

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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# Food Logistics

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[www.foodlogistics.com](http://www.foodlogistics.com)

Official Publication of: none  
Established: 1997  
Issues Per Year: 8  
(See Paragraph 9)



**FIELD SERVED**

FOOD LOGISTICS serves food/grocery/beverage processors and manufacturers, supermarket chain/mass merchandiser/drug store distribution centers, full-line grocery and convenience store wholesalers, food service and beverage distributors, restaurant/food service chains, third-party warehouses/transportation/logistics providers, consulting firms and supermarket chains/mass merchandisers/drug stores/convenience stores.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients of FOOD LOGISTICS are those in food supply, including corporate management, operating management, traffic, logistics, physical distribution and warehousing management, and purchasing management.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	62
Advertiser and Agency _____	471
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	200
Digital _____	-
All Other _____	276
<b>TOTAL</b>	<b>1,009</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	24,000	100.0	24,000	100.0	-	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>24,000</b>	<b>100.0</b>	<b>24,000</b>	<b>100.0</b>	<b>-</b>	<b>-</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
July/ August _____	447	447			24,000	October _____	52	52			24,000
September _____	47	47			24,000	November/ December _____	341	341			24,000
						<b>TOTAL</b>	<b>887</b>	<b>887</b>			

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009****This issue is equal to the average of the other 3 issues reported in Paragraph two.**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE			
			Corporate Management (Note 1)	Operating Management (Note 2)	Traffic, Logistics, Physical Distribution, Warehousing Management (Note 3)	Purchasing Management (Note 4)
Food/Grocery/Beverage Processors/Manufacturers ____	8,799	36.7	5,486	2,627	419	267
Supermarket/Mass Merchandiser/Drug Store Distribution Centers _____	1,039	4.3	567	359	61	52
Full-line Grocery/Convenience Store Wholesalers _____	3,188	13.3	1,877	1,133	71	107
Distributors: Food Service, Beverage, Restaurant/ Food Service Chains _____	3,615	15.1	2,137	1,091	225	162
Third-Party Warehouses/Transportation/Logistic Providers _____	2,579	10.7	1,561	632	304	82
Consulting Firms _____	724	3.0	514	129	39	42
Supermarket Chains, Mass Merchandisers, Drug Stores, Convenience Stores _____	4,056	16.9	2,060	1,765	104	127
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>24,000</b>	<b>100.0</b>	<b>14,202</b>	<b>7,736</b>	<b>1,223</b>	<b>839</b>
<b>PERCENT</b>	<b>100.0</b>		<b>59.2</b>	<b>32.2</b>	<b>5.1</b>	<b>3.5</b>

Note 1: Corporate Management: CEO, CFO, CIO, President, VP, Owner, Partner, Chairman of the Board, Director, Treasurer, VP/Director/Chief of CTO, IS/IT, MIS/DF and related personnel.

Note 2: Operating Management: General Manager, Plant Manager, Factory Manager, Brand Manager, Production Manager, Assistant to Corporate Officials, Engineers and related personnel.

Note 3: Traffic, Logistics, Physical Distribution, Warehousing Management: Warehouse Manager, Supervisor or Superintendent, Director of Transportation, Director/Manager of Logistics, VP of Distribution/Traffic/Logistics, Distribution Manager and related personnel.

Note 4: Purchasing Management: Vice President of Purchasing, Director of Purchasing, Purchasing Agent, Buyer and related personnel.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. Direct Request:	14,832	4,800	-			19,632	81.8
II. Request from recipient's company:	177	-	-			177	0.7
III. Membership Benefit:	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically):	4,191	-	-			4,191	17.5
Association rosters and directories	-	-	-			-	-
*Business directories	4,191	-	-			4,191	17.5
Manufacturer's, distributor's and wholesaler's lists	-	-	-			-	-
Other sources	-	-	-			-	-
VI. Single Copy Sales:	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>19,200</b>	<b>4,800</b>	<b>-</b>			<b>24,000</b>	<b>100.0</b>
<b>*See Paragraph 9</b>	<b>PERCENT</b>	<b>80.0</b>	<b>20.0</b>	<b>-</b>		<b>100.0</b>	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function			24,000	100.0
Individuals by name only			-	-
Titles or functions only			-	-
Company names only			-	-
Multi-Copy Same Addressee copies			-	-
Single Copy Sales			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>			<b>24,000</b>	<b>100.0</b>

