

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.

Two Corporate Drive, Ninth Floor  
Shelton, CT USA 06484-6259  
Phone: +1 203.447.2800  
Fax: +1 203.447.2900  
[www.bpaww.com](http://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.

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# bakingbuyer

Sosland Publishing Company  
4800 Main Street  
Suite 100  
Kansas City, MO 64112  
Tel.: (816) 756-1000  
Fax: (816) 756-0494  
[www.bakingbusiness.com](http://www.bakingbusiness.com)  
[jarnone@sosland.com](mailto:jarnone@sosland.com)

Official Publication of: None  
Established: 1987  
Issues per Year: 9  
(See Paragraph 9)

**FIELD SERVED**

BAKING BUYER serves bakery café, retail and specialty baking and intermediate wholesalers, food service distributors, bakery distributors and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include owner, partner, president, vice president, baker, production manager, plant manager, pastry chef, decorator, and other titled and non-titled personnel.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	416
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	188
Digital _____	-
All Other _____	1,070
<b>TOTAL</b>	<b>1,674</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	18,071	100.0	18,071	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,071</b>	<b>100.0</b>	<b>18,071</b>	<b>100.0</b>	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
August _____	418	361			18,065	October _____	336	241			18,054
September _____	1,209	1,293			18,149	November _____	3,770	3,733			18,017
						<b>TOTAL</b>	<b>5,733</b>	<b>5,628</b>			

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009**

**This issue is 0.4% or 72 copies below the average of the other 3 issues reported in Paragraph two.**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
Retail Bakery, Specialty Bakery _____	12,081	67.1
Bakery Cafe _____	1,404	7.8
Wholesale Baker _____	1,646	9.1
Food Service Distributor, Bakery Dist/Broker/Other _____	2,886	16.0
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,017</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	8,964	4,320	170			13,454	74.7
II. Request from recipient's company: _____	6	-	-			6	-
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	1	-	-			1	-
V. TOTAL - Sources other than above (listed alphabetically): _____	4,556	-	-			4,556	25.3
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	4,556	-	-			4,556	25.3
VI. Single Copy Sales: _____	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,527</b>	<b>4,320</b>	<b>170</b>			<b>18,017</b>	<b>100.0</b>
<b>*See Paragraph 9 PERCENT</b>	<b>75.1</b>	<b>24.0</b>	<b>0.9</b>			<b>100.0</b>	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			17,983	99.8
Individuals by name only _____			13	0.1
Titles or functions only _____			14	0.1
Company names only _____			7	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>			<b>18,017</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009							
State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified
039-049 Maine _____	119		400-427 Kentucky _____	194			
030-038 New Hampshire _____	120		370-385 Tennessee _____	251			
050-059 Vermont _____	72		350-369 Alabama _____	166			
010-027 Massachusetts _____	553		386-397 Mississippi _____	93			
028-029 Rhode Island _____	132						
060-069 Connecticut _____	279		<b>EAST SO. CENTRAL</b>	<b>704</b>	<b>3.9</b>		
<b>NEW ENGLAND</b>	<b>1,275</b>	<b>7.1</b>	716-729 Arkansas _____	74			
100-149 New York _____	1,975		700-714 Louisiana _____	187			
070-089 New Jersey _____	743		730-749 Oklahoma _____	122			
150-196 Pennsylvania _____	1,130		750-799 Texas _____	820			
<b>MIDDLE ATLANTIC</b>	<b>3,848</b>	<b>21.4</b>	<b>WEST SO. CENTRAL</b>	<b>1,203</b>	<b>6.7</b>		
430-459 Ohio _____	847		590-599 Montana _____	74			
460-479 Indiana _____	375		832-838 Idaho _____	70			
600-629 Illinois _____	829		820-831 Wyoming _____	26			
480-499 Michigan _____	810		800-816 Colorado _____	193			
530-549 Wisconsin _____	509		870-884 New Mexico _____	67			
<b>EAST NO. CENTRAL</b>	<b>3,370</b>	<b>18.7</b>	850-865 Arizona _____	169			
550-567 Minnesota _____	432		840-847 Utah _____	98			
500-528 Iowa _____	219		889-898 Nevada _____	85			
630-658 Missouri _____	280		<b>MOUNTAIN</b>	<b>782</b>	<b>4.2</b>		
580-588 North Dakota _____	53		995-999 Alaska _____	17			
570-577 South Dakota _____	65		980-994 Washington _____	282			
680-693 Nebraska _____	112		970-979 Oregon _____	195			
660-679 Kansas _____	137		900-961 California _____	1,749			
<b>WEST NO. CENTRAL</b>	<b>1,298</b>	<b>7.2</b>	967-968 Hawaii _____	59			
197-199 Delaware _____	44		<b>PACIFIC</b>	<b>2,302</b>	<b>12.8</b>		
206-219 Maryland _____	341		<b>UNITED STATES</b>	<b>17,873</b>	<b>99.2</b>		
200-205 Washington, DC _____	37		969 & 004-009 U.S. Territories _____	96			
220-246 Virginia _____	399		Canada _____	46			
247-268 West Virginia _____	67		Mexico _____	-			
270-289 North Carolina _____	421		Other International _____	-			
290-299 South Carolina _____	171		APO/FPO _____	2			
300-319 Georgia _____	379		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>18,017</b>	<b>100.0</b>		
320-349 Florida _____	1,232						
<b>SOUTH ATLANTIC</b>	<b>3,091</b>	<b>17.2</b>					

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

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2006	2007	January - June 2008	July - December 2008	January - June 2009*	July - December 2009*
Total Audit Average Qualified: _____	17,843	18,063	18,035	18,256	18,093	18,017
Qualified Non-Paid: _____	17,843	18,063	18,035	18,256	18,093	18,017
Qualified Paid: _____	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

**\*NOTE: January - December 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.

**8. PAID CIRCULATION DATA**

**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
9	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

**9. ADDITIONAL DATA****CHANGE IN FREQUENCY**

Effective with the February 2009 issue, BAKING BUYER changed its frequency from 8 to 9 issues per year.

**PARAGRAPH 3b:**

Other sources include 1 source of circulation for a quantity of 4,556 copies or 25.3%, including Hoovers

**PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.**

**PUBLISHER'S AFFIDAVIT**

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

Charles S. Sosland, Chairman

Judith Arnone, Circulation Manager

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

**IMPORTANT NOTE:**

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed January 15, 2010

State Missouri

County Jackson

Received by BPA Worldwide January 15, 2010

Type PD

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