

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.

Not to be missed...

January/February: Special Double Issue

North American Association of Food Equipment Manufacturers (NAFEM)

- Annual Roundup of the Year's Industry & Culinary Award Winners
- Top Kitchen Designers and their Must Haves
- Bar Biz: Amazing Beer Lists
- Kitchen Spy: My Dream Kitchen
- Wine Report: How to Upsell
- Flavor Patrol: Italian

March: Special Bonus Distribution

Boston Seafood Show

- Nationwide Spring/Summer Menu Previews (Pork, Chicken, Lamb, Beef, Fish, Chocolate, etc.)
- New Vegetarian Options
- Drink Arts: Spicy Cocktails
- Kitchen Spy: Energy Update
- Wine Report: Best Sellers
- Flavor Patrol: Mexico

April: F&B Trends

Special Bonus Distribution

Greystone Flavor Summit; IACP Conference

- Mystery Basket: Pastry (Flour, Sugar, Butter, Nuts, Spices, Eggs, etc.)
- Greener Weddings
- Drink Arts: Smoothies
- Kitchen Spy: Equipment Feature
- Wine Report: Winning Wine Programs
- Flavor Patrol: Greek (Lamb, Yogurt, Phyllo, Feta, etc.)
- Tabletop: China, Glass, Silver

May: Special Bonus Distribution

National Restaurant Association Show

- Top Chefs' Hits & Flops: Center of the Plate, Starters, Desserts, and more
- Successful Restaurant Styles 2010
- Chicago Restaurant Roundup
- Bar Biz: Tequila
- Equipment: Chef's Favorite Gear
- Wine Report: Best Sellers
- Tabletop: China, Glass, Silver

June: The Americana Issue

- American Cuisine: Spice it up!
- Burgers, Inside and Out
- Sauces & Techniques
- Attainable Sustainable: Green to Go, Products for Takeout
- Bar Biz: Beer Gardens
- Kitchen Spy: Deep Fryers
- Wine Report: Hot New Lists
- **Special Advertiser Research:** Harvey Communication Study
- **Special Advertising Section:** The Green Album: Update of Responsible Steps Being Taken Throughout the Food Industry (Chains, Independents, Manufacturers, Wineries, etc.)

July/August: Special Double Issue Special Bonus Distribution

American Culinary Federation Conference

- Nationwide Fall/Winter Menu Previews (Pork, Chicken, Lamb, Beef, Fish, Chocolate, Pastry, etc.)
- Bar Biz: Successful Cocktail Programs
- Kitchen Spy: My Dream Restaurant
- Wine Report: Selling Wine by the Glass
- Flavor Patrol: Chefs Divulge Pantry Secrets (Mayo, Ketchup, Mustard, etc.)
- Tabletop: China, Glass, Silver

September: Technology in the Kitchen

- Mystery Basket: Meat, Seafood, Poultry, Condiments, Spices, Grains & Vegetables
- Whole Hog 101
- Pizza, Pizza, Pizza
- Chains: Quality on the Menu
- Bar Biz: Gin
- Kitchen Spy: Equipment Feature
- Pairings Portfolio: Wine, Beer & Spirits

October: Europe on the Menu Special Bonus Distribution

Wine Spectator's New York Wine Experience

- International Culinary Trends
- Mediterranean Flavors
- Drink Arts: The New Punch Bowl (Rum, Gin, Whiskey, Vodka, etc.)
- Equipment: Chefs' Favorite Gear
- Wine Report: My Dream Wine List
- Flavor Patrol: Global BBQ
- Tabletop: China, Glass, Silver
- **Special Advertising Section:** Banquets & Catering

November: Special Bonus Distribution

International Hotel/Motel & Restaurant Show

- *Women Chefs & Restaurateurs National Conference*
- F&B Updates: The Worldwide Hotel Scene
- Flavor Summit Conference Review
- Top Chefs' Hits & Flops: Center of the Plate, Starters, Desserts, and more
- Bar Biz: Bourbons and Single Malts
- Kitchen Spy: Energy Saving Equipment
- Wine Report: New Varietals/Blends
- Tabletop: China, Glass, Silver

