

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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Milling & Baking News®

Sosland Publishing Company
4800 Main Street
Suite 100
Kansas City, MO 64112
Tel.: (816) 756-1000
Fax: (816) 756-0494
www.bakingbusiness.com

Official Publication of: None
Established: 1922
Issues Per Year: 26
(See Paragraph 9)

FIELD SERVED

MILLING AND BAKING NEWS serves the following businesses: milling, mix manufacturing, baking companies, snack, pasta, and other food production, grain and feed merchants, allied suppliers, distributors and brokers, financial institutions, futures commission merchants, government, education, trade associations, consultants, and others allied to the field as reported in paragraph 3a.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are Presidents, Owners, and Chief Executives; Marketing, Sales & Purchasing Executives; Plant Managers, Superintendents & Other Company Executives; R & D Executives; and other titled & non-titled personnel.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	699
Rotated or Occasional _____	122
Allocated for Trade Shows and Conventions _____	44
Digital _____	-
All Other _____	1,383
TOTAL	2,248

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	2,174	65.4	-	-	2,174	65.4
*Sponsored Individually Addressed_	1,136	34.2	-	-	1,136	34.2
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	13	0.4	-	-	13	0.4
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	3,323	100.0	-	-	3,323	100.0

*See Paragraph 9

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 14 _____				3,374	3,374	October 20 _____				3,277	3,277
July 28 _____				3,364	3,364	November 3 _____				3,274	3,274
August 11 _____				3,341	3,341	**November 17__				3,290	3,290
August 25 _____				3,340	3,340	December 1 _____				3,343	3,343
September 8 _____				3,322	3,322	December 15 _____				3,335	3,335
September 22 _____				3,315	3,315	December 29 _____				3,320	3,320
October 6 _____				3,301	3,301	TOTAL					

*See Paragraph 9
**Analyze Issue

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 17, 2009

This issue is 1.1% or 36 copies below the average of the other 12 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Qualified Non-Paid	Qualified Paid	Presidents, Owners & Chief Executives	Marketing, Sales & Purchasing Executives	Plant Managers, Superintendents & Other Company Executives	R & D Executives	Other Individuals, Employees
1. Milling & Mix Manufacturing - to include wheat milling, mix manufacturing, durum milling, dry corn milling, Corn refining, soy flour milling, oat milling, rice milling, starch and gluten processing. _____	953	29.0	-	953	245	168	489	26	25
2. Baking Companies, Snack, Pasta, and Other food production - to include bread, cake and sweet goods baking, cookie and cracker, frozen dough production, pasta, fried and processed snacks, pizza, tortilla, breakfast cereals, candy and other food manufacturing _____	1,331	40.4	-	1,331	509	224	553	20	25
3. Grain and feed merchants - to include grain exporting, grain storage, grain trading, feed merchandisers. _____	118	3.6	-	118	36	33	34	2	13
4. Allied suppliers, distributors and brokers - to include ingredient, equipment and packaging suppliers, distributors, transportation, and consultants. _____	576	17.5	-	576	209	237	79	19	32
5. Financial institutions and futures commission merchants - to include commercial and merchant banks, commodity and stock brokerages, and financial services _____	130	4.0	-	130	33	18	52	8	19
6. Government, education, trade associations and consultants - to include federal and state agencies, universities, school and training institutions, libraries, industry trade associations. _____	149	4.5	-	149	26	21	30	8	64
7. Others Allied to the Field - Other Paid Circulation Subscriptions _____	33	1.0	-	33	9	5	4	2	13
TOTAL QUALIFIED CIRCULATION	3,290	100.0	-	3,290	1,067	706	1,241	85	191

Note: #6 Business and Industry has been updated.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 17, 2009

Paid Source Information can be reported at the option of the publisher.

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 17, 2009

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	-	3,026	3,026	92.0
Individuals by name only _____	-	86	86	2.6
Titles or functions only _____	-	50	50	1.5
Company names only _____	-	115	115	3.5
Multi-Copy Same Addressee copies _____	-	13	13	0.4
Single Copy Sales _____	-	-	-	-
TOTAL QUALIFIED CIRCULATION	-	3,290	3,290	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 17, 2009

