

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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inStorebuyer

Sosland Publishing Company
4800 Main Street
Suite 100
Kansas City, MO 64112
Tel.: (816) 756-1000
Fax: (816) 968-2878
www.instorebuyer.com

Official Publication of: None
Established: 2005
Issues Per Year: 9

FIELD SERVED

INSTORE BUYER magazine serves Supermarket, Club Store, Grocery Wholesaler, Bakery, Distributor/ Broker, Deli and Foodservice operations, and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include Corporate Executive, Director, Vice-President, Perishable Manager, Category Manager, General Manager, Headquarter Manager, Buyer/Merchandiser, Department Manager, others titled and non-titled personnel, and company copies.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	723
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	833
TOTAL	1,556

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	12,254	100.0	12,254	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,254	100.0	12,254	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 _____	94	150			12,268	October _____	36	42			12,261
August _____	5	6			12,269	December _____	68	25			12,218
September _____	60	46			12,255	TOTAL	263	269			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009
This issue is 0.1% or 8 copies above the average of the other 4 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Corporate Executive, Director, Vice-President, General Manager, Headquarter Manager	Buyer/Merchandiser, Department Manager, Category Manager, other titled and non-titled personnel and company copies
Supermarket Bakery/Deli/Foodservice, Grocery Wholesaler, Bakery/Deli/foodservice, club store Bakery/Deli/Foodservice _____	9,947	81.1	5,676	4,271
Distributor/Broker/Other _____	2,314	18.9	1,617	697
TOTAL QUALIFIED CIRCULATION	12,261	100.0	7,293	4,968
PERCENT	100.0		59.5	40.5

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: _____	7,305	1,440	-			8,745	71.3
II. Request from recipient's company: _____	540	-	-			540	4.4
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	2,180	796	-			2,976	24.3
*Association rosters and directories _____	103	264	-			367	3.1
Business directories _____	-	4	-			4	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	2,077	528	-			2,605	21.2
VI. Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	10,025	2,236	-			12,261	100.0
PERCENT	81.8	18.2	-			100.0	

*See Paragraph 9

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 _____			12,260	100.0
Individuals by name only _____			1	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			12,261	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 _____		100		400-427 Kentucky _____		158	
030-038 New Hampshire _____		62		370-385 Tennessee _____		211	
050-059 Vermont _____		37		350-369 Alabama _____		144	
010-027 Massachusetts _____		356		386-397 Mississippi _____		93	
028-029 Rhode Island _____		29		EAST SO. CENTRAL		606	4.9
060-069 Connecticut _____		147		716-729 Arkansas _____		147	
NEW ENGLAND		731	6.0	700-714 Louisiana _____		176	
100-149 New York _____		658		730-749 Oklahoma _____		128	
070-089 New Jersey _____		433		750-799 Texas _____		613	
150-196 Pennsylvania _____		767		WEST SO. CENTRAL		1,064	8.7
MIDDLE ATLANTIC		1,858	15.2	590-599 Montana _____		67	
430-459 Ohio _____		525		832-838 Idaho _____		94	
460-479 Indiana _____		354		820-831 Wyoming _____		33	
600-629 Illinois _____		607		800-816 Colorado _____		148	
480-499 Michigan _____		470		870-884 New Mexico _____		41	
530-549 Wisconsin _____		429		850-865 Arizona _____		118	
EAST NO. CENTRAL		2,385	19.5	840-847 Utah _____		104	
550-567 Minnesota _____		481		889-898 Nevada _____		34	
500-528 Iowa _____		176		MOUNTAIN		639	5.1
630-658 Missouri _____		357		995-999 Alaska _____		14	
580-588 North Dakota _____		81		980-994 Washington _____		291	
570-577 South Dakota _____		54		970-979 Oregon _____		139	
680-693 Nebraska _____		133		900-961 California _____		902	
660-679 Kansas _____		150		967-968 Hawaii _____		24	
WEST NO. CENTRAL		1,432	11.7	PACIFIC		1,370	11.1
197-199 Delaware _____		33		UNITED STATES		12,058	98.3
206-219 Maryland _____		236		969 & 004-009 U.S. Territories _____		36	
200-205 Washington, DC _____		6		Canada _____		166	
220-246 Virginia _____		271		Mexico _____		-	
247-268 West Virginia _____		94		Other International _____		-	
270-289 North Carolina _____		432		APO/FPO _____		1	
290-299 South Carolina _____		166		TOTAL QUALIFIED CIRCULATION		12,261	100.0
300-319 Georgia _____		248					
320-349 Florida _____		487					
SOUTH ATLANTIC		1,973	16.1				

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
	2005	2006	2007	January - June 2008	July - December 2008	January - June 2009*
Total Audit Average Qualified: _____	13,383	12,201	12,302	12,160	12,210	12,254
Qualified Non-Paid: _____	13,383	12,201	12,302	12,160	12,210	12,254
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)
9	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

9. ADDITIONAL DATA

PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 367 copies or 3.0%. Other Sources include 4 sources of circulation for quantities of 10 copies or -% to 1,128 copies or 9.2%.

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	Date signed	January 15, 2010
Judith Arnone, Circulation Manager	State	Missouri
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	County	Jackson
IMPORTANT NOTE:	Received by BPA Worldwide	January 15, 2010
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	I315P0D9