

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED DECEMBER 2009**

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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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 _____	209
Advertiser and Agency _____	715
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	1,252
TOTAL	2,176

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 _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	34,001	100.0	34,001	100.0	-	-

2a. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD					
2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	235	235			34,001
August _____	399	399			34,001
September _____	1,289	1,289			34,001
October _____	4,076	4,076			34,001
November _____	4,977	4,977			34,001
December _____	18	18			34,001
TOTAL	10,994	10,994			

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
July _____	22,110	9,728	8,059	1.21	01:02	02:20
August _____	19,818	9,281	7,774	1.19	01:08	02:25
September _____	23,469	10,128	8,439	1.20	01:05	02:30
October _____	22,638	10,116	8,453	1.20	01:03	02:23
November _____	23,090	10,160	8,560	1.19	01:06	02:32
December _____	19,699	8,983	7,603	1.18	01:01	02:15
AVERAGE:	21,804	9,733	8,148	1.19	01:04	02:24

*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 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 _____	5,445	16.0	2,704	1,119	1,375	247
Beer Manufacturers _____	2,392	7.0	1,105	979	271	37
Bottled Water Manufacturers _____	2,196	6.5	1,055	435	440	266
Wine/Liquor Manufacturers _____	2,146	6.3	1,452	423	252	19
Juice/Fruit Drink Manufacturers _____	1,468	4.3	517	502	416	33
Dairy-Based Drink Manufacturers _____	1,286	3.8	455	530	250	51
Coffee/Tea Manufacturers _____	885	2.6	554	184	135	12
Alternative Beverages Manufacturers, including fortified/nutraceuticals _____	635	1.9	358	142	129	6
Other Beverage Manufacturers _____	377	1.1	190	88	95	4
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 _____	11,703	34.4	7,924	1,245	2,151	383
Franchise and Flavor Companies _____	645	1.9	177	265	198	5
Retailers, Including Supermarkets, Convenience Stores, Mass Merchandisers and Drug Stores _____	4,518	13.3	3,018	975	285	240
Fast Food Corporation Headquarters and Vending Firms _____	305	0.9	175	64	64	2
TOTAL QUALIFIED CIRCULATION	34,001	100.0	19,684	6,951	6,061	1,305
PERCENT	100.0		57.9	20.4	17.8	3.9

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

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Direct Request: _____	23,625	4,931	-			28,556	84.0
a. Written _____	2,595	265	-			2,860	8.4
b. Telecommunication _____	17,998	3,908	-			21,906	64.5
c. Electronic _____	3,032	758	-			3,790	11.1
II. TOTAL - Request from recipient's company: _____	346	169	-			515	1.5
a. Written _____	219	65	-			284	0.8
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	127	104	-			231	0.7
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): _____	4,930	-	-			4,930	14.5
*Association rosters and directories _____	1,191	-	-			1,191	3.5
*Business directories _____	2,668	-	-			2,668	7.8
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	1,071	-	-			1,071	3.2
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	28,901	5,100	-			34,001	100.0
*See Paragraph 9	PERCENT	85.0	15.0	-		100.0	

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

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 _____			-	-
TOTAL QUALIFIED CIRCULATION			34,001	100.0

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

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	185		400-427 Kentucky _____	558	
030-038 New Hampshire _____	171		370-385 Tennessee _____	574	
050-059 Vermont _____	146		350-369 Alabama _____	396	
010-027 Massachusetts _____	714		386-397 Mississippi _____	269	
028-029 Rhode Island _____	110		EAST SO. CENTRAL	1,797	5.3
060-069 Connecticut _____	470		716-729 Arkansas _____	316	
NEW ENGLAND	1,796	5.3	700-714 Louisiana _____	403	
100-149 New York _____	2,338		730-749 Oklahoma _____	344	
070-089 New Jersey _____	1,031		750-799 Texas _____	1,996	
150-196 Pennsylvania _____	2,077		WEST SO. CENTRAL	3,059	9.0
MIDDLE ATLANTIC	5,446	16.0	590-599 Montana _____	205	
430-459 Ohio _____	1,361		832-838 Idaho _____	227	
460-479 Indiana _____	647		820-831 Wyoming _____	111	
600-629 Illinois _____	1,526		800-816 Colorado _____	656	
480-499 Michigan _____	1,142		870-884 New Mexico _____	185	
530-549 Wisconsin _____	1,005		850-865 Arizona _____	414	
EAST NO. CENTRAL	5,681	16.7	840-847 Utah _____	300	
550-567 Minnesota _____	839		889-898 Nevada _____	216	
500-528 Iowa _____	452		MOUNTAIN	2,314	6.8
630-658 Missouri _____	803		995-999 Alaska _____	62	
580-588 North Dakota _____	155		980-994 Washington _____	737	
570-577 South Dakota _____	124		970-979 Oregon _____	618	
680-693 Nebraska _____	258		900-961 California _____	3,729	
660-679 Kansas _____	348		967-968 Hawaii _____	140	
WEST NO. CENTRAL	2,979	8.8	PACIFIC	5,286	15.5
197-199 Delaware _____	72		UNITED STATES	34,001	100.0
206-219 Maryland _____	555		969 & 004-009 U.S. Territories _____	-	
200-205 Washington, DC _____	59		Canada _____	-	
220-246 Virginia _____	676		Mexico _____	-	
247-268 West Virginia _____	210		Other International _____	-	
270-289 North Carolina _____	917		APO/FPO _____	-	
290-299 South Carolina _____	364		TOTAL QUALIFIED CIRCULATION	34,001	100.0
300-319 Georgia _____	1,086				
320-349 Florida _____	1,704				
SOUTH ATLANTIC	5,643	16.6			

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
	2006	2007	January - June 2008	July - December 2008	January - June 2009*	July - December 2009*
Total Audit Average Qualified: _____	34,001	34,001	34,001	34,001	34,001	34,001
Qualified Non-Paid: _____	34,001	34,001	34,001	34,001	34,000	34,001
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: 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)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

9. ADDITIONAL DATA**PARAGRAPH 3b:**

Association rosters and directories include 1 source of circulation for quantities of 1,191 copies or 3.5%. Business directories include 5 sources of circulation for quantities of 6 copies or -% to 913 copies or 2.7%. Other Sources include 4 sources of circulation for quantities of 196 copies or 0.6% to 457 copies or 1.3%

WEBSITE GLOSSARY:

Unique Browsers: An identified and unduplicated Cookied 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

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.

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 13, 2010

State Michigan

County Oakland

Received by BPA Worldwide January 13, 2010

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