

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.

Baking&Snack[®]

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ABOUT BAKING & SNACK

BAKING & SNACK is a trade brand providing news, resources and market information for the commercial baking industry. Content includes coverage of news, features, profiles, events, technology and commentary. Information is distributed in both print and digital formats as well as on the web at www.bakingbusiness.com.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel across multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary.

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; General Management/Management; 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.

Channels Include:



Baking & Snack Magazine
6 issues in period
11,565 average circulation
Pages 2 & 3



Baking & Snack Website
22,732 average unique browsers
Page 3

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
Baking & Snack Magazine (6 Issues in the period)	11,565	-	11,565
Baking & Snack Website (Unique Browsers) (Note 1)	22,732	-	22,732
SIX-MONTH AVERAGE TOTAL	34,297		34,297

Note 1: Unique Browsers: See Website Glossary in Channel Profile.

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

**CHANNEL PROFILE
MAGAZINE**



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

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	1,075
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	258
Digital _____	-
All Other _____	858
TOTAL	2,191

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	11,565	100.0	11,565	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	11,565	100.0	11,565	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD	
2012 Issue	Total Qualified
July _____	11,704
August _____	11,658
September _____	11,484
October _____	11,508
November _____	11,511
December _____	11,524

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2012							
This issue is 0.6% or 65 copies below the average of the other 5 issues reported in Paragraph two.							
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Top Management, General Management, Management/Administration (Note 1)	Plant Operations/Engineering (Note 2)	Technical/R & D/Quality Control (Note 3)	Purchasing/Marketing/Sales (Note 4)	Other (Note 5)
VOLUME PRODUCER OF:							
BREAD/CAKE _____	4,763	41.4	2,889	1,076	482	260	56
COOKIE/CRACKER _____	1,025	8.9	528	227	172	79	19
SNACK FOODS _____	1,939	16.8	1,010	483	284	139	23
PIZZA _____	205	1.8	93	41	48	21	2
CEREAL _____	248	2.2	44	118	72	14	-
TORTILLA _____	142	1.2	83	24	20	14	1
PASTA _____	205	1.8	97	68	26	13	1
CANDY/CONFECTION _____	797	6.9	353	277	102	55	10
MIX MANUFACTURER _____	1,505	13.1	692	287	332	174	20
OTHERS ALLIED TO THE FIELD (Note 5) _____	682	5.9	202	223	103	87	67
TOTAL QUALIFIED CIRCULATION	11,511	100.0	5,991	2,824	1,641	856	199
PERCENT	100.0		52.1	24.5	14.3	7.4	1.7

Note 1: Includes owner, co-owner, partner, chairman, president, principle, officer, vice president, general manager, manager, director, CEO, CIO, CFO, secretary, treasurer and other administration staff.
 Note 2: Includes plant operation executives, plant managers, fleet managers, superintendents, production managers, supply chain managers, energy managers, distribution managers, logistics managers, transportation managers, safety managers, and other managers as well as engineering executives, maintenance engineers, packaging engineers and plant engineers.
 Note 3: Includes technical/ R&D/ quality control executives, chemical and food engineers, food safety managers/directors, chefs, chemists, scientists, lab director/manager/supervisor/technician, product director/manager, risk manager, nutritionist, technical director/manager/specialist, R&D director/manager, culinary director/manager/specialist/technician, culinologist, quality assurance director/manager and other managers.
 Note 4: Includes purchasing executives, purchasing director/manager, procurement director/manager, purchasing agent, buyer, marketing executives, marketing director/manager, account manager, controller, sales director/manager, business director/manager, brand manager, division or regional manager/director, manager packaging development, business development manager/director, director pricing strategy, special ingredients manager.
 Note 5: Includes Equipment Manufacturing, Packaging Suppliers, Related Services, Trade Associations, Consultants, Universities/Colleges/School or Research Institutes

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNEL PROFILE (CONTINUED)

MAGAZINE (CONTINUED)

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2012

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	8,629	973	249	9,851	85.6
II. Request from recipient's company: _____	2	-	-	2	-
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	1,658	-	-	1,658	14.4
Association rosters and directories _____	-	-	-	-	-
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
*Other sources _____	1,658	-	-	1,658	14.4
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,289	973	249	11,511	100.0
PERCENT	89.4	8.4	2.2	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2012

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	11,507	100.0
Individuals by name only _____	2	-
Titles or functions only _____	2	-
Company names only _____	-	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	11,511	100.0

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
	January-June 2010	July-December 2010	January-June 2011	July-December 2011	January-June 2012	July-December 2012*
Total Audit Average Qualified _____	11,525	11,564	11,555	11,537	11,655	11,565
Qualified Non-Paid Total _____	11,525	11,564	11,555	11,537	11,655	11,565
Qualified Paid Total _____	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price _____	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July - December 2012 data is unaudited. With each successive period, new data will be displayed until six 6-month periods are shown.

