

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

- Annual Roundup of the Year's Industry & Culinary Award Winners
- Cruise Industry's New High Water Marks
- Mexican Flavors
- Bar Biz: Award Winning Drinks
- Drink Arts: Dessert Cocktails
- Wine Report: Winning Wine Programs
- Kitchen Spy: Energy Efficient Equipment
- Tabletop: Best Sellers of the Year

### March: Special Bonus Distribution

*Boston Seafood Show*

- Nationwide Spring/Summer Menu Previews: Pork, Chicken, Lamb, Beef, Fish, Chocolate, etc.
- Hot Culinary Destination: Peru (Ceviche Collection)
- Chain Reaction: Burgers, Burgers, Burgers
- Scandinavian Cuisine
- Health & Nutrition: High Omega 3 Fish Family
- Drink Arts: Check Boosting Drinks
- Wine Report: Wines with Fish
- Kitchen Spy: Equipment Feature
- Tabletop: New Releases in China

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

*Greystone Flavor Summit; IACP Conference*

- Mystery Basket: Pastry (Flour, Sugar, Butter, Nuts, Spices, Eggs, etc.)
- The Breakfast & Brunch Bonanza
- Flavor Patrol: Hot Sauce
- Italian Regional: Puglia
- Bar Biz: Indulgent Cocktails
- Wine Report: Luxurious By-the-Glass Lists
- Kitchen Spy: Equipment Feature
- Tabletop: New Releases in Glass & Silver

### May: Special Bonus Distribution

*National Restaurant Association Show*

- Top Chefs' Hits & Flops: Center of the Plate, Starters, Desserts & more
- Successful Restaurant Styles 2010
- Chicago Restaurant Roundup
- Bar Biz: Molecular Cocktails & Mocktails
- Wine Report: West Coast Wines
- Equipment: Chefs' Favorite Gear
- Tabletop: Restaurants on Location

### June: The Americana Issue

- Regional Versus National Menu Repertoires
- Ribs Roundup
- Tech Talk: How to Drive Your Business Through Social Networks
- American/International Beer Scene
- Wine Report: American Wine
- Kitchen Spy: Energy Saving Equipment
- Tabletop: Linens
- 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, etc.
- Fall/Winter Pastry Update
- Surefire Classics
- New Menu Formats
- Flavor Patrol: Cold Sauce
- Bar Biz: Drink Promotions
- Wine Report: Seasonal Sellers
- Kitchen Spy: Equipment Feature
- Tabletop: China, Glass, Silver

### September: Holiday Season Bonanza — How to Grab Your Share

- Mystery Basket: Meat, Seafood, Poultry, Condiments, Spices, Grains & Vegetables
- How To Cook a Steak
- Asian Flavors
- Bar Biz: Fabulous Festive Cocktails
- Pairings Portfolio: Wine, Beer & Spirits
- Kitchen Spy: Equipment/Technology Feature
- Tabletop: China, Glass, Silver

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

*Wine Spectator's New York Wine Experience*

- International Culinary Trends
- Mediterranean Flavors
- Bar Biz: After Dinner Drinks
- Flavor Patrol: Signature Sauces
- What Next? Technological Development & Innovations
- Wine Report: How to Win an Award
- Kitchen Spy: Equipment Feature
- Tabletop: European
- 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: Pork, Chicken, Lamb, Beef, Fish, etc.
- Great Wine & Food Promotions
- Latin Flavors
- Wine Report: What's Selling at Hotels Across the Country
- Kitchen Spy: An Up Close Look at a Hotel Kitchen
- Tabletop: Hotel Locations

### December: The Year in Review, Booming Bar Business

- Significant Trends, Hot Ingredients & Milestone Happenings
- Flavor Patrol: New Hits in Food & Beverage Pairings
- What Next? A Roundup of the Year's Technology Advances
- Bar/Wine Report: Holiday Top Sellers
- Kitchen Spy: Equipment Feature
- Tabletop: Hot New Trends
- Special Advertising Section:** Brand New: A Food & Drinks Recipe Collection

## Hot themes for 2010

### Flavor Patrol

Our nationwide & 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.

## Not to be missed...

### Pilot Light

Letter from the founders, Michael & 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

### Tabletop

Hot topics in china, silver, glassware & linen

### 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

### Banquets & Catering

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

### Drink Arts

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

### Menu News

#### • MENU PREVIEWS

#### • HITS & FLOPS

#### • MENU OF THE MOMENT

#### • MENU MAKEOVERS

#### • MYSTERY BASKET

# 2010 CLOSING DATES

## JANUARY/ FEBRUARY

Space Closing: 12/1  
Materials Due: 12/4

## MARCH

Space Closing: 1/11  
Materials Due: 1/14

## APRIL

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

## MAY

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

## JUNE

Space Closing: 4/9  
Materials Due: 4/15

## JULY/AUGUST

Space Closing: 6/1  
Materials Due: 6/4

## SEPTEMBER

Space Closing: 7/9  
Materials Due: 7/14

## OCTOBER

Space Closing: 8/10  
Materials Due: 8/13

## NOVEMBER

Space Closing: 9/10  
Materials Due: 9/15

## DECEMBER

Space Closing: 10/12  
Materials Due: 10/15

## **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, star chefs, 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:**

