

FOOD ARTS | 2014 editorial calendar

FOOD ARTS is the ultimate, authoritative insider's resource for up-to-the-minute, cutting-edge information. Aside from the features & departments described here, each issue will feature the signature late-breaking, controversial, or revelatory stories for which FOOD ARTS has become internationally known.

Visit FoodArts.com, subscribe to our Dish & Dishes newsletter & join the Food Arts Community on Twitter, Facebook & Pinterest.

Not to be missed...

January/February: **25TH ANNIVERSARY** **Special Double Issue** **Special Bonus Distribution**

Fancy Food Show

- Bar Biz
- Wine Report
- Tech Talk
- Kitchen Equipment
- Recipes

March: **Special Bonus Distribution**

Boston Seafood Show

IACP Conference

Women Chefs & Restaurateurs National Conference

- Nationwide Spring/Summer Menu Previews
- Bar Biz
- Kitchen Equipment
- Wine Report
- Cups & Co.
- Recipes

April: **F&B Trends** **Special Bonus Distribution**

Food Arts/CIA Flavor Summit at Greystone

- The New Indulgence: Vegetarian Options
- Drink Arts
- Wine Report
- Tabletop: China, Glass, Silver
- Kitchen Equipment
- Recipes

May: **Special Bonus Distribution**

National Restaurant Association Restaurant, Hotel-Motel Show

Food Arts 16th Annual Championship BBQ & Cookout

- Top Chefs' Hits & Flops
- Chicago Restaurant Roundup
- Kitchen Equipment
- Wine Report
- Tabletop: China, Glass, Silver
- Recipes

June: **The Americana Issue:** **Special Bonus Distribution**

Harvey Communication Study

Fancy Food Show

- American Cuisine
- Sustainability Update
- Flavor Summit Conference Review
- Bar Biz
- Kitchen Equipment
- Wine Report
- Tech Talk
- Recipes

July/August: **Special Double Issue** **Special Bonus Distribution**

American Culinary Federation Conference

SF Chefs

The National Association of College & University

Food Services (NACUFS)

- Mystery Basket
- Bar Biz/Cocktail Pairings
- Kitchen Equipment
- Wine Report
- Tabletop: China, Glass, Silver
- Recipes

September: **On-the-Horizon Rising Stars**

- Nationwide Fall/Winter Menu Previews
- Bar Biz
- Kitchen Equipment
- Wine Pairings Portfolio
- Cups & Co.
- Tech Talk
- Recipes

October: **Europe on the Menu** **Special Bonus Distribution**

Wine Spectator's New York Wine Experience

- International Culinary Trends
- Kitchen Equipment
- Wine Report
- Tabletop: China, Glass, Silver
- Recipes

November: **Focus on Hotels** **Special Bonus Distribution**

International Hotel/Motel & Restaurant Show

- F&B Updates
- Top Chefs' Hits & Flops
- Bar Biz
- Kitchen Equipment
- Wine Report
- Tabletop: China, Glass, Silver
- Chain Reaction: Hotels
- Recipes

December: **The Year in Review**

- Significant Top Trends, Hot Ingredients & Milestone Happenings
- Bar Biz
- Wine Report
- Kitchen Equipment
- Chef Cookbook Roundup
- Recipes

Hot themes for 2014

Up-to-the-minute news from here & abroad about chefs, restaurants, hotels & cruise ships

• **25TH ANNIVERSARY ISSUE**

- The latest in equipment, techniques & technology
- Personality profiles—legendary restaurateurs, hot chefs & more
- Dishes from the past, present & future
- Boosting business & boosting check averages
- Best of tabletop & design
- Secrets of successful beer, bar & wine programs

Appearing in every issue...