State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine _____	-	4	4		400-427 Kentucky _____	-	35	35	
030-038 New Hampshire _____	-	11	11		370-385 Tennessee _____	-	57	57	
050-059 Vermont _____	-	8	8		350-369 Alabama _____	-	15	15	
010-027 Massachusetts _____	-	73	73		386-397 Mississippi _____	-	12	12	
028-029 Rhode Island _____	-	7	7		EAST SO. CENTRAL	-	119	119	3.6
060-069 Connecticut _____	-	30	30		716-729 Arkansas _____	-	38	38	
NEW ENGLAND	-	133	133	4.0	700-714 Louisiana _____	-	27	27	
100-149 New York _____	-	155	155		730-749 Oklahoma _____	-	30	30	
070-089 New Jersey _____	-	104	104		750-799 Texas _____	-	145	145	
150-196 Pennsylvania _____	-	141	141		WEST SO. CENTRAL	-	240	240	7.3
MIDDLE ATLANTIC	-	400	400	12.2	590-599 Montana _____	-	18	18	
430-459 Ohio _____	-	108	108		832-838 Idaho _____	-	11	11	
460-479 Indiana _____	-	56	56		820-831 Wyoming _____	-	2	2	
600-629 Illinois _____	-	254	254		800-816 Colorado _____	-	38	38	
480-499 Michigan _____	-	69	69		870-884 New Mexico _____	-	7	7	
530-549 Wisconsin _____	-	63	63		850-865 Arizona _____	-	31	31	
EAST NO. CENTRAL	-	550	550	16.7	840-847 Utah _____	-	26	26	
550-567 Minnesota _____	-	180	180		889-898 Nevada _____	-	4	4	
500-528 Iowa _____	-	97	97		MOUNTAIN	-	137	137	4.2
630-658 Missouri _____	-	173	173		995-999 Alaska _____	-	2	2	
580-588 North Dakota _____	-	48	48		980-994 Washington _____	-	51	51	
570-577 South Dakota _____	-	15	15		970-979 Oregon _____	-	62	62	
680-693 Nebraska _____	-	65	65		900-961 California _____	-	262	262	
660-679 Kansas _____	-	166	166		967-968 Hawaii _____	-	13	13	
WEST NO. CENTRAL	-	744	744	22.5	PACIFIC	-	390	390	11.9
197-199 Delaware _____	-	6	6		UNITED STATES	-	3,090	3,090	93.9
206-219 Maryland _____	-	40	40		969 & 004-009 U.S. Territories _____	-	4	4	
200-205 Washington, DC _____	-	28	28		Canada _____	-	97	97	
220-246 Virginia _____	-	63	63		Mexico _____	-	12	12	
247-268 West Virginia _____	-	8	8		Other International _____	-	87	87	
270-289 North Carolina _____	-	53	53		AP0/FPO _____	-	-	-	
290-299 South Carolina _____	-	14	14		TOTAL QUALIFIED CIRCULATION	-	3,290	3,290	100.0
300-319 Georgia _____	-	80	80						
320-349 Florida _____	-	85	85						
SOUTH ATLANTIC	-	377	377	11.5					

TOTAL NEW AND RENEWED QUALIFIED PAID SUBSCRIPTIONS ORDERED/SOLD FOR THE PERIOD

Includes gross subscription sales/orders with unpaid invoices pending.

Average Annual Subscription Order Price: 26 issues for \$117.24		
5. PRICES	Total	Percent
Offers (≥ 5% of Total Orders)		
26 Issues for \$135.00 _____	299	42.0
26 Issues for \$99.00 _____	80	11.2
52 Issues for \$210.00 _____	61	8.6
26 Issues for \$121.00 _____	51	7.2
78 Issues for \$290.00 _____	43	6.0
26 Issues for \$67.50 _____	38	5.3
All Others _____	140	19.7
Total	712	100.0

6. USE OF FREE PROMOTIONAL INCENTIVES	Total	Percent
Ordered without promotional incentive _____	712	100.0
Ordered with editorial promotional incentive including reprints _____	-	-
Ordered with other promotional incentive _____	-	-
Total	712	100.0

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: _____	3,537	3,520	3,437	3,372	3,346	3,323
Qualified Non-Paid: _____	-	-	-	-	-	-
Qualified Paid: _____	3,537	3,520	3,437	3,372	3,346	3,323
Post Expire Copies included in Paid Circulation: _____	9.0	8.0	5.0	3.2	15.5	26.7
Average Annual Order Price: _____	\$82.01	\$113.85	\$60.29	\$113.51	\$114.86	\$117.24

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

8. PAID CIRCULATION DATA

\$117.24	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
26	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

9. ADDITIONAL DATA:**ISSUES PER YEAR:**

In 2009 Milling & Baking News served 26 issues

PARAGRAPH 1:

Qualified paid Sponsored Individually Addressed subscriptions averaging 1,136 copies were sold to qualified recipients.

PARAGRAPH 2:

Additions and removals are not required for paid circulation.

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 26, 2010
State	Missouri
County	Jackson
Received by BPA Worldwide	January 26, 2010
Type	PD
ID Number	M421P0D9