

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 Industry & Culinary Award Winners
- Bar Biz
- Kitchen Spy: Equipment Feature
- Wine Report
- Flavor Patrol
- Tech Talk
- Techniques
- Recipes

### March: Special Bonus Distribution

*Boston Seafood Show*

- Nationwide Spring/Summer Menu Previews
- Bar Biz
- Kitchen Spy: Equipment Feature
- Wine Report
- Flavor Patrol
- Cups & Co.
- Recipes

### April: F&B Trends

#### Special Bonus Distribution

*Greystone Flavor Summit*

*IACP Conference*

- Mystery Basket
- Bar Biz
- Wine Report
- Flavor Patrol
- Tabletop: China, Glass, Silver
- Tech Talk
- Techniques
- Recipes

### May: Special Bonus Distribution

*National Restaurant Association Restaurant, Hotel-Motel Show*

- Top Chefs' Hits & Flops
- Chain Reaction: Pizza
- Chicago Restaurant Roundup
- Bar Biz
- Wine Report
- Tabletop: China, Glass, Silver
- Kitchen Spy: Equipment Feature
- Techniques
- Recipes

### June: The Americana Issue

*Harvey Communication Study*

*The Green Album: Update of Responsible Steps Being Taken Throughout the Food Industry (Chains, Independents, Manufacturers, Wineries, etc.)*

- American Cuisine
- Flavor Summit Conference Review
- Bar Biz
- Kitchen Spy: Equipment Feature
- Wine Report
- Tech Talk
- Recipes

### July/August: Special Double Issue

#### Special Bonus Distribution

*American Culinary Federation Conference*

- Nationwide Fall/Winter Menu Previews
- Bar Biz
- Kitchen Spy: Equipment Feature
- Wine Report
- Flavor Patrol
- Tabletop: China, Glass, Silver
- Chain Reaction: Quality on the Menu
- Techniques
- Recipes

### September: Technology in the Kitchen

- Mystery Basket
- Bar Biz
- Kitchen Spy: Equipment Feature
- Wine Report
- Cups & Co.
- Tech Talk
- Recipes

### October: Europe on the Menu

#### Special Bonus Distribution

*Wine Spectator's New World Wine Experience*

*Banquets and Catering*

- International Culinary Trends
- Bar Biz
- Kitchen Spy: Equipment Feature
- Wine Report
- Flavor Patrol
- Tabletop: China, Glass, Silver
- Techniques
- Recipes

### November: Special Bonus Distribution

*International Hotel/Motel & Restaurant Show*

*Women Chefs & Restaurateurs National Conference*

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

### December: The Year in Review

*Brand New: A Food and Drinks Recipe Collection*

- Significant Top Trends, Hot Ingredients, & Milestone Happenings
- Bar Biz
- Flavor Patrol
- Wine Report
- Techniques
- Chef Cookbook Roundup
- Recipes

## Hot themes for 2012

**What's Next?** — News flashes as to oncoming innovations, trends, and similar significant phenomena of special value to chefs, f&b directors, restaurateurs, hoteliers, purchasing agents, and banquet managers.

**F&B Watch** — Cover high volume activity in the hot hotel, resort, casino, cruise line, and banquet industries.

**The New Business Paradigm** — With the rising price of fuel, grain, and other commodities, operators are challenged more than ever to provide quality service while maintaining profits.

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

## 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

### Say Cheese

A photo gallery of industry events & personalities

### 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

### Recipes

Chefs' picks

### 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 equipment
- **ASK DR. KNÜTZENBOLTZ**  
A lively series answering crucial equipment & kitchen queries

### Bar Biz

Spirits, beer & business behind the bar

## 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**

### Techniques

Chefs' How-Tos

# 2012 CLOSING DATES

## JANUARY/ FEBRUARY

Space Closing: 12/5/11  
Materials Due: 12/8/11

## MARCH

Space Closing: 1/17/12  
Materials Due: 1/20/12

## APRIL

Space Closing: 2/15/12  
Materials Due: 2/21/12

## MAY

Space Closing: 3/15/12  
Materials Due: 3/20/12

## JUNE

Space Closing: 4/16/12  
Materials Due: 4/19/12

## JULY/AUGUST

Space Closing: 6/15/12  
Materials Due: 6/18/12

## SEPTEMBER

Space Closing: 7/16/12  
Materials Due: 7/19/12

## OCTOBER

Space Closing: 8/15/12  
Materials Due: 8/20/12

## NOVEMBER

Space Closing: 9/17/12  
Materials Due: 9/20/12

## DECEMBER

Space Closing: 10/15/12  
Materials Due: 10/18/12

## **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, 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 55,500 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 55,500 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.** 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 2012