December: The Year in Review, Booming Bar Business

- Significant Top Trends, Hot Ingredients, & Milestone Happenings
- Healthy Chains
- Drink Arts: Beer Pairings
- Kitchen Spy: Equipment Feature
- Flavor Patrol: Signature Sauces
- Bar/Wine Report: Blends on the List
- **Special Advertising Section:** Brand New

Hot themes for 2011

Flavor Patrol

Our nationwide and global searches provide fresh ammunition for the flavor arsenals of chefs, pastry chefs, & bar artists hungry for fresh ingredients & recipe ideas.

How To Keep Quality High & Costs Low

With the rising price of fuel, grain & other commodities, operators are challenged more than ever to provide quality service while maintaining profits.

F&B Watch

Cover high volume activity in the hot hotel, resort, casino, cruise line & banquet industries.

What Next?

News flashes as to oncoming innovations, trends & similar significant phenomena of special value to chefs, f&b directors, restaurateurs, hoteliers, purchasing agents & banquet managers.

Appearing in every issue...

Pilot Light

Letter from the founder, Ariane Batterberry

Front Burner

Food news, culinary competitions, industry events, chefs on the move & more

Birth Announcements

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

World Cuisines

• CUISINES

Global cooking styles

• SMOKE SIGNALS

A glimpse into the dining scene of a specific city or region

• TRAVELING STOMACH

First-person accounts of exotic locales, from street food to hotel fare

Say Cheese

A photo gallery of industry events & personalities

Bar Biz

Spirits, beer & business behind the bar

Wine Report

Practical information about wine sales for operators, plus new releases from around the world

Equipment

• KITCHEN SPY

An exclusive behind-the-scenes tour of a new kitchen, detailing equipment, food safety, hygiene & electronics

• MY FAVORITE GEAR

Chefs talk in detail about their most valued pieces of equipment

• ASK DR. KNÜTZENBOLTZ

A lively series answering crucial equipment & kitchen queries

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 under-utilized 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

2011 CLOSING DATES

JANUARY/ FEBRUARY

Space Closing: 12/1
Materials Due: 12/6

MARCH

Space Closing: 1/10
Materials Due: 1/13

APRIL

Space Closing: 2/10
Materials Due: 2/15

MAY

Space Closing: 3/10
Materials Due: 3/15

JUNE

Space Closing: 4/11
Materials Due: 4/14

JULY/AUGUST

Space Closing: 6/1
Materials Due: 6/6

SEPTEMBER

Space Closing: 7/11
Materials Due: 7/14

OCTOBER

Space Closing: 8/10
Materials Due: 8/15

NOVEMBER

Space Closing: 9/12
Materials Due: 9/15

DECEMBER

Space Closing: 10/11
Materials Due: 10/14

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, 56,000+ 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, chefs and hotel and cruise line F&B’s 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).
- 95.2% are responsible for their establishment’s food purchasing decisions (subscription qualification card).
- 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 56,000 full-service restaurateurs, Executive Chefs/Chefs, 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 56,000 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.** 95.2% of Food Arts readers are responsible for their establishment's FOOD purchasing decisions (MRI) and 98% are involved in and/or influence the Food, Beverage, Equipment and Tabletop purchasing decisions (MRI).
- **Power in Menu Decisions.** 94% are responsible for developing or influencing the addition of new items to their establishment's menus (Harvey Measurement Study).
- **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.** 96% 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 2011

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 |
|-----------|----|----|-----|-----|
|-----------|----|----|-----|-----|

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:

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tel: 212-481-8610 x344

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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" |

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 2010

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. 999/06-10

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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.

