

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2008**

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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**Confection & Snack
RETAILING**

Previously *Confectioner* magazine **The Category Authority**

(See Paragraph 11)

BNP Media II, LLC
(See Paragraph 11)
2401 W. Big Beaver Road
Suite 700
Troy, MI 48084-3333
Tel.: (248) 362-3700
Fax: (248) 362-0317
www.cs-retailing.com

Official Publication of: None
Established: 1916
Issues Per Year: 7
(See Paragraph 11)

FIELD SERVED

CONFECTION & SNACK RETAILING serves the field of confectionery and snack food retailing and distribution; retailers including supermarkets and grocery stores, discount and general merchandise stores, drug stores, convenience stores and oil retailers, truck stops and plazas, wholesale clubs, specialty stores, vending, theaters and concession operations, college bookstores, and other retailers of confectionery and snacks; wholesalers and distributors who supply these retailers, brokers, exporters/importers and manufacturers' representatives.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are confectionery, snack and other buyers in retail and wholesale distribution, owners, partners, merchandising VPs/managers, store/location managers and other titled and non-titled personnel.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	56
Advertiser and Agency _____	392
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
All Other _____	1,031
TOTAL	1,479

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	15,000	100.0	15,000	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,000	100.0	15,000	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January/ February _____	618	618			15,000						
March/ April _____	712	712			15,000	May/ June _____	3,563	3,563			15,000
						TOTAL	4,893	4,893			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2008**This issue is equal to the average of the other 2 issues reported in Paragraph two.**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE (Note 1)
1. Grocery/Supermarket Chain Headquarters and Regional Offices _____	2,475	16.5	2,475
2. Independent Supermarkets/Grocery Stores _____	1,991	13.3	1,991
3. Grocery Wholesalers/Cooperatives _____	811	5.4	811
4. Convenience Store Chains/Service Stations/Oil Retailers _____	1,917	12.8	1,917
5. Independent Convenience Stores _____	1,018	6.8	1,018
6. Drug Store Chain Headquarters and Regional Offices _____	817	5.4	817
7. Independent Drug Stores _____	900	6.0	900
8. Vending Operators/Distributors _____	379	2.5	379
9. Amusement/Concessions including Movie Chains _____	609	4.1	609
10. Candy/Snack Wholesalers or other Wholesalers/Distributors _____	1,791	11.9	1,791
11. Variety/Discount Stores/Chains _____	289	1.9	289
12. Warehouse Buying Clubs _____	66	0.4	66
13. Department Stores _____	83	0.6	83
14. Specialty Retailers/Specialty Food Stores _____	783	5.2	783
16. Brokers, Exporters and Importers _____	618	4.2	618
17. College Bookstores _____	202	1.3	202
19. Truck Stops and Plazas _____	251	1.7	251
TOTAL QUALIFIED CIRCULATION	15,000	100.0	15,000
PERCENT	100.0	-	100.0

Note 1: Classification By Title: Confectionery, Snack and Other Buyers; Owners, Partners; Merchandising Vice Presidents and Managers, Store/Location Managers, Other Titled and Non - Titled Personnel.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2008							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Personal direct request from the recipient: _____	9,647	3,502	-			13,149	87.7
a. Written _____	698	259	-			957	6.4
b. Telecommunication _____	8,275	3,069	-			11,344	75.6
c. Internet and E-Mail _____	674	174	-			848	5.7
II. TOTAL - Request from recipient's company: _____	208	248	-			456	3.0
a. Written _____	-	-	-			-	-
b. Telecommunication _____	80	174	-			254	1.7
c. Internet and E-Mail _____	128	74	-			202	1.3
III. TOTAL - Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Internet and E-Mail _____	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	1,395	-	-			1,395	9.3
Association rosters and directories _____	-	-	-			-	-
*Business directories _____	1,395	-	-			1,395	9.3
Independent field reports _____	-	-	-			-	-
Licensees - National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	11,250	3,750	-			15,000	100.0
*See Paragraph 11 PERCENT	75.0	25.0	-			100.0	-

