

# 2010

## Bull's Eye Circulation HITS YOUR TARGET.

**T**ired of paying for inefficient, shotgun-blast circulation? Tired of paying for all those wasted impressions scattered among readers who don't make the E&S brand decisions?

*Foodservice Equipment Reports* delivers a rifle shot: We focus only on equipment and supplies brand decision makers at multiunit commercial and noncommercial operations, dealers, broadliners and design/ops consulting firms. The result: Your message goes straight to the decision makers who buy the majority of product in the market—and it covers you with the distribution channel and consulting specifiers who cover the independent markets. Big coverage. Big efficiency.



### Who's Who—By The Numbers

We encourage you to examine the BPA Worldwide Audit statement included with this media kit—we're proud that our per-reader E&S purchasing clout is second to none. In the meantime, here's a quick-glance summary:

### BPA WORLDWIDE AUDIT STATEMENT

- Multiunit Commercial Operators **12,500**  
(company and franchise)
  - Multiunit Noncommercial Operators **6,800**  
(schools, healthcare, universities, et al)
  - E&S-Only Dealer/Distributors **3,800**
  - Broadline Distributors With E&S **727**
  - Consultants & Independent Specifiers **950**
  - Service Agencies **223**
- TOTAL QUALIFIED CIRCULATION: 25,000**

