

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.

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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.

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Baking & Snack

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Official Publication of: None
Established: 1979
Issues per Year: 11

FIELD SERVED

BAKING & SNACK serves the field of baked foods and snack manufacturing including volume-producers of bread and cake, cookies and crackers, snack foods; pizza, cereal, tortilla, pasta, candy/confection; mix manufacturers; and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are Top Management/Administration including owners, partners, chairmen, presidents, officers and vice presidents; Plant Operations/Engineering including plant managers, fleet managers, superintendents, production managers and other managers, engineering executives, maintenance engineers, packaging engineers and plant engineers; Marketing, Sales and Purchasing executives; Technical Personnel in Research and Development and Quality Control; company copies, other titled and non-titled personnel.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	814
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	238
Digital _____	-
All Other _____	856
TOTAL	1,908

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	11,550	100.0	11,550	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	11,550	100.0	11,550	100.0	-	-

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
July _____	184	189			11,607	October _____	406	314			11,504
August _____	352	255			11,510	November _____	195	240			11,549
September _____	119	205			11,596	December _____	41	23			11,531
						TOTAL	1,297	1,226			

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

This issue is -% or 1 copy below the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Top Management/ Administration	Plant Operations/ Engineering	Technical/ R & D/ Quality Control	Purchasing / Marketing	Other
VOLUME PRODUCER OF:							
BREAD/CAKE _____	6,262	54.1	3,373	1,638	714	500	37
COOKIE/CRACKER _____	1,356	11.7	702	305	198	145	6
SNACK FOODS _____	1,743	15.1	797	467	274	201	4
PIZZA _____	183	1.6	29	48	73	33	-
CEREAL _____	169	1.5	9	78	66	16	-
TORTILLA _____	135	1.2	31	54	22	28	-
PASTA _____	181	1.6	33	78	46	24	-
CANDY/CONFECTION _____	888	7.7	378	293	139	77	1
MIX MANUFACTURER _____	609	5.3	95	125	234	153	2
OTHERS ALLIED TO THE FIELD (Note 1) _____	23	0.2	12	1	2	5	3
TOTAL QUALIFIED CIRCULATION	11,549	100.0	5,459	3,087	1,768	1,182	53
PERCENT	100.0		47.3	26.7	15.3	10.2	0.5

Note 1: INCLUDES: EQUIPMENT MANUFACTURING, PACKAGING SUPPLIERS, RELATED SERVICES, TRADE ASSOCIATIONS, CONSULTANTS, UNIVERSITIES/COLLEGES/SCHOOLS OR RESEARCH INSTITUTES

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: _____	9,286	865	-			10,151	87.9
II. Request from recipient's company: _____	246	-	-			246	2.1
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	1,152	-	-			1,152	10.0
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	1,152	-	-			1,152	10.0
VI. Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	10,684	865	-			11,549	100.0
*See Paragraph 9 PERCENT	92.5	7.5	-			100.0	

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 _____			11,545	100.0
Individuals by name only _____			-	-
Titles or functions only _____			1	-
Company names only _____			3	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			11,549	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009						
State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent	
039-049 Maine _____	62		400-427 Kentucky _____	155		
030-038 New Hampshire _____	45		370-385 Tennessee _____	257		
050-059 Vermont _____	49		350-369 Alabama _____	95		
010-027 Massachusetts _____	279		386-397 Mississippi _____	49		
028-029 Rhode Island _____	45		EAST SO. CENTRAL	556	4.8	
060-069 Connecticut _____	143		716-729 Arkansas _____	92		
NEW ENGLAND	623	5.4	700-714 Louisiana _____	129		
100-149 New York _____	801		730-749 Oklahoma _____	83		
070-089 New Jersey _____	537		750-799 Texas _____	666		
150-196 Pennsylvania _____	817		WEST SO. CENTRAL	970	8.4	
MIDDLE ATLANTIC	2,155	18.7	590-599 Montana _____	40		
430-459 Ohio _____	652		832-838 Idaho _____	32		
460-479 Indiana _____	274		820-831 Wyoming _____	8		
600-629 Illinois _____	795		800-816 Colorado _____	148		
480-499 Michigan _____	410		870-884 New Mexico _____	44		
530-549 Wisconsin _____	332		850-865 Arizona _____	125		
EAST NO. CENTRAL	2,463	21.4	840-847 Utah _____	103		
550-567 Minnesota _____	326		889-898 Nevada _____	44		
500-528 Iowa _____	107		MOUNTAIN	544	4.7	
630-658 Missouri _____	229		995-999 Alaska _____	4		
580-588 North Dakota _____	50		980-994 Washington _____	179		
570-577 South Dakota _____	25		970-979 Oregon _____	132		
680-693 Nebraska _____	93		900-961 California _____	1,128		
660-679 Kansas _____	142		967-968 Hawaii _____	27		
WEST NO. CENTRAL	972	8.4	PACIFIC	1,470	12.7	
197-199 Delaware _____	8		UNITED STATES	11,347	98.3	
206-219 Maryland _____	171		969 & 004-009 U.S. Territories _____	51		
200-205 Washington, DC _____	10		Canada _____	151		
220-246 Virginia _____	207		Mexico _____	-		
247-268 West Virginia _____	33		Other International _____	-		
270-289 North Carolina _____	281		APO/FPO _____	-		
290-299 South Carolina _____	90		TOTAL QUALIFIED CIRCULATION	11,549	100.0	
300-319 Georgia _____	355					
320-349 Florida _____	439					
SOUTH ATLANTIC	1,594	13.8				

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

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2006	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*
Total Audit Average Qualified: _____	11,587	11,726	11,629	11,556	11,557	11,549
Qualified Non-Paid: ____	11,587	11,726	11,629	11,556	11,557	11,549
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: July - 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)
11	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

9. ADDITIONAL DATA:**PARAGRAPH 3b:**

Other sources include 3 sources of circulation for quantities of 30 copies or 0.3% to 1,023 copies or 8.9%.

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 PJ

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