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- 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:**

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- Food Arts reaches 55,000 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:**

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- 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:**

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- 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:**

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- 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 55,000 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 2010

### 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](http://mshanken.com), or contact:

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### MECHANICAL SPECIFICATIONS

	WIDTH	DEPTH
<b>Single Page</b>		
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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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](http://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
<b>TOTAL</b>	<b>7,133</b>

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 _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>56,109</b>	<b>100.0</b>	<b>55,373</b>	<b>98.7</b>	<b>736</b>	<b>1.3</b>

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
<b>TOTAL</b>	<b>10,728</b>	<b>10,230</b>	

**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.

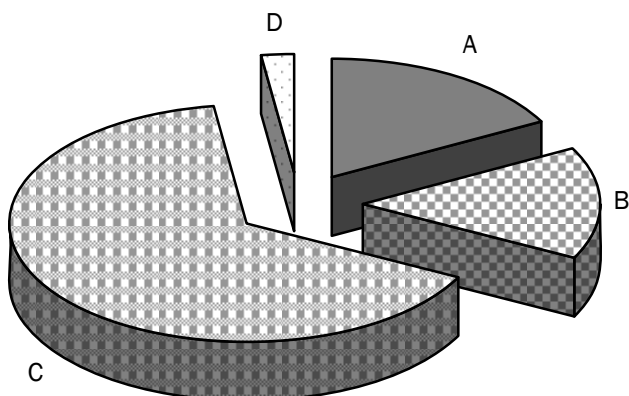
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
Restaurants _____	25,761	46.6
Hotels _____	7,993	14.5
Resorts _____	2,374	4.3
Inns _____	761	1.4
Caterers _____	6,470	11.7
Clubs _____	2,629	4.7
Conference Centers _____	422	0.8
Cruise Lines _____	152	0.3
Executive Dining _____	1,367	2.5
Party Planners _____	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
<b>OTHER PAID CIRCULATION:</b>		
Subscriptions _____	-	-
Single Copy Sales _____	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>55,254</b>	<b>100.0</b>

**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
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>55,254</b>	<b>100.0</b>

**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
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>55,254</b>	<b>100.0</b>

**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. <b>TOTAL</b> – Direct Request: _____	<b>34,515</b>	<b>8,510</b>	<b>8,265</b>	<b>51,290</b>	<b>92.8</b>
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. <b>TOTAL</b> – Request from recipient's company: _____	<b>3,964</b>	<b>-</b>	<b>-</b>	<b>3,964</b>	<b>7.2</b>
a. Written _____	3,964	-	-	3,964	7.2
b. Telecommunication _____	-	-	-	-	-
c. Electronic _____	-	-	-	-	-
III. <b>TOTAL</b> – Membership Benefit: _____	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
a. Individual _____	-	-	-	-	-
b. Organizational _____	-	-	-	-	-
IV. <b>TOTAL</b> – Communication from recipient or recipient's company (other than request): _____	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
a. Written _____	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-
c. Electronic _____	-	-	-	-	-
V. <b>TOTAL</b> – Sources other than above (listed alphabetically): _____	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
Association rosters and directories _____	-	-	-	-	-
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-
Other sources _____	-	-	-	-	-
VI. <b>TOTAL</b> – Single Copy Sales: _____	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>38,479</b>	<b>8,510</b>	<b>8,265</b>	<b>55,254</b>	<b>100.0</b>
<b>PERCENT</b>	<b>69.6</b>	<b>15.4</b>	<b>15.0</b>	<b>100.0</b>	

**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 _____	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>55,254</b>	<b>100.0</b>

**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		<b>EAST SO. CENTRAL</b>	<b>1,803</b>	<b>3.3</b>
060-069 Connecticut _____	894		716-729 Arkansas _____	192	
<b>NEW ENGLAND</b>	<b>3,811</b>	<b>6.9</b>	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		<b>WEST SO. CENTRAL</b>	<b>3,875</b>	<b>7.0</b>
<b>MIDDLE ATLANTIC</b>	<b>10,010</b>	<b>18.1</b>	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	
<b>EAST NO. CENTRAL</b>	<b>7,294</b>	<b>13.2</b>	840-847 Utah _____	328	
550-567 Minnesota _____	788		889-898 Nevada _____	838	
500-528 Iowa _____	284		<b>MOUNTAIN</b>	<b>4,087</b>	<b>7.4</b>
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	
<b>WEST NO. CENTRAL</b>	<b>2,518</b>	<b>4.5</b>	<b>PACIFIC</b>	<b>9,371</b>	<b>17.0</b>
197-199 Delaware _____	167		<b>UNITED STATES</b>	<b>54,706</b>	<b>99.0</b>
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		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>55,254</b>	<b>100.0</b>
300-319 Georgia _____	1,578				
320-349 Florida _____	4,687				
<b>SOUTH ATLANTIC</b>	<b>11,937</b>	<b>21.6</b>			

**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

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