Pilot Light

Letter from the founder,
Ariane Batterberry

Front Burner

Food news, culinary competitions, industry events & more

Deep Dish

Chefs on the move

Birth Announcements

Restaurant openings across the country, with samplings from their debut menus

Say Cheese

A photo gallery of industry events & personalities

Whisk Around the World

Global chef & hotel f&b news

World Cuisines

- Global cooking styles
- Glimpses into the dining scenes of specific cities or regions
- First-person accounts of exotic locales, from street food to hotel fare

Wine Report

- Practical information about wine sales for operators
- New releases from around the world

Equipment

- Exclusive behind-the-scenes tours of new kitchens, detailing equipment, food safety, hygiene & electronics
- Chefs talk in detail about their most valued equipment
- Answers to crucial equipment & kitchen queries

Bar Biz

Spirits, beer & business behind the bar

Recipes

Chefs' picks

Appearing regularly...

"101"

Primers on essentials: flour, vanilla, etc.

Chain Reaction/R&D

An insider's look at chains, the chain industry, chain chefs, Research & Development, breakthroughs & new menu concepts

Kindest Cuts

How chefs are using underutilized cuts of meat

Cash Register

Make a successful operation & build profits

Pastry Pro

Following the leaders in their exploding field: dessert menus, tips, techniques & trends

Cups & Co.

Coffee & tea news; service ideas & trends

Tech Talk

Using technology, the Internet & POS systems to build business

Drink Arts

Exciting new recipes, ingredients & bar wares, along with the engaging professional personalities who are using them

Banquets & Catering

How the most successful operators are profiting in the lucrative high-volume sector

Tabletop

Hot topics in china, silver, glassware & linen

Menu News

- Menu Previews
- Hits & Flops
- Menu of the Moment
- Menu Makeovers
- Mystery Basket

Techniques

Chefs' How-Tos

2014 CLOSING DATES

JANUARY/ FEBRUARY

Space Closing: 12/10/13
Materials Due: 12/13/13

MARCH

Space Closing: 1/15/14
Materials Due: 1/21/14

APRIL

Space Closing: 2/14/14
Materials Due: 2/19/14

MAY

Space Closing: 3/14/14
Materials Due: 3/19/14

JUNE

Space Closing: 4/15/14
Materials Due: 4/18/14

JULY/AUGUST

Space Closing: 6/10/14
Materials Due: 6/13/14

SEPTEMBER

Space Closing: 7/15/14
Materials Due: 7/18/14

OCTOBER

Space Closing: 8/15/14
Materials Due: 8/20/14

NOVEMBER

Space Closing: 9/15/14
Materials Due: 9/18/14

DECEMBER

Space Closing: 10/15/14
Materials Due: 10/20/14

WHY FOOD ARTS?

FOOD ARTS is the core publication, the “must read” for the industry, with vividly presented and incisively written stories telling our readers, 55,500 restaurateurs, chefs, and hotel F&B’s all they need to know about food, wine and spirits, equipment, tabletop, menu ideas, international news, food culture and history, and much, much more.

More restaurant owners, hotel and cruise line F&B’s and chefs personally request FOOD ARTS than any other foodservice (or beverage) publication by far (Source: BPA).

FOOD ARTS READERS:

- Serve over 13 billion meals annually (MRI).
- 100% request the magazine in writing (BPA).
- 97% are interested in trying new products (MRI).
- 98% are willing to spend more for premium quality products (MRI).
- 96% are responsible for their establishment’s food, beverages, equipment and/or tabletop purchases. (Harvey)
- 94% are responsible for developing or influencing the addition of new items to their establishment’s menu (Harvey).
- 85% say their menus are influenced by what they see in FOOD ARTS (MRI).

FOOD ARTS CIRCULATION:

- FOOD ARTS reaches 55,500 full-service restaurateurs, Chefs/Chefs owners, F&B Directors and Presidents/Owners (BPA).
- FOOD ARTS has the largest hotel circulation by far of any foodservice publication (BPA).

FOOD ARTS EDITORIAL:

- Constantly maintains a far higher editorial ratio than other foodservice publications. FOOD ARTS provides operators with all the information pertinent to their establishments.
- Reader friendly. Introducing or promoting a high-quality product in this editorially heavy environment means less competitor advertising clutter, even when your competitors are present in the publication.

FOOD ARTS LEADS:

- An ad in FOOD ARTS generates 3 times the leads of other trade publications worldwide (Berkshire). It receives on average far more leads than any other foodservice publication.

