

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. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

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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 _____	31
Advertiser and Agency _____	2,024
*Rotated or Occasional _____	2,167
*Allocated for Trade Shows and Conventions _____	50
Digital _____	-
All Other _____	566
TOTAL	4,838

*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			
2010 Issue	Number Removed	Number Added	Total Qualified
July _____	49	49	25,000
August _____	4	4	25,000
September _____	1,280	1,280	25,000
October _____	268	268	25,000
November _____	4,856	4,856	25,000
December _____	65	65	25,000
TOTAL	6,522	6,522	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2010

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	3,629	3,250	185	1,319	2,114	614	136	853
Multiunit Non-Commercial Foodservice Operation (Note 9)	6,446	25.8	648	4,620	179	87	275	38	105	494
Dealer or Distributor of Foodservice Equipment or Equipment & Supplies Only	4,578	18.3	1,715	494	829	22	1,049	111	315	43
Food and Other Distributors Selling Foodservice Equipment	800	3.2	211	134	155	3	201	14	72	10
Consultants & Independent Specifiers	800	3.2	349	53	26	13	16	329	7	7
Service Agencies and Others allied to the Field	276	1.1	135	63	24	5	26	5	14	4
TOTAL QUALIFIED CIRCULATION	25,000	100.0	6,687	8,614	1,398	1,449	3,681	1,111	649	1,411
PERCENT	100.0		26.8	34.5	5.6	5.8	14.7	4.4	2.6	5.6

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

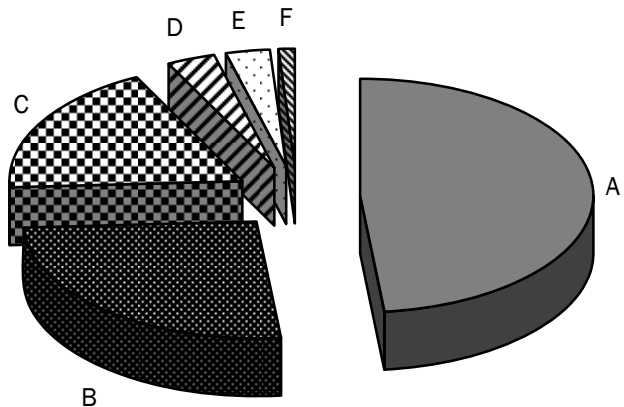
Note 7: including equipment specialist, equipment and supplies specialist, sales representative, merchandising manager- equipment or equipment and supplies, non-foods specialist or manager

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)	6,446	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	276	1.1
TOTAL	25,000	100.0



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2010

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 NOVEMBER 2010

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 NOVEMBER 2010

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	151		400-427 Kentucky _____	360	
030-038 New Hampshire _____	116		370-385 Tennessee _____	690	
050-059 Vermont _____	107		350-369 Alabama _____	334	
010-027 Massachusetts _____	765		386-397 Mississippi _____	231	
028-029 Rhode Island _____	97		EAST SO. CENTRAL	1,615	6.5
060-069 Connecticut _____	357		716-729 Arkansas _____	182	
NEW ENGLAND	1,593	6.4	700-714 Louisiana _____	309	
100-149 New York _____	1,591		730-749 Oklahoma _____	286	
070-089 New Jersey _____	631		750-799 Texas _____	1,597	
150-196 Pennsylvania _____	1,114		WEST SO. CENTRAL	2,374	9.5
MIDDLE ATLANTIC	3,336	13.3	590-599 Montana _____	91	
430-459 Ohio _____	1,082		832-838 Idaho _____	111	
460-479 Indiana _____	458		820-831 Wyoming _____	31	
600-629 Illinois _____	875		800-816 Colorado _____	417	
480-499 Michigan _____	664		870-884 New Mexico _____	120	
530-549 Wisconsin _____	426		850-865 Arizona _____	367	
EAST NO. CENTRAL	3,505	14.0	840-847 Utah _____	200	
550-567 Minnesota _____	429		889-898 Nevada _____	187	
500-528 Iowa _____	233		MOUNTAIN	1,524	6.1
630-658 Missouri _____	450		995-999 Alaska _____	39	
580-588 North Dakota _____	59		980-994 Washington _____	363	
570-577 South Dakota _____	75		970-979 Oregon _____	251	
680-693 Nebraska _____	172		900-961 California _____	1,925	
660-679 Kansas _____	311		967-968 Hawaii _____	72	
WEST NO. CENTRAL	1,729	6.9	PACIFIC	2,650	10.6
197-199 Delaware _____	86		UNITED STATES	23,720	94.9
206-219 Maryland _____	556		969 & 004-009 U.S. Territories _____	52	
200-205 Washington, DC _____	113		Canada _____	1,165	
220-246 Virginia _____	641		Mexico _____	-	
247-268 West Virginia _____	135		Other International _____	61	
270-289 North Carolina _____	790		AP0/FPO _____	2	
290-299 South Carolina _____	361		TOTAL QUALIFIED CIRCULATION	25,000	100.0
300-319 Georgia _____	1,125				
320-349 Florida _____	1,587				
SOUTH ATLANTIC	5,394	21.6			

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
	January - June 2008	July - December 2008	January - June 2009	July - December 2009	January - June 2010*	July - December 2010*
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 - December 2010 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:

Show copy distribution includes the 2011 North American Association of Food Equipment Manufacturers (NAFEM).

10,000 ROTATED OR OCCASIONAL SOURCES INCLUDE:

International visitors from The NAFEM Show, 2009; The Int'l. Hotel/Motel & Restaurant Show 2009; The National Restaurant Association Restaurant, Hotel-Motel Show 2010; three proprietary international operator and distributor lists.

3,000 ROTATED OR OCCASIONAL SOURCES INCLUDE:

Personal and company requests and Lebhar-Friedman's 2010 Directory of Foodservice Distributors mailed with the December 2010 issue.

Geographic Breakdown of the 10,000 Rotated or Occasional Copies mailed with the October 2010 Issue:

Africa _____	140
Asia _____	2,460
Canada _____	61
Caribbean _____	418
Central America _____	287
China _____	276
Western Europe _____	2,914
Eastern Europe _____	692
Mexico _____	629
Middle East _____	756
Asia/Pacific _____	362
South America _____	965
U.S. Territories/APO/FPO _____	40
Total	10,000

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	January 14, 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	January 14, 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	F149P0D0