

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.



Penton Media
1300 East 9th Street
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Tel.: (216) 696-7000
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www.food-management.com

Official Publication of: None
Established: 1972
Issues Per Year: 12

FIELD SERVED

FOOD MANAGEMENT serves the fields of foodservice in schools and colleges/universities, hospitals and medical centers, nursing/convalescent homes, continuing care retirement center or assisted/independent living center, national or regional headquarters operation of a contract management company, office or plant with in-company dining, military institution or club, correctional facility, recreational facility/concession (arenas, theme parks, stadium), food vending company, in-flight/in-transit foodservice provider, museum or art institute, conference center and other as noted in Paragraph 3a.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are foodservice management, operations management, culinary management, dietary manager, purchasing management, foodservice or corporate liaison, company officer, regional or divisional contract management and other titled personnel as shown in Paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	1,470
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	483
Digital _____	-
All Other _____	454
TOTAL	2,407

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	47,100	100.0	47,100	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	47,100	100.0	47,100	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD				
2011 Issue	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified
January _____	41,943	-	5,156	47,099
February _____	42,096	-	5,004	47,100
March _____	42,355	-	4,745	47,100
April _____	42,467	-	4,633	47,100
May _____	42,728	-	4,372	47,100
June _____	42,792	-	4,308	47,100

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	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	CLASSIFICATION BY TITLE					
						FOOD SERVICE MANAGEMENT (Note 1)	OPERATIONS MANAGEMENT (Note 2)	CULINARY MANAGEMENT (Note 3)	PURCHASING MANAGEMENT (Note 4)	ADMINISTRATOR/COMPANY OFFICERS (Note 5)	OTHER TITLED & NON-TITLED PERSONNEL (Note 6)
1. NATIONAL OR REGIONAL HEADQUARTERS OPERATION OF A CONTRACT MANAGEMENT COMPANY/OFFICE OR PLANT WITH IN-COMPANY DINING _____	5,393	11.5	4,889	-	504	2,312	1,163	777	152	988	1
2. HEALTHCARE FOODSERVICE (Note 7) _____	21,549	45.7	19,886	-	1,663	15,800	1,686	2,829	227	1,003	4
3. COLLEGE/UNIVERSITY (Note 8) _____	8,541	18.1	7,460	-	1,081	4,338	1,725	1,125	221	1,125	7
4. K-12 SCHOOL (SCHOOL DISTRICTS/INDIVIDUAL SCHOOL LOCATIONS) _____	8,604	18.3	7,699	-	905	6,563	843	646	111	440	1
5. OTHER NONCOMMERCIAL (Note 9) _____	2,752	5.8	2,533	-	219	1,192	547	441	83	489	-
OTHER PAID CIRCULATION											
Subscriptions _____	261	0.6	261	-	-	-	-	-	-	-	261
TOTAL QUALIFIED CIRCULATION	47,100	100.0	42,728	-	4,372	30,205	5,964	5,818	794	4,045	274
PERCENT	100.0		90.7	-	9.3	64.0	12.7	12.4	1.7	8.6	0.6

Note 1: FOOD SERVICE MANAGEMENT titles include: Nutrition/Foodservice Director, Manager, Supervisor, dietary manager, regional or divisional contract manager, foodservice or corporate liaison

Note 2: OPERATIONS MANAGEMENT titles include: Operations/Production Manager, General/Business Manager

Note 3: CULINARY MANAGEMENT titles include: Executive Chef, Chef, Cook

Note 4: PURCHASING MANAGEMENT titles include: Buyer, Procurement Manager

Note 5: ADMINISTRATOR/COMPANY OFFICERS titles include: Director of Auxiliary Services, VP of Administration or Facility Services, etc. President, Owner, CEO, CFO, VP, Treasurer, Other Officer.