### 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:

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

### 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:

Connie McGilvray

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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 2011**

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

No. 999/06-11

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[www.bpaww.com](http://www.bpaww.com)

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

Visit [www.bpaww.com](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	1,167
Rotated or Occasional	-
Allocated for Trade Shows and Conventions	635
Digital	-
All Other	4,758
<b>TOTAL</b>	<b>6,560</b>

## **1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	56,241	100.0	55,366	98.4	875	1.6
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	4	-	-	-	4	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>56,245</b>	<b>100.0</b>	<b>55,366</b>	<b>98.4</b>	<b>879</b>	<b>1.6</b>

## **2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2011 Issue	Total Qualified
January/February	57,274
March	55,285
April	57,521
May	55,586
June	55,560

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**

This issue is 1.5% or 824 copies below the average of the other 4 issues reported in Paragraph two.

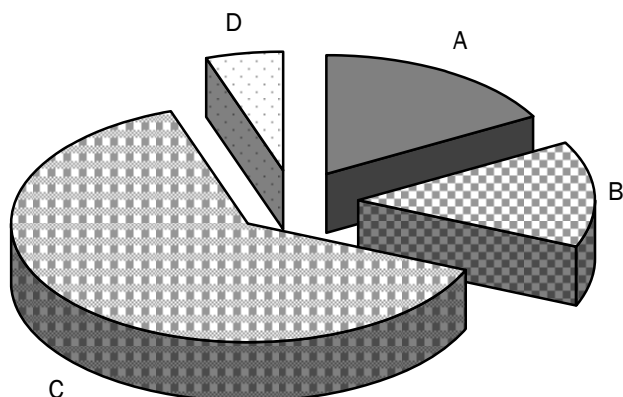
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
Restaurants _____	23,670	42.7
Hotels _____	8,058	14.5
Resorts _____	2,109	3.8
Inns _____	752	1.4
Caterers _____	7,028	12.6
Clubs _____	2,427	4.4
Conference Centers _____	412	0.7
Cruise Lines _____	117	0.2
Executive Dining _____	1,249	2.2
Party Planners _____	1,128	2.0
Food Consultants _____	2,339	4.2
Media _____	500	0.9
Schools _____	1,302	2.3
Distributors _____	1,787	3.2
Architectural Firms _____	280	0.5
Others Allied to the Field _____	2,428	4.4
SUBTOTAL	55,586	100.0
<b>OTHER PAID CIRCULATION:</b>		
Subscriptions _____	-	-
Single Copy Sales _____	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>55,586</b>	<b>100.0</b>

**OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**

TITLE/OCCUPATION	TOTAL QUALIFIED	PERCENT OF TOTAL
Proprietor, President, Owner, Chairman _____	18,718	33.7
Executive Chef/Chef _____	17,976	32.3
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.) _____	12,382	22.3
Caterer and Party Planner _____	1,789	3.2
Food and Wine Writers _____	292	0.5
Consultants and Educators _____	2,146	3.9
Other _____	2,283	4.1
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>55,586</b>	<b>100.0</b>

**TYPE OF LOCATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**

TYPE OF LOCATION	TOTAL QUALIFIED	PERCENT OF TOTAL
A multi-unit headquarters _____	9,466	17.0
A location responsible for 2 or more operating establishments _____	7,989	14.4
An individual operating establishment _____	35,163	63.3
Unknown _____	2,968	5.3
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>55,586</b>	<b>100.0</b>

**TYPE OF LOCATION BREAKOUT**

Type of Location	Copies	%
A A multi-unit headquarters _____	9,466	17.0
B A location responsible for 2 or more operating establishments _____	7,989	14.4
C An individual operating establishment _____	35,163	63.3
D Unknown _____	2,968	5.3