FOOD ARTS HARVEY RESEARCH:

- In response to the question, “If you could receive only one foodservice publication, which would you choose?”, the overwhelming majority answered: FOOD ARTS.

FOOD ARTS EDITORIAL MISSION:

To serve the informational needs of the entire full-service segment of the restaurant industry.

Our readers rely on FOOD ARTS. Our readers—America's most successful and industry-active chefs, restaurateurs, food and beverage directors, and caterers—look to FOOD ARTS for serious food information not available elsewhere, and consider FOOD ARTS to be a trusted, reliable source (MRI).

FOOD ARTS style and graphics stand alone. Our distinctive covers draw our readers inside each issue, and our authoritative coverage of trends and industry news keeps them on the cutting edge.

No other trade magazine focuses solely on the interests and needs of the full-service segment. Ten times each year, FOOD ARTS strives to offer a balance of editorial that covers every aspect of the business, including:

- Detailed industry news coverage of the full-service industry
- Personality profiles
- Descriptions and contact information for nationwide culinary events
- The latest and hottest restaurant openings coast to coast
- Business-building tips from colleagues
- Menu and food trends
- How-to culinary demonstrations
- The latest in chain operations
- Practical wine lessons and case studies of wine programs from around the country
- Lively tasting notes
- What's new and chic in tabletop looks and equipment
- Encyclopedic clip-and-save features on ingredients and purveyor sources
- Marketing ideas to boost bar business
- New recipes from the country's hottest chefs

THE FOOD ARTS READER

FOOD ARTS reaches 55,500 full-service chefs, F&B directors and restaurant owners across the nation. Our readership covers the fullservice segment of the industry as no other trade publication can; our readers represent operations from Perkins to TGI Friday's to fine dining establishments; from Holiday Inn to Hyatt to Ritz Carlton..

Despite their diverse demographics, Food Arts readers share some "typical" traits which are anything but typical:

- **Power in Purchasing Decisions.** 92% of Food Arts readers are responsible for their establishment's FOOD purchasing decisions (Harvey) and 96% are involved in and/or influence the Food, Beverage, Equipment and Tabletop purchasing decisions (Harvey).
- **Power in Menu Decisions.** 94% are responsible for developing or influencing the addition of new items to their establishment's menus (Harvey).
- **Tremendous Purchasing Power.** Food Arts readers serve over 13 billion meals per year (MRI).
- **Requests FOOD ARTS in Writing.** Food Arts circulation is 100% written or emailed request (BPA). When other publications speak of "readers," they often mean people to whom they send their publication. When we say "readers," we mean people who have taken time to request Food Arts in writing.
- **Overwhelming Response to Advertising.** Food Arts receives the highest leads within the industry and this includes fractional advertising. Berkshire Processing reports that Food Arts' averages between 150-300 leads per ad, with BRCs receiving an average of over 400 leads
- **Preference for FOOD ARTS over other foodservice publications.** 90% of our readers have read the last 3 of our 4 issues and they spend an average of 54 minutes with each issue (MRI). The overwhelming majority of our readers spend more time with Food Arts than with any other foodservice publication (MRI).

ADVERTISING INFORMATION 2014

GENERAL:

Frequency:	Monthly
<i>(Double Issues January/February and July/August)</i>	
Single Copy Price:	\$6.00
Annual Subscription Price:	\$40.00
Circulation Rate Base:	50,000+
(Member BPA)	

ADVERTISING RATES:

Frequency	1X	6X	10X	20X
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FOUR COLOR:

Full Page	\$14,730	\$14,440	\$14,000	\$13,545
2/3 Page	12,520	12,270	11,900	11,520
1/2 Page	9,575	9,380	9,095	8,810
1/3 Page	7,365	7,220	7,005	6,775

BLACK & WHITE:

Full Page	\$11,045	\$10,825	\$10,495	\$10,165
2/3 Page	9,390	9,205	8,925	8,630
1/2 Page	7,740	7,580	7,340	7,120
1/3 Page	5,520	5,410	5,250	5,075

SPECIAL POSITIONING PREMIUM:

2nd Cover/Page One Spread	20%
2nd Cover	20%
3rd Cover	10%
4th Cover	25%

NOTES:

Agency Commission:	15%
Bleed:	15% premium
2 Color:	20% premium above earned black and white rate
5th Color:	20% premium
2% cash discount not available	

DISCOUNTS:

Discounts apply to space run within one year of first insertion. Advertising from different divisions of the same company may be combined for discount purposes. Advertising appearing in any combination of M. Shanken Communications' publications will earn a frequency discount based upon the total insertions.

