

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.

Two Corporate Drive, Ninth Floor
Shelton, CT 06484-6259
Phone: +1 203.447.2800
Fax: +1 203.447.2900
www.bpaww.com

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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BNP Media II, LLC
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: 6
(See Paragraph 9)

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 _____	49
Advertiser and Agency _____	306
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Electronic _____	-
All Other _____	807
TOTAL	1,162

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	-	-

2a. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD					
2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January/February _____	497	497			15,000
March/April _____	278	278			15,000
May/June _____	4,125	4,125			15,000

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January _____	6,169	1,976	1,831	1.08	00:35	02:02
February _____	5,018	1,867	1,677	1.11	00:47	02:14
March _____	4,967	2,054	1,875	1.10	00:46	01:54
April _____	5,129	1,798	1,593	1.13	00:30	01:43
May _____	3,974	1,586	1,422	1.12	00:41	01:52
June _____	3,562	1,518	1,408	1.08	00:39	01:34
AVERAGE:	4,803	1,800	1,634	1.10	00:40	01:53

*See Paragraph 9

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2009			
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)
Grocery/Supermarket Chain Headquarters and Regional Offices _____	2,482	16.5	2,482
Independent Supermarkets/Grocery Stores _____	2,093	13.9	2,093
Grocery Wholesalers/Cooperatives _____	896	6.0	896
Convenience Store Chains/Service Stations/Oil Retailers _____	1,927	12.8	1,927
Independent Convenience Stores _____	627	4.2	627
Drug Store Chain Headquarters and Regional Offices _____	848	5.7	848
Independent Drug Stores _____	987	6.6	987
Vending Operators/Distributors _____	337	2.2	337
Amusement/Concessions including Movie Chains _____	642	4.3	642
Candy/Snack Wholesalers or other Wholesalers/Distributors _____	1,838	12.3	1,838
Variety/Discount Stores/Chains _____	249	1.7	249
Warehouse Buying Clubs _____	148	1.0	148
Department Stores _____	55	0.4	55
Specialty Retailers/Specialty Food Stores _____	1,023	6.8	1,023
Brokers, Exporters and Importers _____	573	3.8	573
College Bookstores _____	152	1.0	152
Truck Stops and Plazas _____	123	0.8	123
TOTAL QUALIFIED CIRCULATION	15,000	100.0	15,000
PERCENT	100.0		100.0

Note 1: Classification By Title: Candy/Confectionery, Grocery, Snack and Other Buyers; Owners, Partners, Presidents, Vice Presidents and CEOs; Sales Persons and Account Executives; Merchandising/Marketing Vice Presidents and Managers; Store/Location Managers; Category Manager/Director and Other Titled and Non-Titled Personnel.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2009							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Direct Request: _____	4,332	6,249	-			10,581	70.6
a. Written _____	280	384	-			664	4.5
b. Telecommunication _____	2,832	5,475	-			8,307	55.4
c. Electronic _____	1,220	390	-			1,610	10.7
II. TOTAL - Request from recipient's company: _____	127	193	-			320	2.1
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	78	-			78	0.5
c. Electronic _____	127	115	-			242	1.6
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. Electronic _____	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	4,099	-	-			4,099	27.3
Association rosters and directories _____	-	-	-			-	-
*Business directories _____	4,099	-	-			4,099	27.3
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	8,558	6,442	-			15,000	100.0
*See Paragraph 9	PERCENT	57.1	42.9	-		100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2009				
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 2009							
State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified
039-049 Maine _____	139		400-427 Kentucky _____	282			
030-038 New Hampshire _____	84		370-385 Tennessee _____	273			
050-059 Vermont _____	40		350-369 Alabama _____	374			
010-027 Massachusetts _____	356		386-397 Mississippi _____	151			
028-029 Rhode Island _____	81		EAST SO. CENTRAL	1,080	7.2		
060-069 Connecticut _____	162		716-729 Arkansas _____	241			
NEW ENGLAND	862	5.7	700-714 Louisiana _____	197			
100-149 New York _____	885		730-749 Oklahoma _____	177			
070-089 New Jersey _____	484		750-799 Texas _____	757			
150-196 Pennsylvania _____	817		WEST SO. CENTRAL	1,372	9.1		
MIDDLE ATLANTIC	2,186	14.6	590-599 Montana _____	107			
430-459 Ohio _____	614		832-838 Idaho _____	119			
460-479 Indiana _____	317		820-831 Wyoming _____	40			
600-629 Illinois _____	709		800-816 Colorado _____	171			
480-499 Michigan _____	500		870-884 New Mexico _____	71			
530-549 Wisconsin _____	354		850-865 Arizona _____	182			
EAST NO. CENTRAL	2,494	16.6	840-847 Utah _____	115			
550-567 Minnesota _____	392		889-898 Nevada _____	61			
500-528 Iowa _____	246		MOUNTAIN	866	5.8		
630-658 Missouri _____	413		995-999 Alaska _____	28			
580-588 North Dakota _____	102		980-994 Washington _____	288			
570-577 South Dakota _____	71		970-979 Oregon _____	172			
680-693 Nebraska _____	160		900-961 California _____	1,209			
660-679 Kansas _____	205		967-968 Hawaii _____	52			
WEST NO. CENTRAL	1,589	10.6	PACIFIC	1,749	11.7		
197-199 Delaware _____	40		UNITED STATES	14,810	98.7		
206-219 Maryland _____	226		969 & 004-009 U.S. Territories _____	15			
200-205 Washington, DC _____	14		Canada _____	175			
220-246 Virginia _____	338		Mexico _____	-			
247-268 West Virginia _____	124		Other International _____	-			
270-289 North Carolina _____	596		APO/FPO _____	-			
290-299 South Carolina _____	176		TOTAL QUALIFIED CIRCULATION	15,000	100.0		
300-319 Georgia _____	462						
320-349 Florida _____	636						
SOUTH ATLANTIC	2,612	17.4					

7. 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
	2005	2006	2007	January - June 2008	July - December 2008	January - June 2009*
Total Audit Average Qualified: _____	14,995	17,104	17,200	15,000	15,000	15,000
Qualified Non-Paid: ___	14,995	17,104	17,200	15,000	15,000	15,000
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: January - June 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)
6	Issues Per Year
**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 November/December 2008 issue, CONFECTION & SNACK RETAILING changed its frequency from 7 issues per year to 6 issues per year.

WEBSITE GLOSSARY:

Unique Browsers: An identified and unduplicated Cookie Browser that accesses internet content during a measurement period. Each browser visiting a site instrumented with SiteCensus code is assigned a unique cookie id to help determine browser uniqueness

Page Impressions: The number of web pages successfully viewed by all browsers within the reporting period

User Sessions: A single continuous set of activity attributable to a browser resulting in one or more pulled text downloads from a site. A period of inactivity of more than 30 minutes terminates the session

Unique Browser Frequency: The average number of user sessions per Unique Browser over the selected reporting period

User Session Duration: The average time a browser remained on the site per session

Page Duration: The average time a browser spent viewing any page(s) on the site

PARAGRAPH 3b:

Business directories include 3 sources of circulation for quantities of 1,264 copies or 8.4% to 1,439 copies or 9.6%, including Trade Dimensions, InfoUSA and Chain Store Guide.

PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.**PUBLISHER'S AFFIDAVIT**

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

Christine A. Baloga, Corporate Audience Development Director

Catherine M. Ronan, Corporate Audience Audit 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 July 15, 2009

State Michigan

County Oakland

Received by BPA Worldwide July 15, 2009

Type PJ

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