

BUSINESS PUBLICATION CIRCULATION STATEMENT FOR THE 6 MONTH PERIOD ENDED JUNE 2011

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.

100 Beard Sawmill Road, Sixth Floor
Shelton, CT USA 06484-6150
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 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.

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. No.: (248) 362-3700
Fax No.: (248) 362-0317
www.bevindustry.com

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, vending firms, and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are management and administration personnel, production personnel, sales and marketing personnel, fleet personnel, and other titled & non-titled personnel.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	196
Advertiser and Agency _____	682
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	1,066
TOTAL	1,944

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	35,729	100.0	35,729	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	35,729	100.0	35,729	100.0	-	-

2a. QUALIFIED CIRCULATION BY ISSUE FOR PERIOD

2011 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January _____	216	302	34,001	1,440	35,441
February _____	77	168	34,001	1,531	35,532
March _____	177	371	34,001	1,725	35,726
April _____	401	476	34,001	1,800	35,801
May _____	136	236	34,001	1,900	35,901
June _____	659	729	34,001	1,970	35,971
TOTAL	1,666	2,282			

2b. WEBSITE ACTIVITY BY MONTH

Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January _____	28,052	12,716	10,609	1.20	01:17	02:53
February _____	25,273	11,800	9,823	1.20	01:16	02:41
March _____	30,943	14,233	11,750	1.21	01:16	02:49
April _____	28,130	13,334	10,967	1.22	01:13	02:37
May _____	26,542	11,998	9,624	1.25	01:14	02:44
June _____	36,396	14,913	12,101	1.23	00:59	02:25
AVERAGE:	29,223	13,166	10,812	1.22	01:12	02:42

*See Additional Data

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011
This issue is 0.6% or 207 copies above 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			
					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 _____	5,475	15.3	5,227	248	2,432	1,402	1,184	457
Beer Manufacturers _____	2,526	7.0	2,412	114	1,507	670	291	58
Bottled Water Manufacturers _____	1,999	5.6	1,893	106	1,247	330	340	82
Wine/Liquor Manufacturers _____	2,121	5.9	2,011	110	1,417	430	254	20
Juice/Fruit Drink Manufacturers _____	1,520	4.2	1,301	219	732	488	275	25
Dairy-Based Drink Manufacturers _____	1,414	3.9	1,349	65	532	543	300	39
Coffee/Tea Manufacturers _____	944	2.6	864	80	578	200	158	8
Alternative Beverages Manufacturers, including fortified/nutraceuticals _____	830	2.3	749	81	497	166	158	9
Other Beverage Manufacturers _____	420	1.2	356	64	208	98	106	8
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 _____	12,268	34.2	11,652	616	8,425	1,315	2,121	407
Franchise and Flavor Companies _____	659	1.8	578	81	261	217	175	6
Retailers, Including Supermarkets, Convenience Stores, Mass Merchandisers and Drug Stores _____	5,262	14.7	5,196	66	4,226	650	373	13
Fast Food Corporation Headquarters and Vending Firms _____	463	1.3	413	50	293	79	83	8
TOTAL QUALIFIED CIRCULATION	35,901	100.0	34,001	1,900	22,355	6,588	5,818	1,140
PERCENT	100.0		94.7	5.3	62.3	18.4	16.1	3.2

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				
I. TOTAL - Direct Request:	25,123	5,245	-	28,468	1,900	30,368	84.7
a. Written	1,219	526	-	1,745	-	1,745	4.9
b. Telecommunication	19,084	3,919	-	22,981	22	23,003	64.1
c. Electronic	4,820	800	-	3,742	1,878	5,620	15.7
II. TOTAL - Request from recipient's company:	350	179	-	529	-	529	1.4
a. Written	-	119	-	119	-	119	0.3
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	350	60	-	410	-	410	1.1
III. TOTAL - Membership Benefit:	-	-	-	-	-	-	-
a. Individual	-	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	5,004	-	-	5,004	-	5,004	13.9
*Association rosters and directories	1,018	-	-	1,018	-	1,018	2.8
*Business directories	3,030	-	-	3,030	-	3,030	8.4
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	956	-	-	956	-	956	2.7
VI. TOTAL - Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	30,477	5,424	-	34,001	1,900	35,901	100.0
*See Additional Data	PERCENT	84.9	15.1	94.7	5.3	100.0	