ISSUANCE AND CLOSING DATES:

Published 10 times a year (special double issues January/February and July/August). Closing for insertion orders is approximately six weeks prior to cover date. Material closing is approximately four weeks prior to cover date.

SEND SPACE RESERVATIONS TO:

Advertising Department
FOOD ARTS
387 Park Avenue South
New York, NY 10016
Fax: 212-779-3334

PRODUCTION SPECIFICATIONS

PRINTING

Web Offset (SWOP)

Binding: Perfect Bound

Publication Trim Size: 8 1/4" x 11"

DIGITAL FILE SPECIFICATIONS

PDF/X-1a

- PDF/X1a file (Only one ad per file)
- Images must be CMYK or Grayscale TIFF or EPS prepared for the SWOP3 color environment
- Total Area Coverage for CMYK color builds should not exceed 300%

DELIVERY OF AD MATERIAL

Digital files uploaded to our ad portal

<http://mshanken.SendMyAd.com>

(uploading tutorial available on site)

Advertising material will be retained for one year, unless return is specifically requested. M. Shanken Communications is not responsible for keeping material beyond one year.

FOR FURTHER INFORMATION

Go to mshanken.com, or contact:

Connie McGilvray

cmcgilvray@mshanken.com

tel: 212-481-8610 x344

Carolyn Plouffé

cplouffe@mshanken.com

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MECHANICAL SPECIFICATIONS

	WIDTH	DEPTH
Single Page		
Full Bleed	8 1/2"	11 1/4"
Trim	8 1/4"	11"
Safety	8"	10 3/4"
Full-Non Bleed	7"	10"

Spread *(At least 1/2" total Safety in gutter)*

Bleed	17"	11 1/4"
Trim	16 1/2"	11"
Safety	16"	10 3/4"
Non-Bleed	14"	10"

Fractionals *(Safety is 3/8" on all sides from bleed)*

2/3 Vert. Non-Bleed	4 1/2"	9 3/4"
2/3 Vert. Bleed	5 1/8"	11 1/4"
1/2 pg. Vert. Bleed	4 3/8"	11 1/4"
1/2 pg. Vert. Non-bleed	3 3/4"	9 3/4"
1/2 pg. Horiz Bleed	8 1/2"	5 3/4"
1/2 pg. Horiz Non-Bleed	7 1/4"	5"
1/3 pg. Square Bleed	5 1/8"	5 1/2"
1/3 pg. Square Non-Bleed	4 1/2"	4 1/2"
1/3 pg. Vert. Bleed	3"	11 1/4"
1/3 pg. Vert. Non-Bleed	2 1/4"	9 3/4"
Island page	4 1/2"	7 1/2"

FOOD ARTS ONLINE

FOOD ARTS, the leading publication for the entire full service restaurant and hotel industry, recently expanded to include FoodArts.com. This beautifully designed destination for chefs, restaurateurs, and food and beverage directors includes daily fresh online content, editors' blogs, recipes, videos and up to the minute coverage on the latest culinary news and trends. FoodArts.com has been designed to be the social meeting place for our magazine's 56,000 monthly audience to connect with other industry professionals for up-to-the minute culinary resources and inspiration.

FOOD ARTS HAS OVER 9,000 FACEBOOK FOLLOWERS AND OVER 12,000 FOLLOWERS ON TWITTER!