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2008				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			15,000	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			15,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2008							
State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent		
039-049 Maine _____	167		400-427 Kentucky _____	276			
030-038 New Hampshire _____	88		370-385 Tennessee _____	270			
050-059 Vermont _____	49		350-369 Alabama _____	380			
010-027 Massachusetts _____	420		386-397 Mississippi _____	185			
028-029 Rhode Island _____	104		EAST SO. CENTRAL	1,111	7.5		
060-069 Connecticut _____	190		716-729 Arkansas _____	247			
NEW ENGLAND	1,018	6.8	700-714 Louisiana _____	201			
100-149 New York _____	848		730-749 Oklahoma _____	201			
070-089 New Jersey _____	481		750-799 Texas _____	720			
150-196 Pennsylvania _____	895		WEST SO. CENTRAL	1,369	9.1		
MIDDLE ATLANTIC	2,224	14.8	590-599 Montana _____	104			
430-459 Ohio _____	608		832-838 Idaho _____	123			
460-479 Indiana _____	366		820-831 Wyoming _____	35			
600-629 Illinois _____	684		800-816 Colorado _____	173			
480-499 Michigan _____	521		870-884 New Mexico _____	70			
530-549 Wisconsin _____	399		850-865 Arizona _____	153			
EAST NO. CENTRAL	2,578	17.2	840-847 Utah _____	109			
550-567 Minnesota _____	351		889-898 Nevada _____	46			
500-528 Iowa _____	271		MOUNTAIN	813	5.5		
630-658 Missouri _____	436		995-999 Alaska _____	11			
580-588 North Dakota _____	105		980-994 Washington _____	258			
570-577 South Dakota _____	77		970-979 Oregon _____	162			
680-693 Nebraska _____	165		900-961 California _____	1,047			
660-679 Kansas _____	219		967-968 Hawaii _____	28			
WEST NO. CENTRAL	1,624	10.8	PACIFIC	1,506	10.0		
197-199 Delaware _____	45		UNITED STATES	14,694	98.0		
206-219 Maryland _____	228		969 & 004-009 U.S. Territories _____	15			
200-205 Washington, DC _____	11		Canada _____	291			
220-246 Virginia _____	298		Mexico _____	-			
247-268 West Virginia _____	144		Other International _____	-			
270-289 North Carolina _____	469		AP0/FPO _____	-			
290-299 South Carolina _____	202		TOTAL QUALIFIED CIRCULATION	15,000	100.0		
300-319 Georgia _____	502						
320-349 Florida _____	552						
SOUTH ATLANTIC	2,451	16.3					

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS					
	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2004	2005	2006	*2007	**2008
Total Audit Average Qualified ___	15,014	14,995	17,104	17,200	15,000
Qualified Non-Paid Total _____	15,014	14,995	17,104	17,200	15,000
Qualified Paid Total _____	-	-	-	-	-
Post Expire Copies included in Paid Circulation _____	***NC	***NC	***NC	***NC	***NC
Average Annual Order Price ___	***NC	***NC	***NC	***NC	***NC

***NOTE: The audited average qualified circulation for January – June 2007 = 17,514. The unaudited average qualified circulation for July - December 2007 = 16,886. Yielding an average qualified circulation of 17,200.**

****2008 data is unaudited.**

*****NC = None Claimed**

10. PAID CIRCULATION DATA

***NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
7	Issues Per Year
***NC	All Single Copy Sales Prices for the Period
***NC	Renewal Rate of Paid Subscribers (Optional)

11. ADDITIONAL DATA

CHANGE IN OWNERSHIP:

Effective with September 2007 issue, CONFECTION & SNACK RETAILING was purchased by BNP Media II, LLC.

CHANGE IN FREQUENCY:

Effective with the January/February 2008 issue, CONFECTION & SNACK RETAILING changed its frequency from 8 issues to 7 issues per year.

CHANGE IN PUBLICATION NAME:

Effective with the January/February 2008 issue, CONFECTIONER changed its name to CONFECTION & SNACK RETAILING.

PARAGRAPH 3b:

Business directories include 5 sources of circulation for quantities of 3 copies or -% to 480 copies or 3.2%.

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Amy Schuler, Group Audience Development Manager

Carolyn Alexander, Audience Audit Assistant

(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 June 18, 2008

State Michigan

County Oakland

Received by BPA Worldwide June 18, 2008

Type PJ

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