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	34,001	1,900	35,901	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	34,001	1,900	35,901	100.0

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

State	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Maine	203	-	203	
New Hampshire	182	-	182	
Vermont	145	-	145	
Massachusetts	700	-	700	
Rhode Island	121	-	121	
Connecticut	475	-	475	
NEW ENGLAND	1,826	-	1,826	5.1
New York	2,405	-	2,405	
New Jersey	988	-	988	
Pennsylvania	2,299	-	2,299	
MIDDLE ATLANTIC	5,692	-	5,692	15.8
Ohio	1,282	-	1,282	
Indiana	589	-	589	
Illinois	1,519	-	1,519	
Michigan	1,068	-	1,068	
Wisconsin	1,070	-	1,070	
EAST NO. CENTRAL	5,528	-	5,528	15.4
Minnesota	805	-	805	
Iowa	448	-	448	
Missouri	807	-	807	
North Dakota	162	-	162	
South Dakota	118	-	118	
Nebraska	284	-	284	
Kansas	363	-	363	
WEST NO. CENTRAL	2,987	-	2,987	8.3
Delaware	74	-	74	
Maryland	541	-	541	
Washington, DC	57	-	57	
Virginia	748	-	748	
West Virginia	227	-	227	
North Carolina	931	-	931	
South Carolina	428	-	428	
Georgia	1,063	-	1,063	
Florida	1,784	-	1,784	
SOUTH ATLANTIC	5,853	-	5,853	16.3
Kentucky	552	-	552	
Tennessee	598	-	598	
Alabama	434	-	434	
Mississippi	291	-	291	
EAST SO. CENTRAL	1,875	-	1,875	5.2
Arkansas	311	-	311	
Louisiana	405	-	405	
Oklahoma	331	-	331	
Texas	1,928	-	1,928	
WEST SO. CENTRAL	2,975	-	2,975	8.3
Montana	197	-	197	
Idaho	235	-	235	
Wyoming	98	-	98	
Colorado	650	-	650	
New Mexico	146	-	146	
Arizona	412	-	412	
Utah	263	-	263	
Nevada	208	-	208	
MOUNTAIN	2,209	-	2,209	6.2
Alaska	60	-	60	
Washington	706	-	706	
Oregon	615	-	615	
California	3,569	-	3,569	
Hawaii	104	-	104	
PACIFIC	5,054	-	5,054	14.1
UNITED STATES	33,999	-	33,999	94.7
U.S. Territories	2	-	2	
Canada	-	113	113	
Mexico	-	68	68	
Other International	-	1,719	1,719	
APO/FPO	-	-	-	
TOTAL QUALIFIED CIRCULATION	34,001	1,900	35,901	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010	January - June 2011*
Total Audit Average Qualified _____	34,001	34,001	34,001	34,277	35,189	35,729
Qualified Non-Paid Total__	34,001	34,000	34,001	34,277	35,189	35,729
Print Version Only_____	34,001	34,000	34,001	34,001	34,001	34,001
Digital Version Only ____	-	-	-	276	1,188	1,728
Qualified Paid Total_____	-	1	-	-	-	-
Print Version Only_____	-	1	-	-	-	-
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: January – June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods 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 version 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 2b:**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:

Association rosters and directories include 1 source of circulation for a quantity of 1,018 copies or 2.8%, including American Beverage Association.

Business directories include 3 sources of circulation for quantities of 342 copies or 1.0% to 1,728 copies or 4.9%.

Other sources include 1 source of circulation for a quantity of 956 copies or 2.7%.

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_____	34,001	100.0	34,001	100.0	-	-
Sponsored Individually Addressed__	-	-	-	-	-	-
Membership Benefit_____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	34,001	100.0	34,001	100.0	-	-

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_____	1,728	100.0	1,728	100.0	-	-
Sponsored Individually Addressed__	-	-	-	-	-	-
Membership Benefit_____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	1,728	100.0	1,728	100.0	-	-

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. Fomia, 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 7, 2011

State Michigan

County Oakland

Received by BPA Worldwide July 7, 2011

Type PD

ID Number B018Y0J1