AUDIENCE:

We are expecting our new FoodArts.com site to parallel our entire foodservice restaurant and hotel industry circulation. More chefs request Food Arts than any other foodservice publication

According to our recent Food Arts MRI subscriber study:

- 99% took action in the last 12 months as a result of reading Food Arts magazine.
- 98% of our readers regularly use a website for food and business related purchases.
- 95% of our audience is responsible/influences the purchase of food, tabletop, equipment, wine, spirits and beverages.

We will be aggressively promoting the new FoodArts.com site through our unique M. Shanken Communications network including: Wine Spectator restaurant program, Food Arts, Market Watch, Impact and Shanken News Daily.

AD SIZES:

300 x 250 (max file size 30k)

ADVERTISING SPECIFICATIONS:

Format: We accept GIF, JPEG, HTML, Flash, Iframe, JavaScript, and all other pre-approved Dart compatible Rich Media Files. All ads must have a border. Animation up to 15 seconds, 3 loops max.

Linking URL: Each creative should be accompanied by a clickthrough URL.

Due Dates: All creative must be delivered a minimum of 5 business days prior to launch.

COST:

\$3,000 net/\$3,529 gross per month with unlimited rotation throughout the site

\$5,000 net/\$5,882 gross per month for a sponsored video

E-NEWSLETTER SPONSORSHIPS

Food Arts recently introduced a weekly e-newsletter, Dish & Dishes. Through this weekly newsletter our editors bring you dish—up-to-the-minute blips and quips from the world of food—and dishes—hot off the grill inspiration from chefs around the country.

This unique sponsorship:

- Drives traffic and increase sales
- Increases brand visibility and reach
- Delivers your message in an entertaining and engaging format

Facts:

- Over 11,000 opt-in subscribers
- 99% delivery rate
- Average open rate between 30-40%
- Average clickthrough rate of 1-3% on ads
- 43.3% of Dish & Dishes shared their newsletter through Facebook

Cost:

\$2,500 net/\$2,941 gross per newsletter

Size:

160 x 600, no animation, jpeg only, must have a border and be accompanied by a clickthrough URL

M. SHANKEN COMMUNICATIONS, INC.

Copy and Contract Requirements

- 1.** The acceptance or execution of an order is subject to Publisher's approval of copy, text, display and illustration.
- 2.** All copy, text, display and illustration are published on the representation that the advertiser and the advertising agency are fully authorized and have secured proper written consent. The advertiser and the advertising agency agree to indemnify and save harmless the Publisher from any and all liability, loss and expense of any nature arising from such publication.
- 3.** Any insertion of advertising made by the agency or advertiser represents an acceptance by both the agency and the advertiser of all the terms and conditions of the rate card applicable to the issue in which such insertion is to be published.
- 4.** All rates and units of space are subject to change on 30 days' notice.
- 5.** Orders for specific units of space and dates of insertions are necessary.
- 6.** Orders specifying positions are accepted on request basis only.
- 7.** The Publisher assumes no responsibility for errors in key numbers or telephone numbers, or in the printing or insertion of numbers for inserted material.
- 8.** Orders that contain incorrect rates or conditions will be inserted and charged for at regular-schedule rates. Such errors will be regarded as clerical.
- 9.** Conditional orders are not accepted by the Publisher.
- 10.** Cancellation or changes in orders not accepted after closing date.
- 11.** All orders accepted by the Publisher are contingent upon acts of God, fires, accidents, strikes or other interruptions to production and/or distribution of the same or different nature beyond his control.
- 12.** Rates charged and discounts allowed are subject to short rate at expiration of ad schedule.
- 13.** Publisher reserves the right to cancel the contract upon default in payment or breach of any provision herein, and all unpaid charges and short rates shall become immediately payable.
- 14.** Publisher reserves the right to reject, exclude, or cancel any advertisement, insertion order, space reservation or position commitment at any time, for any reason, without liability, even if previously acknowledged or accepted.
- 15.** All advertisements must be clearly identified by the trademark or signature of the advertiser. Those which, in the judgment of the Publisher, look like editorial pages will be marked "Advertisement."
- 16.** The liability of the Publisher for any error for which he may be held legally responsible will not exceed the cost of the space occupied by the error. The Publisher will not, in any event, be liable for loss of income or profits or any consequential damages.
- 17.** No conditions, printed or otherwise, appearing on contract orders or copy instructions that conflict with the Publisher's policies, listed on this rate card, will be binding on the Publisher.
- 18.** As used in this section, the term "Publisher" shall refer to M. Shanken Communications, Inc.

