

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 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. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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FOODSERVICE EQUIPMENT *reports*

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FIELD SERVED

FOODSERVICE EQUIPMENT REPORTS serves multiunit commercial foodservice operators, multiunit non-commercial foodservice operators, dealers or distributors of foodservice equipment or equipment supplies, food and other distributors selling foodservice equipment, consultants and independent specifiers, service agencies and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are corporate officers; operations management; sales management; development, real estate and facilities personnel; purchasing management and personnel; designers/consultants; other equipment and supplies personnel and other titled and non-titled recipients including company copies.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	49
Advertiser and Agency _____	2,068
*Rotated or Occasional _____	1,500
*Allocated for Trade Shows and Conventions _____	300
Digital _____	-
All Other _____	606
TOTAL	4,523

*See Additional Data

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	25,000	100.0	25,000	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,000	100.0	25,000	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2011 Issue	Number Removed	Number Added	Total Qualified
January _____	209	209	25,000
February _____	23	23	25,000
March _____	118	118	25,000
April _____	92	92	25,000
May _____	534	534	25,000
June _____	26	26	25,000
TOTAL	1,002	1,002	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

This issue is equal to the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Corporate Officer (Note 1)	Operations Management (Note 2)	Sales Management (Note 3)	Development, Real Estate & Facilities Personnel (Note 4)	Purchasing Management & Personnel (Note 5)	Designer/Consultant (Note 6)	Other Equipment & Supplies Personnel (Note 7)	Other Titled and non-titled recipients including company copies
Multiunit Commercial Foodservice Operation (Note 8)	12,100	48.4	3,343	3,277	171	2,263	2,175	717	142	12
Multiunit Non-Commercial Foodservice Operation (Note 9)	6,436	25.8	623	4,885	207	118	295	40	106	162
Dealer or Distributor of Foodservice Equipment or Equipment & Supplies Only	4,578	18.3	1,732	479	792	23	1,094	111	332	15
Food and Other Distributors Selling Foodservice Equipment	800	3.2	214	139	141	9	199	13	79	6
Consultants & Independent Specifiers	800	3.2	362	47	26	10	20	323	8	4
Service Agencies and Others allied to the Field	286	1.1	133	70	30	5	27	5	15	1
TOTAL QUALIFIED CIRCULATION	25,000	100.0	6,407	8,897	1,367	2,428	3,810	1,209	682	200
PERCENT	100.0		25.6	35.6	5.5	9.7	15.3	4.8	2.7	0.8

Note 1: Including owner, chairman, president, CEO, COO, partner, principal, general manager, executive v.p., senior v.p., v.p.

Note 2: Including v.p./ director/ manager of foodservice, operations, food & beverage dietary services

Note 3: Including v.p./director/ manager of sales and sales and marketing, sales manager

Note 4: Including v.p./director/ manager of development, r&d, real estate, construction, menu development, quality control facilities

Note 5: Including v.p./ director/ manager of purchasing, procurement, equipment purchasing, purchasing agent, buyer, equipment buyer, supplies buyer, E&S buyer, facilities buyer, estimator

Note 6: Including consultant, architect, designer, planner, facilities designer or planner, contract manager, engineer, design engineer

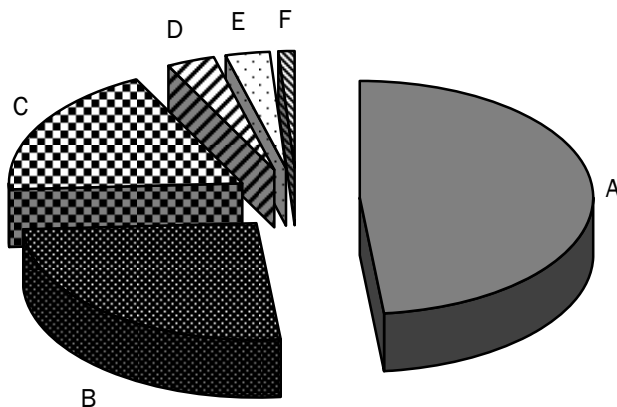
Note 7: Including equipment specialist, equipment and supplies specialist, sales representative, merchandising manager- equipment or equipment and supplies, non-foods specialist or manager

Note 8: Including company-owned and franchised restaurant, hotel and retail chains, multiunit franchises, contract and foodservice management firms, recreational facilities and other multi unit commercial operations

Note 9: Including elementary and secondary school systems, hospitals, nursing homes and other health-care facilities, colleges and universities, employee feeding (non-contract), military, correctional and other government foodservice operations.