FOOD ARTS

Food Arts Publishing Co. Inc.
A Division of 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 _____ | 1,085 |
| Rotated or Occasional _____ | - |
| Allocated for Trade Shows and Conventions _____ | 630 |
| Digital _____ | - |
| All Other _____ | 5,418 |
| TOTAL | 7,133 |

| 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD | | | | | | |
|--|-----------------|--------------|--------------------|-------------|----------------|------------|
| QUALIFIED CIRCULATION | Total Qualified | | Qualified Non-Paid | | Qualified Paid | |
| | Copies | Percent | Copies | Percent | Copies | Percent |
| Individual _____ | 56,107 | 100.0 | 55,373 | 98.7 | 734 | 1.3 |
| Sponsored Individually Addressed _____ | - | - | - | - | - | - |
| Membership Benefit _____ | - | - | - | - | - | - |
| Multi-Copy Same Addressee _____ | 2 | - | - | - | 2 | - |
| Single Copy Sales _____ | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 56,109 | 100.0 | 55,373 | 98.7 | 736 | 1.3 |

| 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD | | | |
|---|-------------------|-----------------|-----------------|
| 2010 Issue | Number Removed | Number Added | Total Qualified |
| January/February _____ | 163 | 602 | 56,170 |
| March _____ | 230 | 506 | 56,446 |
| April _____ | 505 | 1,497 | 57,438 |
| May _____ | 9,809 | 7,625 | 55,254 |
| June _____ | 21 | - | 55,233 |
| TOTAL | 10,728 | 10,230 | |

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010

This issue is 1.9% or 1,068 copies below the average of the other 4 issues reported in Paragraph two.

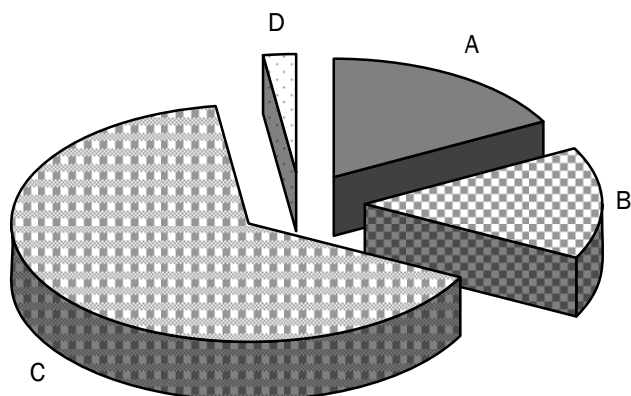
| BUSINESS AND INDUSTRY | TOTAL QUALIFIED | PERCENT OF TOTAL |
|------------------------------------|-----------------|------------------|
| Restaurants _____ | 25,761 | 46.6 |
| Hotels _____ | 7,993 | 14.5 |
| Resorts _____ | 2,374 | 4.3 |
| Inns _____ | 761 | 1.4 |
| Caterers _____ | 6,470 | 11.7 |
| Clubs _____ | 2,629 | 4.7 |
| Conference Centers _____ | 422 | 0.8 |
| Cruise Lines _____ | 152 | 0.3 |
| Executive Dining _____ | 1,367 | 2.5 |
| Party Planners _____ | 784 | 1.4 |
| Food Consultants _____ | 1,950 | 3.5 |
| Media _____ | 357 | 0.6 |
| Schools _____ | 230 | 0.4 |
| Distributors _____ | 1,643 | 3.0 |
| Architectural Firms _____ | 260 | 0.5 |
| Others Allied to the Field _____ | 2,101 | 3.8 |
| SUBTOTAL | 55,254 | 100.0 |
| OTHER PAID CIRCULATION: | | |
| Subscriptions _____ | - | - |
| Single Copy Sales _____ | - | - |
| TOTAL QUALIFIED CIRCULATION | 55,254 | 100.0 |

OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010

| TITLE/OCCUPATION | TOTAL QUALIFIED | PERCENT OF TOTAL |
|---|-----------------|------------------|
| Proprietor, President, Owner, Chairman _____ | 18,475 | 33.4 |
| Executive Chef/Chef _____ | 19,333 | 35.0 |
| 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.) _____ | 12,408 | 22.5 |
| Caterer and Party Planner _____ | 1,502 | 2.7 |
| Food and Wine Writers _____ | 235 | 0.4 |
| Consultants and Educators _____ | 1,372 | 2.5 |
| Other _____ | 1,929 | 3.5 |
| TOTAL QUALIFIED CIRCULATION | 55,254 | 100.0 |