BUSINESS PUBLICATION CIRCULATION STATEMENT FOR THE 6 MONTH PERIOD ENDED JUNE 2013

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.

No. 999/06-13

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About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, CT, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. The organization conducts 2,600+ audits for media brands in print, online/digital and live events. Additionally, under the iCompli brand, BPA documents compliance to defined standards including data protection, provides assurance of sustainability reporting, and verifies technology, service and privacy claims. BPA is supported by 2,700 advertiser and agency members.

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

FOOD ARTS

M. Shanken Communications, Inc.
387 Park Avenue South
New York, New York 10016
Tel. No.: (212) 684-4224
FAX No.: (212) 684-5424

Official Publication of: None
Established: 1988
Issues Per Year: 10

FIELD SERVED

FOOD ARTS serves restaurants, hotels, resorts, inns, caterers, clubs, conference centers, cruise lines, executive dining, party planners, food consultants, media, schools, distributors, architectural firms, and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include owners, proprietors, presidents, partners, executive chefs, chefs (any rank), general managers, caterers, party planners, kitchen managers, banquet managers, restaurant managers, catering directors, food/beverage directors, club managers, hotel directors, purchasing agents, bar managers, wine stewards, restaurant designers, food/wine editors and writers, consultants, educators, students, and other titled and non-titled personnel including company addressed copies.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	1,281
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	520
Digital _____	-
All Other _____	4,620
TOTAL	6,421

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	55,973	100.0	55,272	98.7	701	1.3
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	10	-	-	-	10	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	55,983	100.0	55,272	98.7	711	1.3

2. QUALIFIED CIRCULATION BY ISSUE FOR PERIOD

2013 Issue	Print (A)	Digital (B)	Unique Total Qualified*
January/February _____	55,687	10,766	55,688
March _____	56,087	11,563	56,088
April _____	57,034	12,665	57,146
May _____	55,212	15,434	55,500
June _____	55,201	15,082	55,489

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

Food Arts / June 2013

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2013

This issue is 1.1% or 603 copies below the average of the other 4 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	Print (A)	Digital (B)
Restaurants _____	23,969	43.1	23,867	6,312
Hotels _____	8,002	14.4	7,936	1,286
Resorts _____	2,146	3.9	2,118	703
Inns _____	776	1.4	769	173
Caterers _____	7,069	12.7	7,054	2,210
Clubs _____	2,336	4.2	2,331	797
Conference Centers _____	370	0.7	367	143
Cruise Lines _____	117	0.2	117	24
Executive Dining _____	1,329	2.4	1,326	269
Party Planners _____	949	1.7	948	177
Food Consultants _____	2,151	3.9	2,136	754
Media _____	431	0.8	427	152
Schools _____	1,665	3.0	1,651	593
Distributors _____	1,721	3.1	1,711	497
Architectural Firms _____	220	0.4	220	68
Others Allied to the Field _____	2,249	4.1	2,234	1,276
UNIQUE TOTAL QUALIFIED CIRCULATION*	55,500	100.0	55,212	15,434

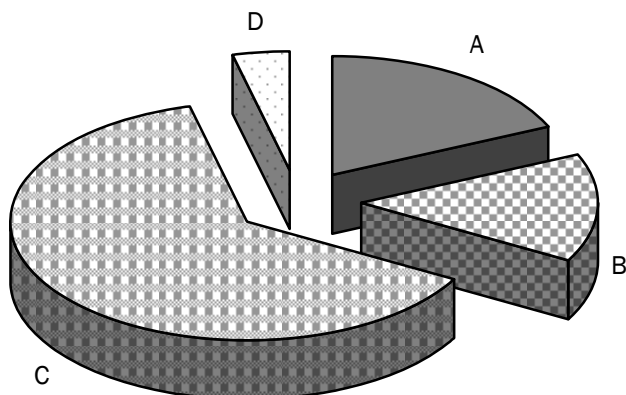
*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2013