Note 6: Other titles include: Culinary Instructor/Professor, Consultant: Design Consultant, Consulting Dietitian, Other

Note 7: Healthcare Foodservice includes: Hospital or Medical Center, Nursing/Convalescent Home, Continuing Care Retirement Center or Assisted/Independent Living Center

Note 8: College/University includes: 2 year college/technical school, 4 year college/university, culinary school/program

Note 9: Other Noncommercial includes: Military Institution or Club, Correctional Facility, Recreational Facility/Concession (Arenas, Theme Parks, Stadium), Food Vending Company, In-Flight/In-Transit Foodservice Provider, Museum or Art Institute, Conference Center, Other

CLASSIFICATION BY GROSS ANNUAL FOOD/BEVERAGE	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY ANNUAL FOOD/BEVERAGE (Including Alcoholic Beverages) PURCHASES				
			Under \$500,000	\$500,000-\$999,999	\$1,000,000-\$4,999,999	\$5,000,000 and Over	Not Available
1. NATIONAL OR REGIONAL HEADQUARTERS OPERATION OF A CONTRACT MANAGEMENT COMPANY/OFFICE OR PLANT WITH IN-COMPANY DINING _____	5,393	11.5	1,770	930	1,347	1,346	-
2. HEALTHCARE FOODSERVICE (Note 7) _____	21,549	45.7	11,585	4,085	4,474	1,405	-
3. COLLEGE/UNIVERSITY AND CULINARY SCHOOL/PROGRAM _____	8,541	18.1	2,264	1,452	3,018	1,807	-
4. K-12 SCHOOL (SCHOOL DISTRICTS/INDIVIDUAL SCHOOL LOCATIONS) _____	8,604	18.3	4,038	1,880	2,014	672	-
5. OTHER NONCOMMERCIAL (Note 9) _____	2,752	5.8	930	466	775	581	-
OTHER PAID CIRCULATION	-	-	-	-	-	-	-
Subscriptions _____	261	0.6	-	-	-	-	261
TOTAL QUALIFIED CIRCULATION	47,100	100.0	20,587	8,813	11,628	5,811	261

CLASSIFICATION BY MANAGEMENT TYPE	TOTAL RESPONDENTS	PERCENT OF TOTAL	CLASSIFICATION BY MANAGEMENT TYPE				
			CONTRACT-MANAGED ONSITE	SELF-OPERATED ONSITE	PARTLY SELF-OPERATED AND PARTLY CONTRACT-MANAGED	NATIONAL OR REGIONAL HEADQUARTERS OPERATION OF A CONTRACT MANAGEMENT COMPANY	NOT AVAILABLE
1. NATIONAL OR REGIONAL HEADQUARTERS OPERATION OF A CONTRACT MANAGEMENT COMPANY/OFFICE OR PLANT WITH IN-COMPANY DINING _____	5,393	11.5	1,985	1,334	114	1,833	127
2. HEALTHCARE FOODSERVICE (Note 7) _____	21,549	45.7	4,811	15,639	694	-	405
3. COLLEGE/UNIVERSITY AND CULINARY SCHOOL/PROGRAM _____	8,541	18.1	4,219	4,031	183	-	108
4. K-12 SCHOOL (SCHOOL DISTRICTS/INDIVIDUAL SCHOOL LOCATIONS) _____	8,604	18.3	1,303	7,041	191	-	69
5. OTHER NONCOMMERCIAL (Note 9) _____	2,752	5.8	545	1,698	124	-	385
OTHER PAID CIRCULATION	-	-	-	-	-	-	-
Subscriptions _____	261	0.6	-	-	-	-	261
TOTAL QUALIFIED CIRCULATION	47,100	100.0	12,863	29,743	1,306	1,833	1,355

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

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
	1 Year	2 Years	3 Years					
I. Direct Request: _____	34,587	6,441	-	36,945	-	4,083	41,028	87.1
II. Request from recipient's company: _____	627	2,510	-	3,031	-	106	3,137	6.7
III. Membership Benefit: _____	-	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	2,935	-	-	2,752	-	183	2,935	6.1
*Association rosters and directories _____	35	-	-	31	-	4	35	0.1
*Business directories _____	2,900	-	-	2,721	-	179	2,900	6.2
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	38,149	8,951	-	42,728	-	4,372	47,100	100.0
PERCENT	81.0	19.0	-	90.7	-	9.3	100.0	-

*See Additional Data

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

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
Individuals by name and title and/or function _____	42,489	-	4,372	46,861	99.5
Individuals by name only _____	22	-	-	22	-
Titles or functions only _____	40	-	-	40	0.1
Company names only _____	177	-	-	177	0.4
Multi-Copy Same Addressee copies _____	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	42,728	-	4,372	47,100	100.0