TYPE OF LOCATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010

| TYPE OF LOCATION | TOTAL QUALIFIED | PERCENT OF TOTAL |
|---|-----------------|------------------|
| A multi-unit headquarters _____ | 9,496 | 17.2 |
| A location responsible for 2 or more operating establishments _____ | 8,448 | 15.3 |
| An individual operating establishment _____ | 36,035 | 65.2 |
| Unknown _____ | 1,275 | 2.3 |
| TOTAL QUALIFIED CIRCULATION | 55,254 | 100.0 |

TYPE OF LOCATION BREAKOUT

| Type of Location | Copies | % |
|---|--------|------|
| A A multi-unit headquarters _____ | 9,496 | 17.2 |
| B A location responsible for 2 or more operating establishments _____ | 8,448 | 15.3 |
| C An individual operating establishment _____ | 36,035 | 65.2 |
| D Unknown _____ | 1,275 | 2.3 |

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010

| QUALIFICATION SOURCE | Qualified Within | | | Total Qualified | Percent |
|--|------------------|--------------|--------------|-----------------|--------------|
| | 1 year | 2 years | 3 years | | |
| I. TOTAL – Direct Request: _____ | 34,515 | 8,510 | 8,265 | 51,290 | 92.8 |
| a. Written _____ | 15,343 | 3,457 | 3,192 | 21,992 | 39.8 |
| b. Telecommunication _____ | - | - | - | - | - |
| c. Electronic _____ | 19,172 | 5,053 | 5,073 | 29,298 | 53.0 |
| II. TOTAL – Request from recipient's company: _____ | 3,964 | - | - | 3,964 | 7.2 |
| a. Written _____ | 3,964 | - | - | 3,964 | 7.2 |
| b. Telecommunication _____ | - | - | - | - | - |
| c. Electronic _____ | - | - | - | - | - |
| 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: _____ | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 38,479 | 8,510 | 8,265 | 55,254 | 100.0 |
| PERCENT | 69.6 | 15.4 | 15.0 | 100.0 | |

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010

| MAILING ADDRESS | Total Qualified | Percent |
|---|-----------------|--------------|
| Individuals by name and title and/or function _____ | 50,808 | 92.0 |
| Individuals by name only _____ | 421 | 0.8 |
| Titles or functions only _____ | 3,749 | 6.8 |
| Company names only _____ | 274 | 0.4 |
| Multi-Copy Same Addressee copies _____ | 2 | - |
| Single Copy Sales _____ | - | - |
| TOTAL QUALIFIED CIRCULATION | 55,254 | 100.0 |