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 year	2 years	3 years		
I. <b>TOTAL</b> – Direct Request: _____	<b>38,399</b>	<b>11,832</b>	<b>1,441</b>	<b>51,672</b>	<b>93.0</b>
a. Written _____	15,607	4,747	864	21,218	38.2
b. Telecommunication _____	-	-	-	-	-
c. Electronic _____	22,792	7,085	577	30,454	54.8
II. <b>TOTAL</b> – Request from recipient's company: _____	<b>3,914</b>	<b>-</b>	<b>-</b>	<b>3,914</b>	<b>7.0</b>
a. Written _____	3,907	-	-	3,907	7.0
b. Telecommunication _____	-	-	-	-	-
c. Electronic _____	7	-	-	7	-
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>42,313</b>	<b>11,832</b>	<b>1,441</b>	<b>55,586</b>	<b>100.0</b>
<b>PERCENT</b>	<b>76.1</b>	<b>21.3</b>	<b>2.6</b>	<b>100.0</b>	

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011**

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	50,869	91.5
Individuals by name only _____	578	1.1
Titles or functions only _____	3,891	7.0
Company names only _____	244	0.4
Multi-Copy Same Addressee copies _____	4	-
Single Copy Sales _____	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>55,586</b>	<b>100.0</b>

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

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine _____	348		Kentucky _____	401	
New Hampshire _____	325		Tennessee _____	757	
Vermont _____	277		Alabama _____	444	
Massachusetts _____	1,728		Mississippi _____	226	
Rhode Island _____	339		<b>EAST SO. CENTRAL</b>	<b>1,828</b>	<b>3.3</b>
Connecticut _____	948		Arkansas _____	182	
<b>NEW ENGLAND</b>	<b>3,965</b>	<b>7.1</b>	Louisiana _____	507	
New York _____	5,385		Oklahoma _____	358	
New Jersey _____	2,204		Texas _____	2,868	
Pennsylvania _____	2,531		<b>WEST SO. CENTRAL</b>	<b>3,915</b>	<b>7.0</b>
<b>MIDDLE ATLANTIC</b>	<b>10,120</b>	<b>18.2</b>	Montana _____	159	
Ohio _____	1,489		Idaho _____	166	
Indiana _____	665		Wyoming _____	100	
Illinois _____	2,726		Colorado _____	1,163	
Michigan _____	1,441		New Mexico _____	288	
Wisconsin _____	1,001		Arizona _____	1,077	
<b>EAST NO. CENTRAL</b>	<b>7,322</b>	<b>13.2</b>	Utah _____	349	
Minnesota _____	765		Nevada _____	794	
Iowa _____	285		<b>MOUNTAIN</b>	<b>4,096</b>	<b>7.4</b>
Missouri _____	851		Alaska _____	114	
North Dakota _____	52		Washington _____	997	
South Dakota _____	72		Oregon _____	690	
Nebraska _____	188		California _____	6,855	
Kansas _____	279		Hawaii _____	525	
<b>WEST NO. CENTRAL</b>	<b>2,492</b>	<b>4.5</b>	<b>PACIFIC</b>	<b>9,181</b>	<b>16.5</b>
Delaware _____	165		<b>UNITED STATES</b>	<b>54,746</b>	<b>98.5</b>
Maryland _____	1,203		U.S. Territories _____	393	
Washington, DC _____	336		Canada _____	148	
Virginia _____	1,474		Mexico _____	13	
West Virginia _____	167		Other International _____	246	
North Carolina _____	1,521		APO/FPO _____	40	
South Carolina _____	803		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>55,586</b>	<b>100.0</b>
Georgia _____	1,566				
Florida _____	4,592				
<b>SOUTH ATLANTIC</b>	<b>11,827</b>	<b>21.3</b>			

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010*	January - June 2011*
Total Audit Average Qualified: _____	55,566	55,749	55,825	56,109	55,666	56,245
Qualified Non-Paid: _____	55,327	55,239	55,023	55,373	54,899	55,366
Qualified Paid: _____	239	510	802	736	767	879
Post Expire Copies included in Total Qualified Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	\$40.90	\$41.00	\$41.10	\$38.00	\$42.20	\$36.10

**\*NOTE: July 2010 – June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.

#### ADDITIONAL DATA:

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 13, 2011
Laura Zandi, 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
<b>IMPORTANT NOTE:</b>	Received by BPA Worldwide	July 13, 2011
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	F054P0J1