630-658 Missouri _____	743		995-999 Alaska _____	60	
580-588 North Dakota _____	141		980-994 Washington _____	728	
570-577 South Dakota _____	120		970-979 Oregon _____	579	
680-693 Nebraska _____	224		900-961 California _____	3,799	
660-679 Kansas _____	317		967-968 Hawaii _____	133	
<b>WEST NO. CENTRAL</b>	<b>2,777</b>	<b>8.2</b>	<b>PACIFIC</b>	<b>5,299</b>	<b>15.6</b>
197-199 Delaware _____	74		<b>UNITED STATES</b>	<b>33,708</b>	<b>99.1</b>
206-219 Maryland _____	552		969 & 004-009 U.S. Territories _____	36	
200-205 Washington, DC _____	66		Canada _____	256	
220-246 Virginia _____	677		Mexico _____	-	
247-268 West Virginia _____	207		Other International _____	-	
270-289 North Carolina _____	910		APO/FPO _____	1	
290-299 South Carolina _____	372		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>34,001</b>	<b>100.0</b>
300-319 Georgia _____	1,053				
320-349 Florida _____	1,716				
<b>SOUTH ATLANTIC</b>	<b>5,627</b>	<b>16.5</b>			

9. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS					
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2005	2006	2007	January - June 2008*	July - December 2008*
Total Audit Average Qualified ____	33,979	34,001	34,001	34,001	34,001
Qualified Non-Paid Total _____	33,979	34,001	34,001	34,001	34,001
Qualified Paid Total _____	-	-	-	-	-
Post Expire Copies included in Paid Circulation _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price ____	**NC	**NC	**NC	**NC	**NC

**\*NOTE: 2008 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**\*\*NC = None Claimed.**

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

#### 11. ADDITIONAL DATA.

##### PARAGRAPH 3b:

Association rosters and directories include 2 sources of circulation for quantities of 274 copies or 0.8% and 1,005 copies or 3.0%.

Business directories include 3 sources of circulation for quantities of 179 copies or 0.5% to 957 copies or 2.8%.

Other sources include 3 sources of circulation for quantities of 206 copies or 0.6% to 1,328 copies or 3.9%.

**PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.**

#### 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 12, 2009

State Michigan

County Oakland

Received by BPA Worldwide January 12, 2009

Type PD

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