

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.

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A Penton Media
1300 East 9th Street
Cleveland, OH 44114
Tel. No.: (216) 696-7000
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www.restaurant-hospitality.com

Official Publication of: None
Established: 1919
Issues Per Year: 12

FIELD SERVED

RESTAURANT HOSPITALITY serves commercial foodservice establishments including full service restaurants: hotels, motels and resorts with foodservice, clubs, caterers and other commercial foodservice operations as reported in Paragraph 3a.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are company officers; foodservice management, operations management, design specifiers; maintenance/sanitation operations management and purchasing operations personnel within the foodservice industry.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	1,623
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	416
Digital _____	-
All Other _____	427
TOTAL	2,466

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	97,025	100.0	97,025	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	97,025	100.0	97,025	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD				
2011 Issue	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital (Unduplicated) (C)	Total Qualified
January _____	90,866	-	6,159	97,025
February _____	91,022	-	6,003	97,025
March _____	91,153	-	5,872	97,025
April _____	91,702	-	5,323	97,025
May _____	91,782	-	5,243	97,025
June _____	91,904	-	5,121	97,025

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				
						Company Officers (Note 1)	Food Service Management (Note 2)	Operations Management (Note 3)	Purchasing Management (Note 4)	Other Titled and Non-Titled Personnel (Note 5)
A. RESTAURANTS										
1. Casual Dining (Note 6) _____	51,956	53.5	49,247	-	2,709	22,361	14,135	14,790	670	-
2. Family (Note 7) _____	24,651	25.4	23,549	-	1,102	10,293	7,056	6,987	315	-
3. Fine Dining _____	12,284	12.7	11,472	-	812	4,854	3,968	3,274	188	-
B. Hotels/Motels/Resorts/Spa/Casino _____	6,216	6.4	5,770	-	446	1,485	2,729	1,814	188	-
C. Clubs/Caterer _____	1,521	1.6	1,365	-	156	484	605	401	31	-
D. Central Commissary/Other Commercial Foodservice Operations _____	71	0.1	59	-	12	37	18	10	6	-
OTHER PAID CIRCULATION:										
Subscriptions _____	326	0.3	320	-	6	-	-	-	-	326
TOTAL QUALIFIED CIRCULATION	97,025	100.0	91,782	-	5,243	39,514	28,511	27,276	1,398	326
PERCENT	100.0		94.6	-	5.4	40.8	29.4	28.1	1.4	0.3

Note 1: COMPANY OFFICERS Title include: President, Owner, Partner, CEO, VP, Treasurer, Director, Assist. to President/VP, and Other Officer.

Note 2: FOOD SERVICE MANAGEMENT Title include: Restaurant/Food Service Dir/Mgr/Supervisor, Nutritionist, Menu/Food Planner, Dietitian and Chefs.

Note 3: OPERATIONS MANAGEMENT Title include: Operations/Facilities Dir/Mgr/Supervisor, General Mgr, Administrator, and Innkeeper.

Note 4: PURCHASING MANAGEMENT Title include: Buyer, and Purchasing/Materials Dir/Mgr/Supervisor.

Note 5: OTHER TITLED AND NON-TITLED PERSONNEL which include DESIGN SPECIFIER titles such as Designer, Consultant, Design Engineer, Architect and MAINTENANCE/SANITATION OPERATIONS titles such as Housekeeping Manager, Maintenance Manager, Custodian, Engineer, And Housekeeper.

Note 6: Casual Dining or Theme Restaurant, Drinking place with food (Bar ,etc.), Fast Casual Restaurant, and Polished Casual Restaurant.

Note 7: Family Restaurants or Cafeteria/Buffer

ADDITIONAL DATA FOR THE ISSUE OF MAY 2011

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	II. CLASSIFICATION BY ANNUAL FOOD/BEVERAGE (Including Alcoholic Beverages) Sales/Purchases					
			Under \$500,000	\$500,000-\$999,999	\$1,000,000-\$4,999,999	\$5,000,000 and Over	Not Available	
A. RESTAURANTS								
1. Casual Dining (Note 6) _____	51,956	53.5	1,887	18,329	24,154	7,586	-	
2. Family (Note 7) _____	24,651	25.4	1,272	10,392	10,285	2,702	-	
3. Fine Dining _____	12,284	12.7	351	3,585	6,254	2,094	-	
B. Hotels/Motels/Resorts/Spa/Casino _____	6,216	6.4	204	1,578	2,122	2,312	-	
C. Clubs/Caterer _____	1,521	1.6	146	494	685	196	-	
D. Central Commissary/Other Commercial Foodservice Operations _____	71	0.1	4	19	24	24	-	
OTHER PAID CIRCULATION:								
Subscriptions _____	326	0.3	-	-	-	-	326	
TOTAL QUALIFIED CIRCULATION	97,025	100.0	3,864	34,397	43,524	14,914	326	

ADDITIONAL DATA FOR THE ISSUE OF MAY 2011

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY OPERATION TYPE				
			Independent (Note 1)	Multi-Unit Independent (Note 2)	Regional Chain (Note 3)	National Chain (Note 4)	Not Available
A. RESTAURANTS							
1. Casual Dining (Note 6) _____	51,956	53.5	32,263	11,882	5,208	2,603	-
2. Family (Note 7) _____	24,651	25.4	14,996	5,244	3,011	1,400	-
3. Fine Dining _____	12,284	12.7	9,338	2,221	530	195	-
B. Hotels/Motels/Resorts/Spa/Casino _____	6,216	6.4	3,152	1,720	749	595	-
C. Clubs/Caterer _____	1,521	1.6	1,189	258	41	33	-
D. Central Commissary/Other Commercial Foodservice Operations _____	71	0.1	37	21	10	3	-
OTHER PAID CIRCULATION:							
Subscriptions _____	326	0.3	-	-	-	-	326
TOTAL QUALIFIED CIRCULATION	97,025	100.0	60,975	21,346	9,549	4,829	326

Note 1: Independent: 1 operating unit.