**NC = None Claimed.

WEBSITE*

Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
July _____	56,653	30,968	17,241	1.80	00:54	01:39
August _____	67,425	37,944	19,908	1.91	00:56	01:40
September _____	69,948	38,830	21,840	1.78	01:06	01:58
October _____	94,224	49,760	25,648	1.94	01:05	02:04
November _____	115,665	58,124	28,913	2.01	01:12	02:25
December _____	75,734	40,873	22,840	1.79	01:12	02:14
AVERAGE:	79,942	42,750	22,732	1.87	01:04	02:00

*See Additional Data

WEBSITE GLOSSARY:

Unique Browsers: An identified and unduplicated Cookie Browser that accesses internet content during a measurement period.
Page Impressions: The number of web pages successfully viewed by all browsers within the reporting period
User Sessions: A single continuous set of activity attributable to a browser resulting in one or more pulled text downloads from a site. A period of inactivity of more than 30 minutes terminates the session
Unique Browser Frequency: The average number of user sessions per Unique Browser over the selected reporting period
User Session Duration: The average time a browser remained on the site per session
Page Duration: The average time a browser spent viewing any page(s) on the site

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GEOGRAPHIC DISTRIBUTION*

State	Baking & Snack Magazine for Issue of November 2012		State	Baking & Snack Magazine for Issue of November 2012	
	Total	Percent		Total	Percent
Maine _____	51		Kentucky _____	137	
New Hampshire _____	46		Tennessee _____	244	
Vermont _____	47		Alabama _____	88	
Massachusetts _____	309		Mississippi _____	30	
Rhode Island _____	40		EAST SO. CENTRAL	499	4.3
Connecticut _____	159		Arkansas _____	98	
NEW ENGLAND	652	5.7	Louisiana _____	108	
New York _____	723		Oklahoma _____	102	
New Jersey _____	547		Texas _____	637	
Pennsylvania _____	787		WEST SO. CENTRAL	945	8.2
MIDDLE ATLANTIC	2,057	17.9	Montana _____	35	
Ohio _____	646		Idaho _____	34	
Indiana _____	296		Wyoming _____	8	
Illinois _____	909		Colorado _____	134	
Michigan _____	416		New Mexico _____	34	
Wisconsin _____	332		Arizona _____	119	
EAST NO. CENTRAL	2,599	22.6	Utah _____	86	
Minnesota _____	392		Nevada _____	28	
Iowa _____	135		MOUNTAIN	478	4.1
Missouri _____	240		Alaska _____	10	
North Dakota _____	65		Washington _____	146	
South Dakota _____	35		Oregon _____	130	
Nebraska _____	85		California _____	1,089	
Kansas _____	173		Hawaii _____	40	
WEST NO. CENTRAL	1,125	9.8	PACIFIC	1,415	12.3
Delaware _____	26		UNITED STATES	11,293	98.1
Maryland _____	155		U.S. Territories _____	33	
Washington, DC _____	11		Canada _____	185	
Virginia _____	191		Mexico _____	-	
West Virginia _____	22		Other International _____	-	
North Carolina _____	271		APO/FPO _____	-	
South Carolina _____	102		TOTAL	11,511	100.0
Georgia _____	348				
Florida _____	397				
SOUTH ATLANTIC	1,523	13.2			

*See Additional Data

ADDITIONAL DATA

**MAGAZINE:
PARAGRAPH 3b:**

Other sources include 11 sources of circulation for quantities of 11 copies or 0.1% to 1,150 copies or 10.0% to include FoodScan.

WEBSITE ACTIVITY:

July - December 2012 data was provided by Omniture.
All website activity is audited by BPA Worldwide.

GEOGRAPHIC DISTRIBUTION:

Geographical data not available for Website and therefore, is not reported herein.

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 14, 2013

State Missouri

County Jackson

Received by BPA Worldwide January 14, 2013

Type BJ

ID Number B101B0D2

About BPA Worldwide:

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. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.