3a. Breakout of Qualified Circulation of Business and Industry

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A Multiunit Commercial Foodservice Operation (Note 8)	12,100	48.4
B Multiunit Non-Commercial Foodservice Operation (Note 9)	6,436	25.8
C Dealer or Distributor of Foodservice Equipment or Equipment & Supplies Only	4,578	18.3
D Food and Other Distributors Selling Foodservice Equipment	800	3.2
E Consultants & Independent Specifiers	800	3.2
F Service Agencies and Others allied to the Field	286	1.1
TOTAL	25,000	100.0



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 year	2 years	3 years		
I. TOTAL - Direct Request: _____	13,950	2,886	-	16,836	67.4
a. Written _____	95	243	-	338	1.4
b. Telecommunication _____	11,888	2,164	-	14,052	56.2
c. Electronic _____	1,967	479	-	2,446	9.8
II. TOTAL - Request from recipient's company: _____	976	736	-	1,712	6.8
a. Written _____	6	6	-	12	-
b. Telecommunication _____	945	730	-	1,675	6.7
c. Electronic _____	25	-	-	25	0.1
III. TOTAL - Membership Benefit: _____	-	-	-	-	-
a. Individual _____	-	-	-	-	-
b. Organizational _____	-	-	-	-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	4	-	-	4	-
a. Written _____	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-
c. Electronic _____	4	-	-	4	-
V. TOTAL - Sources other than above (listed alphabetically): _____	6,448	-	-	6,448	25.8
*Association rosters and directories _____	1,404	-	-	1,404	5.6
*Business directories _____	4,648	-	-	4,648	18.6
*Manufacturer's, distributor's and wholesaler's lists _____	63	-	-	63	0.3
*Other sources _____	333	-	-	333	1.3
VI. TOTAL - Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,378	3,622	-	25,000	100.0
PERCENT	85.5	14.5	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	24,797	99.2
Individuals by name only _____	-	-
Titles or functions only _____	203	0.8
Company names only _____	-	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	25,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine _____	153		Kentucky _____	355	
New Hampshire _____	123		Tennessee _____	695	
Vermont _____	113		Alabama _____	325	
Massachusetts _____	794		Mississippi _____	227	
Rhode Island _____	111		EAST SO. CENTRAL	1,602	6.4
Connecticut _____	377		Arkansas _____	183	
NEW ENGLAND	1,671	6.7	Louisiana _____	311	
New York _____	1,607		Oklahoma _____	287	
New Jersey _____	664		Texas _____	1,587	
Pennsylvania _____	1,121		WEST SO. CENTRAL	2,368	9.5
MIDDLE ATLANTIC	3,392	13.6	Montana _____	91	
Ohio _____	1,070		Idaho _____	114	
Indiana _____	449		Wyoming _____	31	
Illinois _____	878		Colorado _____	409	
Michigan _____	662		New Mexico _____	120	
Wisconsin _____	433		Arizona _____	358	
EAST NO. CENTRAL	3,492	14.0	Utah _____	196	
Minnesota _____	443		Nevada _____	184	
Iowa _____	226		MOUNTAIN	1,503	6.0
Missouri _____	462		Alaska _____	39	
North Dakota _____	59		Washington _____	368	
South Dakota _____	77		Oregon _____	250	
Nebraska _____	174		California _____	1,912	
Kansas _____	312		Hawaii _____	74	
WEST NO. CENTRAL	1,753	7.0	PACIFIC	2,643	10.6
Delaware _____	94		UNITED STATES	23,703	94.8
Maryland _____	547		U.S. Territories _____	72	
Washington, DC _____	106		Canada _____	1,163	
Virginia _____	652		Mexico _____	-	
West Virginia _____	143		Other International _____	60	
North Carolina _____	808		APO/FPO _____	2	
South Carolina _____	362		TOTAL QUALIFIED CIRCULATION	25,000	100.0
Georgia _____	1,065				
Florida _____	1,502				
SOUTH ATLANTIC	5,279	21.0			

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
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010	January - June 2011*
Total Audit Average Qualified: _____	25,000	25,000	25,000	25,000	25,000	25,000
Qualified Non-Paid: _____	25,000	25,000	25,000	25,000	25,000	25,000
Qualified Paid: _____	-	-	-	-	-	-
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: January - June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

ADDITIONAL DATA

AVERAGE NON-QUALIFIED CIRCULATION:

3,000 ROTATED OR OCCASIONAL SOURCES INCLUDE: Personal and company requests and Lebhar-Friedman's 2011 Directory of Foodservice Distributors mailed with the January 2011, May 2011 and June 2011 issues.

Show copy distribution includes the 2011 National Restaurant Association (NRA) show and the North American Association of Food Equipment Manufacturers (NAFEM) Show.

PARAGRAPH 3b:

Association rosters and directories include 5 sources of circulation for quantities of 11 copies or -% to 581 copies or 2.3% including; Association of Correctional Food Service Affiliates, Association for Healthcare Foodservice, Commercial Food Equipment Service Association, Foodservice Consultants Society International, Society For Healthcare Foodservice Management, National Association of College & University Food Services.

Business Directories include 3 sources of circulation for quantities of 303 copies or 1.2% to 2,951 copies or 11.8% including; Lebhar Friedman's Chain Store Guide: Chain Restaurant Operators and Food Service Distributors, and Restaurantchains.net Directory.

Manufacturer's, Distributor's and Wholesaler's lists include 1 source of circulation for a quantity of 63 copies or 0.3% including; Corrections Corporation of America.

Other Sources include 3 sources of circulation for quantities of 39 copies or 0.2% to 202 copies or 0.8% including; Association of Correctional Food Service Affiliates Attendee List, Association for Healthcare Foodservice Attendee List, Correction Corporation of America Facilities List.

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 12, 2011
Robin Ashton, Publisher	State	Illinois
Stephanie Fischer, Circulation Director	County	Cook
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	July 12, 2011
IMPORTANT NOTE:	Type	PD
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	F149P0J1