Note 2: Multi-Unit Independent: 2-9 operating units. Includes respondents to local chain 2-9 operating units.

Note 3: Regional Chain: more than 9 units and under \$150 Million sales.

Note 4: National Chain: more than 50 units and over \$150 Million sales.

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:	66,513	15,270	-	76,769	-	5,014	81,783	84.3
II. Request from recipient's company:	5,296	3,564	-	8,775	-	85	8,860	9.1
III. Membership Benefit:	-	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	6,382	-	-	6,238	-	144	6,382	6.6
Association rosters and directories	-	-	-	-	-	-	-	-
*Business directories	6,382	-	-	6,238	-	144	6,382	6.6
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	78,191	18,834	-	91,782	-	5,243	97,025	100.0
PERCENT	80.6	19.4	-	94.6	-	5.4	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	91,388	-	5,243	96,631	99.7	
Individuals by name only	35	-	-	35	-	
Titles or functions only	132	-	-	132	0.1	
Company names only	227	-	-	227	0.2	
Multi-Copy Same Addressee copies	-	-	-	-	-	
Single Copy Sales	-	-	-	-	-	
TOTAL QUALIFIED CIRCULATION	91,782	-	5,243	97,025	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	State	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
Maine	694	-	38	732		Kentucky	1,110	-	64	1,174	
New Hampshire	680	-	25	705		Tennessee	1,672	-	94	1,766	
Vermont	324	-	31	355		Alabama	1,212	-	46	1,258	
Massachusetts	2,473	-	126	2,599		Mississippi	639	-	33	672	
Rhode Island	459	-	26	485		EAST SO. CENTRAL	4,633	-	237	4,870	5.0
Connecticut	1,228	-	65	1,293		Arkansas	711	-	37	748	
NEW ENGLAND	5,858	-	311	6,169	6.4	Louisiana	1,300	-	70	1,370	
New York	5,683	-	309	5,992		Oklahoma	977	-	51	1,028	
New Jersey	2,375	-	116	2,491		Texas	6,145	-	399	6,544	
Pennsylvania	3,987	-	208	4,195		WEST SO. CENTRAL	9,133	-	557	9,690	10.0
MIDDLE ATLANTIC	12,045	-	633	12,678	13.1	Montana	467	-	31	498	
Ohio	3,440	-	153	3,593		Idaho	515	-	31	546	
Indiana	1,707	-	75	1,782		Wyoming	355	-	22	377	
Illinois	4,162	-	220	4,382		Colorado	1,963	-	142	2,105	
Michigan	3,026	-	175	3,201		New Mexico	676	-	22	698	
Wisconsin	2,360	-	135	2,495		Arizona	1,495	-	100	1,595	
EAST NO. CENTRAL	14,695	-	758	15,453	15.9	Utah	719	-	45	764	
Minnesota	2,191	-	112	2,303		Nevada	940	-	66	1,006	
Iowa	1,014	-	52	1,066		MOUNTAIN	7,130	-	459	7,589	7.8
Missouri	2,138	-	97	2,235		Alaska	155	-	17	172	
North Dakota	294	-	13	307		Washington	1,816	-	122	1,938	
South Dakota	364	-	13	377		Oregon	1,257	-	92	1,349	
Nebraska	727	-	39	766		California	8,374	-	556	8,930	
Kansas	809	-	54	863		Hawaii	475	-	41	516	
WEST NO. CENTRAL	7,537	-	380	7,917	8.2	PACIFIC	12,077	-	828	12,905	13.3
Delaware	352	-	14	366		UNITED STATES	91,707	-	5,239	96,946	99.9
Maryland	1,904	-	110	2,014		U.S. Territories	26	-	4	30	
Washington, DC	594	-	51	645		Canada	18	-	-	18	
Virginia	2,417	-	146	2,563		Mexico	1	-	-	1	
West Virginia	454	-	19	473		Other International	26	-	-	26	
North Carolina	2,740	-	136	2,876		AP0/FPO	4	-	-	4	
South Carolina	1,355	-	89	1,444		TOTAL QUALIFIED CIRCULATION	91,782	-	5,243	97,025	100.0
Georgia	2,472	-	146	2,618							
Florida	6,311	-	365	6,676							
SOUTH ATLANTIC	18,599	-	1,076	19,675	20.2						

ADDITIONAL DATA**METHOD OF DISTRIBUTION:**

All qualified circulation conforms to the field served and definition of recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the digital version 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:

Business Directories includes 1 source of circulation for a quantity of 6,382 copies or 6.6%.

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 _____	91,405	100.0	91,405	100.0	-	-
Sponsored Individually Addressed ___	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	91,405	100.0	91,405	100.0	-	-

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 _____	5,620	100.0	5,620	100.0	-	-
Sponsored Individually Addressed ___	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	5,620	100.0	5,620	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - BOTH PRINT & DIGITAL						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	5,620	100.0	5,620	100.0	-	-
Sponsored Individually Addressed ___	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	5,620	100.0	5,620	100.0	-	-

PUBLISHER'S AFFIDAVIT

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

Randall Friedman, Group Publisher

Desiree Torres, Director of Audience Development

(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 28, 2011

State New York

County New York

Received by BPA Worldwide July 28, 2011

Type PD

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