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009							
State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified
039-049 Maine	189		400-427 Kentucky	357			
030-038 New Hampshire	123		370-385 Tennessee	457			
050-059 Vermont	88		350-369 Alabama	365			
010-027 Massachusetts	591		386-397 Mississippi	221			
028-029 Rhode Island	98		<b>EAST SO. CENTRAL</b>	<b>1,400</b>	<b>5.8</b>		
060-069 Connecticut	239		716-729 Arkansas	329			
<b>NEW ENGLAND</b>	<b>1,328</b>	<b>5.5</b>	700-714 Louisiana	347			
100-149 New York	1,524		730-749 Oklahoma	246			
070-089 New Jersey	804		750-799 Texas	1,466			
150-196 Pennsylvania	1,119		<b>WEST SO. CENTRAL</b>	<b>2,388</b>	<b>10.0</b>		
<b>MIDDLE ATLANTIC</b>	<b>3,447</b>	<b>14.4</b>	590-599 Montana	155			
430-459 Ohio	889		832-838 Idaho	164			
460-479 Indiana	502		820-831 Wyoming	61			
600-629 Illinois	1,267		800-816 Colorado	378			
480-499 Michigan	814		870-884 New Mexico	136			
530-549 Wisconsin	574		850-865 Arizona	311			
<b>EAST NO. CENTRAL</b>	<b>4,046</b>	<b>16.9</b>	840-847 Utah	204			
550-567 Minnesota	629		889-898 Nevada	116			
500-528 Iowa	340		<b>MOUNTAIN</b>	<b>1,525</b>	<b>6.3</b>		
630-658 Missouri	577		995-999 Alaska	57			
580-588 North Dakota	100		980-994 Washington	435			
570-577 South Dakota	98		970-979 Oregon	305			
680-693 Nebraska	238		900-961 California	2,424			
660-679 Kansas	261		967-968 Hawaii	88			
<b>WEST NO. CENTRAL</b>	<b>2,243</b>	<b>9.3</b>	<b>PACIFIC</b>	<b>3,309</b>	<b>13.8</b>		
197-199 Delaware	49		<b>UNITED STATES</b>	<b>23,997</b>	<b>100.0</b>		
206-219 Maryland	462		969 & 004-009 U.S. Territories	3			
200-205 Washington, DC	39		Canada	-			
220-246 Virginia	456		Mexico	-			
247-268 West Virginia	120		Other International	-			
270-289 North Carolina	788		APO/FPO	-			
290-299 South Carolina	253		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>24,000</b>	<b>100.0</b>		
300-319 Georgia	756						
320-349 Florida	1,388						
<b>SOUTH ATLANTIC</b>	<b>4,311</b>	<b>18.0</b>					

**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: _____	20,001	20,009	25,005	25,005	24,201	24,000
Qualified Non-Paid: _____	20,001	20,009	25,005	25,005	24,201	24,000
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)
8	Issues Per Year (See Paragraph 9)
**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 October 2009 issue, Food Logistics changed its frequency from 9 to 8 issues per year.

**PARAGRAPH 3b:**

Business directories include 2 sources of circulation for quantities of 2,059 copies or 8.6% to 2,132 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.

Jolene Gulley, Publisher

Debbie Dumke, Audience Development 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, 2010

State Wisconsin

County Jefferson

Received by BPA Worldwide January 14, 2010

Type PJ

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