TITLE/OCCUPATION	TOTAL QUALIFIED	PERCENT OF TOTAL
Proprietor, President, Owner, Chairman _____	18,355	33.2
Executive Chef/Chef _____	18,120	32.6
Food and Beverage Management (General, Banquet, Restaurant and Club Manager; Hotel, Food & Beverage, and Catering Director; Purchasing Agent; Kitchen Planner; Bar Manager and Wine Steward.) _____	12,614	22.7
Caterer and Party Planner _____	1,859	3.3
Food and Wine Writers _____	282	0.5
Consultants and Educators _____	2,083	3.8
Other _____	2,187	3.9
TOTAL QUALIFIED CIRCULATION	55,500	100.0

TYPE OF LOCATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2013

TYPE OF LOCATION	TOTAL QUALIFIED	PERCENT OF TOTAL
A multi-unit headquarters _____	10,212	18.4
A location responsible for 2 or more operating establishments _____	8,177	14.7
An individual operating establishment _____	34,919	63.0
Unknown _____	2,192	3.9
TOTAL QUALIFIED CIRCULATION	55,500	100.0

TYPE OF LOCATION BREAKOUT

Type of Location	Copies	%
A A multi-unit headquarters _____	10,212	18.4
B A location responsible for 2 or more operating establishments _____	8,177	14.7
C An individual operating establishment _____	34,919	63.0
D Unknown _____	2,192	3.9

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2013

QUALIFICATION SOURCE	Qualified Within			Print (A)	Digital (B)	Unique Total Qualified*	Percent
	1 year	2 years	3 years				
I. TOTAL – Direct Request: _____	36,965	13,526	927	51,130	15,433	51,418	92.7
a. Written _____	14,370	4,658	927	19,952	2,500	19,955	36.0
b. Telecommunication _____	-	-	-	-	-	-	-
c. Electronic _____	22,595	8,868	-	31,178	12,933	31,463	56.7
II. TOTAL – Request from recipient's company: _____	4,003	79	-	4,082	1	4,082	7.3
a. Written _____	3,995	79	-	4,074	-	4,074	7.3
b. Telecommunication _____	-	-	-	-	-	-	-
c. Electronic _____	8	-	-	8	1	8	-
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): _____	-	-	-	-	-	-	-
Association rosters and directories _____	-	-	-	-	-	-	-
Business directories _____	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. TOTAL – Single Copy Sales: _____	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	40,968	13,605	927	55,212	15,434	55,500	100.0
PERCENT	73.8	24.5	1.7	99.5	27.8	100.0	

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2013

MAILING ADDRESS	Print (A)	Digital (B)	Unique Total Qualified*	Percent
Individuals by name and title and/or function _____	50,565	15,232	50,853	91.6
Individuals by name only _____	364	188	364	0.7
Titles or functions only _____	4,003	-	4,003	7.2
Company names only _____	272	8	272	0.5
Multi-Copy Same Addressee copies _____	8	6	8	-
Single Copy Sales _____	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	55,212	15,434	55,500	100.0