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

State	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
Maine _____	342	-	35	377	
New Hampshire _____	247	-	35	282	
Vermont _____	123	-	15	138	
Massachusetts _____	1,263	-	149	1,412	
Rhode Island _____	198	-	27	225	
Connecticut _____	672	-	82	754	
NEW ENGLAND	2,845	-	343	3,188	6.8
New York _____	2,941	-	278	3,219	
New Jersey _____	1,147	-	104	1,251	
Pennsylvania _____	2,557	-	265	2,822	
MIDDLE ATLANTIC	6,645	-	647	7,292	15.5
Ohio _____	2,312	-	221	2,533	
Indiana _____	1,092	-	107	1,199	
Illinois _____	1,962	-	196	2,158	
Michigan _____	1,237	-	159	1,396	
Wisconsin _____	1,047	-	117	1,164	
EAST NO. CENTRAL	7,650	-	800	8,450	17.9
Minnesota _____	793	-	110	903	
Iowa _____	852	-	92	944	
Missouri _____	1,233	-	107	1,340	
North Dakota _____	196	-	19	215	
South Dakota _____	234	-	28	262	
Nebraska _____	482	-	44	526	
Kansas _____	757	-	79	836	
WEST NO. CENTRAL	4,547	-	479	5,026	10.7
Delaware _____	196	-	27	223	
Maryland _____	761	-	78	839	
Washington, DC _____	153	-	9	162	
Virginia _____	1,017	-	81	1,098	
West Virginia _____	309	-	31	340	
North Carolina _____	1,434	-	126	1,560	
South Carolina _____	526	-	59	585	
Georgia _____	1,167	-	124	1,291	
Florida _____	1,724	-	154	1,878	
SOUTH ATLANTIC	7,287	-	689	7,976	16.9
Kentucky _____	733	-	88	821	
Tennessee _____	866	-	79	945	
Alabama _____	696	-	44	740	
Mississippi _____	581	-	44	625	
EAST SO. CENTRAL	2,876	-	255	3,131	6.6
Arkansas _____	475	-	47	522	
Louisiana _____	545	-	39	584	
Oklahoma _____	787	-	65	852	
Texas _____	2,656	-	242	2,898	
WEST SO. CENTRAL	4,463	-	393	4,856	10.3
Montana _____	223	-	22	245	
Idaho _____	262	-	26	288	
Wyoming _____	88	-	13	101	
Colorado _____	489	-	65	554	
New Mexico _____	182	-	18	200	
Arizona _____	477	-	61	538	
Utah _____	280	-	34	314	
Nevada _____	133	-	9	142	
MOUNTAIN	2,134	-	248	2,382	5.1
Alaska _____	55	-	11	66	
Washington _____	641	-	94	735	
Oregon _____	414	-	53	467	
California _____	3,018	-	346	3,364	
Hawaii _____	62	-	8	70	
PACIFIC	4,190	-	512	4,702	10.0
UNITED STATES	42,637	-	4,366	47,003	99.8
U.S. Territories _____	8	-	1	9	
Canada _____	47	-	2	49	
Mexico _____	-	-	-	-	
Other International _____	34	-	1	35	
APO/FPO _____	2	-	2	4	
TOTAL QUALIFIED CIRCULATION	42,728	-	4,372	47,100	100.0

ADDITIONAL DATA**METHOD OF DISTRIBUTION**

All qualified circulation conforms to the field served of a recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the digital versions are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM

Replica - Editorial and design are unchanged from the original print edition.

PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 35 copies or 0.1%.

Business directories include 1 source of circulation for a quantity of 2,900 copies or 6.1%.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - PRINT VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	42,397	100.0	42,397	100.0	-	-
Sponsored Individually Addressed ___	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	42,397	100.0	42,397	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	-	-	-	-	-	-
Sponsored Individually Addressed ___	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	-	-	-	-	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - BOTH PRINT & DIGITAL VERSION						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	4,703	100.0	4,703	100.0	-	-
Sponsored Individually Addressed ___	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	4,703	100.0	4,703	100.0	-	-

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 22, 2011
Desiree Torres, Director of Audience Development	State	Florida
Randall Friedman, Group Publisher	County	Hillsborough
(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 22, 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	F057P0J1