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010

| State & Zip Code | Total Qualified | Percent | State & Zip Code | Total Qualified | Percent |
|------------------------------|-----------------|-------------|--------------------------------------|-----------------|--------------|
| 039-049 Maine _____ | 322 | | 400-427 Kentucky _____ | 403 | |
| 030-038 New Hampshire _____ | 324 | | 370-385 Tennessee _____ | 771 | |
| 050-059 Vermont _____ | 275 | | 350-369 Alabama _____ | 417 | |
| 010-027 Massachusetts _____ | 1,661 | | 386-397 Mississippi _____ | 212 | |
| 028-029 Rhode Island _____ | 335 | | EAST SO. CENTRAL | 1,803 | 3.3 |
| 060-069 Connecticut _____ | 894 | | 716-729 Arkansas _____ | 192 | |
| NEW ENGLAND | 3,811 | 6.9 | 700-714 Louisiana _____ | 483 | |
| 100-149 New York _____ | 5,348 | | 730-749 Oklahoma _____ | 336 | |
| 070-089 New Jersey _____ | 2,191 | | 750-799 Texas _____ | 2,864 | |
| 150-196 Pennsylvania _____ | 2,471 | | WEST SO. CENTRAL | 3,875 | 7.0 |
| MIDDLE ATLANTIC | 10,010 | 18.1 | 590-599 Montana _____ | 150 | |
| 430-459 Ohio _____ | 1,463 | | 832-838 Idaho _____ | 144 | |
| 460-479 Indiana _____ | 667 | | 820-831 Wyoming _____ | 101 | |
| 600-629 Illinois _____ | 2,783 | | 800-816 Colorado _____ | 1,152 | |
| 480-499 Michigan _____ | 1,410 | | 870-884 New Mexico _____ | 276 | |
| 530-549 Wisconsin _____ | 971 | | 850-865 Arizona _____ | 1,098 | |
| EAST NO. CENTRAL | 7,294 | 13.2 | 840-847 Utah _____ | 328 | |
| 550-567 Minnesota _____ | 788 | | 889-898 Nevada _____ | 838 | |
| 500-528 Iowa _____ | 284 | | MOUNTAIN | 4,087 | 7.4 |
| 630-658 Missouri _____ | 867 | | 995-999 Alaska _____ | 105 | |
| 580-588 North Dakota _____ | 55 | | 980-994 Washington _____ | 1,030 | |
| 570-577 South Dakota _____ | 68 | | 970-979 Oregon _____ | 711 | |
| 680-693 Nebraska _____ | 180 | | 900-961 California _____ | 7,009 | |
| 660-679 Kansas _____ | 276 | | 967-968 Hawaii _____ | 516 | |
| WEST NO. CENTRAL | 2,518 | 4.5 | PACIFIC | 9,371 | 17.0 |
| 197-199 Delaware _____ | 167 | | UNITED STATES | 54,706 | 99.0 |
| 206-219 Maryland _____ | 1,196 | | 969 & 004-009 U.S. Territories _____ | 383 | |
| 200-205 Washington, DC _____ | 361 | | Canada _____ | 82 | |
| 220-246 Virginia _____ | 1,443 | | Mexico _____ | - | |
| 247-268 West Virginia _____ | 172 | | Other International _____ | 37 | |
| 270-289 North Carolina _____ | 1,507 | | AP0/FPO _____ | 46 | |
| 290-299 South Carolina _____ | 826 | | TOTAL QUALIFIED CIRCULATION | 55,254 | 100.0 |
| 300-319 Georgia _____ | 1,578 | | | | |
| 320-349 Florida _____ | 4,687 | | | | |
| SOUTH ATLANTIC | 11,937 | 21.6 | | | |

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

| | Audited Data | Audited Data | Audited Data | Audited Data | Circulation Claim | Circulation Claim |
|---|--------------|---------------------|----------------------|---------------------|-----------------------|----------------------|
| 6-Month Period Ended: | 2007 | January - June 2008 | July - December 2008 | January - June 2009 | July - December 2009* | January - June 2010* |
| Total Audit Average Qualified: _____ | 55,355 | 55,804 | 55,566 | 55,749 | 55,826 | 56,109 |
| Qualified Non-Paid: _____ | 54,939 | 55,421 | 55,327 | 55,239 | 55,023 | 55,373 |
| Qualified Paid: _____ | 416 | 383 | 239 | 510 | 803 | 736 |
| Post Expire Copies included in Total Qualified Circulation: _____ | **NC | **NC | **NC | **NC | **NC | **NC |
| Average Annual Order Price: _____ | \$32.20 | \$40.70 | \$40.90 | \$41.00 | \$41.10 | \$38.00 |

***NOTE: July 2009 – June 2010 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

8. ADDITIONAL DATA:

Paragraphs 3c and 7 are reported at the option of the publisher.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Marvin R. Shanken, Chairman

Laura Zandi, Vice President/Circulation

(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 27, 2010

State New York

County New York

Received by BPA Worldwide July 27, 2010

Type PJ

ID Number F054P0J0