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2013

State	Print (A)	Digital (B)	Unique Total Qualified*	Percent
Maine _____	321	101	321	
New Hampshire _____	289	82	289	
Vermont _____	253	86	253	
Massachusetts _____	1,571	456	1,571	
Rhode Island _____	347	77	347	
Connecticut _____	956	258	956	
NEW ENGLAND	3,737	1,060	3,737	6.7
New York _____	4,979	1,438	4,980	
New Jersey _____	2,000	609	2,000	
Pennsylvania _____	2,510	609	2,510	
MIDDLE ATLANTIC	9,489	2,656	9,490	17.1
Ohio _____	1,557	382	1,557	
Indiana _____	767	163	767	
Illinois _____	2,628	749	2,628	
Michigan _____	1,502	360	1,502	
Wisconsin _____	1,011	255	1,012	
EAST NO. CENTRAL	7,465	1,909	7,466	13.5
Minnesota _____	786	194	786	
Iowa _____	301	69	301	
Missouri _____	870	197	870	
North Dakota _____	47	12	47	
South Dakota _____	74	11	74	
Nebraska _____	217	51	217	
Kansas _____	291	77	291	
WEST NO. CENTRAL	2,586	611	2,586	4.7
Delaware _____	169	56	169	
Maryland _____	1,177	316	1,177	
Washington, DC _____	315	116	316	
Virginia _____	1,495	413	1,495	
West Virginia _____	168	36	168	
North Carolina _____	1,596	427	1,596	
South Carolina _____	864	223	864	
Georgia _____	1,601	379	1,601	
Florida _____	4,703	1,238	4,703	
SOUTH ATLANTIC	12,088	3,204	12,089	21.7
Kentucky _____	443	102	443	
Tennessee _____	817	200	817	
Alabama _____	478	77	478	
Mississippi _____	234	59	234	
EAST SO. CENTRAL	1,972	438	1,972	3.6
Arkansas _____	210	40	210	
Louisiana _____	579	166	579	
Oklahoma _____	357	87	357	
Texas _____	2,911	785	2,911	
WEST SO. CENTRAL	4,057	1,078	4,057	7.3
Montana _____	166	38	166	
Idaho _____	203	44	203	
Wyoming _____	100	30	100	
Colorado _____	1,177	359	1,177	
New Mexico _____	269	74	269	
Arizona _____	1,128	306	1,128	
Utah _____	384	107	384	
Nevada _____	736	241	736	
MOUNTAIN	4,163	1,199	4,163	7.5
Alaska _____	116	27	116	
Washington _____	1,038	315	1,038	
Oregon _____	687	183	687	
California _____	6,740	2,067	6,740	
Hawaii _____	562	187	562	
PACIFIC	9,143	2,779	9,143	16.5
UNITED STATES	54,700	14,934	54,703	98.6
U.S. Territories _____	387	140	387	
Canada _____	49	116	134	
Mexico _____	1	7	7	
Other International _____	74	237	268	
APO/FPO _____	1	-	1	
UNIQUE TOTAL QUALIFIED CIRCULATION*	55,212	15,434	55,500	100.0

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

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 2010	January - June 2011	July - December 2011	January - June 2012	July - December 2012*	January - June 2013*
Unique Total Audit Average Qualified***	55,666	56,245	56,280	56,133	56,459	55,983
Unique Qualified Non-Paid***	54,899	55,366	55,382	55,343	55,794	55,272
Print	54,899	55,366	55,382	55,343	55,794	55,135
Digital	-	-	-	-	-	12,947
Unique Qualified Paid***	767	879	898	790	665	711
Print	767	879	898	790	665	710
Digital	-	-	-	-	-	155
Post Expire Copies included in Total Qualified Circulation	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price	\$42.20	\$36.10	\$41.90	\$42.00	\$42.10	\$41.30

*NOTE: July 2012 - June 2013 data is unaudited. With each successive period, new data will be added until six 6-month periods of data are displayed.

**NC=None Claimed.

***Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica - If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	55,834	100.0	55,135	98.7	699	1.3
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	9	-	-	-	9	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	55,843	100.0	55,135	98.7	708	1.3

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	13,099	100.0	12,947	98.8	152	1.2
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	2	-	-	-	2	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	13,101	100.0	12,947	98.8	154	1.2

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - BOTH PRINT & DIGITAL						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	12,961	100.0	12,810	98.8	151	1.2
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	2	-	-	-	2	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,963	100.0	12,810	98.8	153	1.2

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.		
Marvin R. Shanken, Chairman	Date signed	July 17, 2013
Laura Zandi, Senior Vice President/Circulation	State	New York
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	County	New York
IMPORTANT NOTE:	Received by BPA Worldwide	July 17, 2013
This unaudited circulation statement has been checked against the previous audit report.	Type	PJ
It will be included in the annual audit made by BPA Worldwide.	ID Number	F054P0J3