

**CONSUMER MAGAZINE INITIAL AUDIT REPORT  
FOR THE 4 MONTH PERIOD ENDED AUGUST 2009**

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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My Foodservice News

The Independent's Magazine

Plus Publications, Inc.  
57 S. Third St.  
Newark, OH 43055,  
Tel. No.: 740.345.5542  
FAX No.: 740.345.5557  
[www.mymfn.com](http://www.mymfn.com)

Official Publication of: None  
Established: 1984

**MARKET SERVED**

MY FOODSERVICE NEWS serves independent restaurant owners and chefs.



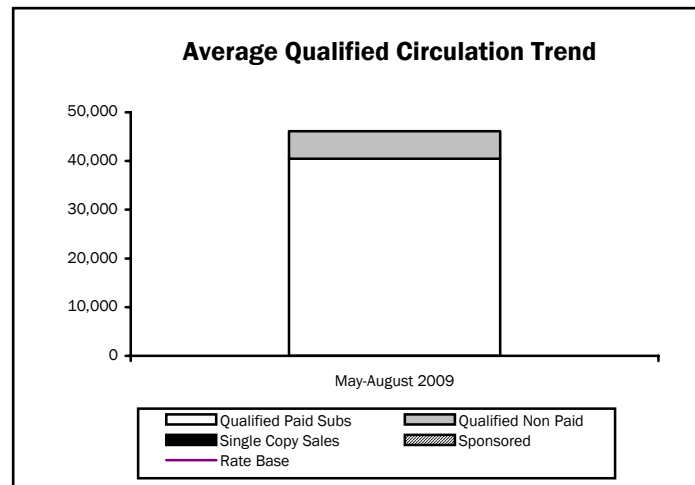
**AVERAGE QUALIFIED CIRCULATION**

<b>Total Qualified</b> _____	<b>46,150</b>
Average Rate Base _____	**NC
Variance +/- _____	**NC
Percent +/- _____	**NC
Qualified Paid _____	40,450
Subscriptions _____	40,450
Sponsored _____	-
Single-Copy Sales _____	-
Qualified Non-Paid _____	5,700

\*\*NC = None Claimed

**PRICE AND FREQUENCY**

**NC	Average Annual Subscription Order Price for the Period Reported (Excluding Sponsored Subscriptions)
6	Issues Per Year
**NC	All Single-Copy Sales Prices for the Period



<b>1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD</b>						
	Qualified Paid		Qualified Non-Paid		Total Qualified	
	Copies	Percent	Copies	Percent	Copies	Percent
Individuals _____	-	-	580	1.3	580	1.3
Membership Benefit _____	-	-	-	-	-	-
*Multi-Copy Same Addressee _____	40,450	87.6	5,120	11.1	45,570	98.7
Sponsored Individually Addressed _____	-	-	-	-	-	-
Sponsored Multi-Copy Same Addressee _____	-	-	-	-	-	-
<b>Sub-Total Subscriptions</b> _____	40,450	87.6	5,700	12.4	46,150	100.0
Single-Copy Sales _____	-	-	-	-	-	-
Sponsored Single-Copy Sales _____	-	-	-	-	-	-
<b>TOTAL</b>	<b>40,450</b>	<b>87.6</b>	<b>5,700</b>	<b>12.4</b>	<b>46,150</b>	<b>100.0</b>

\*See Paragraph 8

<b>2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD</b>					
2009 Issue	Qualified Paid			Qualified Non-Paid	Total Qualified
	Single-Copy Sales	Subscriptions	Total		
May/June _____	-	45,000	45,000	2,008	47,008
July/August _____	-	35,900	35,900	9,390	45,290

**TOTAL NEW AND RENEWED QUALIFIED PAID SUBSCRIPTIONS ORDERED/SOLD FOR THE PERIOD**  
Includes gross subscription sales/orders with unpaid invoices pending.

**3A. PRICES**

PARAGRAPHS 3A AND 3B ARE NOT REQUIRED WHEN THE PAID CIRCULATION

**3B. USE OF FREE PROMOTIONAL INCENTIVES**

IS LESS THAN 50% OF THE AVERAGE CIRCULATION

**3. TOTAL NEW AND RENEWED QUALIFIED PAID SUBSCRIPTIONS ORDERED/SOLD FOR THE PERIOD**  
Includes gross subscription sales/orders with unpaid invoices pending.

Average Annual Order Price:		3B. USE OF FREE PROMOTIONAL INCENTIVES (SEE PARAGRAPH 8)		
3A. PRICES (SEE PARAGRAPH 8)	Total	Percent	Total	Percent
Offers (≥ 5.0% of Total Orders)			Ordered without promotional incentive _____	
All Others _____			Ordered with editorial promotional incentive including reprints _____	
Sponsored-Excluded from Average Annual Order Price _____			Ordered with other promotional incentive _____	
<b>TOTAL</b>			<b>TOTAL</b>	

**4. BREAKOUT OF QUALIFIED CIRCULATION TO THE CONSUMER MARKET FOR ISSUE OF JULY/AUGUST 2009**

This issue is 3.7% or 1,718 copies below the other issue reported in Paragraph two.

MARKET SERVED	TOTAL QUALIFIED	PERCENT OF TOTAL	QUALIFIED NON-PAID	QUALIFIED PAID
Individual Subscriptions _____	610	1.3	610	-
Multi-copy Same Addressee _____	44,680	98.7	8,780	35,900
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>45,290</b>	<b>100.0</b>	<b>9,390</b>	<b>35,900</b>

**5. QUALIFICATION SOURCE BREAKOUT OF NON-PAID CIRCULATION FOR ISSUE OF JULY/AUGUST 2009**

Since this is an Initial Audit Report, figures for this paragraph are not required. In lieu thereof, the publisher makes the following statement concerning the source of names on the qualified list:

- Personal direct request from the recipient: Internet and Email
- Communication from recipient or recipients company (other than request): Written
- Communication from recipient or recipients company (other than request): Internet and Email
- Other sources

**6. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JULY/AUGUST 2009**

State & Zip Code	Qualified Paid			Total Qualified Non-Paid	Total Qualified	Percent
	Single-Copy Sales	Subscriptions	Total Paid			
039-049 Maine _____	-	1,750	1,750	3	1,753	
030-038 New Hampshire ___	-	-	-	2	2	
050-059 Vermont _____	-	175	175	2	177	
010-027 Massachusetts ____	-	1,400	1,400	193	1,593	
028-029 Rhode Island ____	-	-	-	2	2	
060-069 Connecticut _____	-	700	700	72	772	
<b>NEW ENGLAND</b>	-	<b>4,025</b>	<b>4,025</b>	<b>274</b>	<b>4,299</b>	<b>9.5</b>
100-149 New York _____	-	3,675	3,675	210	3,885	
070-089 New Jersey _____	-	175	175	200	375	
150-196 Pennsylvania _____	-	2,275	2,275	619	2,894	
<b>MIDDLE ATLANTIC</b>	-	<b>6,125</b>	<b>6,125</b>	<b>1,029</b>	<b>7,154</b>	<b>15.8</b>
430-459 Ohio _____	-	875	875	321	1,196	
460-479 Indiana _____	-	1,400	1,400	342	1,742	
600-629 Illinois _____	-	525	525	417	942	
480-499 Michigan _____	-	175	175	156	331	
530-549 Wisconsin _____	-	700	700	136	836	
<b>EAST NO. CENTRAL</b>	-	<b>3,675</b>	<b>3,675</b>	<b>1,372</b>	<b>5,047</b>	<b>11.1</b>
550-567 Minnesota _____	-	-	-	387	387	
500-528 Iowa _____	-	-	-	1	1	
630-658 Missouri _____	-	700	700	262	962	
580-588 North Dakota ____	-	350	350	189	539	
570-577 South Dakota ____	-	-	-	1	1	
680-693 Nebraska _____	-	-	-	126	126	
660-679 Kansas _____	-	-	-	128	128	
<b>WEST NO. CENTRAL</b>	-	<b>1,050</b>	<b>1,050</b>	<b>1,094</b>	<b>2,144</b>	<b>4.7</b>
197-199 Delaware _____	-	-	-	1	1	
206-219 Maryland _____	-	700	700	70	770	
200-205 Washington, DC ___	-	-	-	1	1	
220-246 Virginia _____	-	-	-	569	569	
247-268 West Virginia ____	-	175	175	64	239	
270-289 North Carolina ____	-	700	700	196	896	
290-299 South Carolina ____	-	1,400	1,400	503	1,903	
300-319 Georgia _____	-	4,000	4,000	143	4,143	
320-349 Florida _____	-	875	875	773	1,648	
<b>SOUTH ATLANTIC</b>	-	<b>7,850</b>	<b>7,850</b>	<b>2,320</b>	<b>10,170</b>	<b>22.5</b>
400-427 Kentucky _____	-	-	-	115	115	
370-385 Tennessee _____	-	1,050	1,050	447	1,497	
350-369 Alabama _____	-	1,400	1,400	69	1,469	
386-397 Mississippi _____	-	1,750	1,750	130	1,880	
<b>EAST SO. CENTRAL</b>	-	<b>4,200</b>	<b>4,200</b>	<b>761</b>	<b>4,961</b>	<b>11.0</b>
716-729 Arkansas _____	-	875	875	67	942	
700-714 Louisiana _____	-	700	700	3	703	
730-749 Oklahoma _____	-	-	-	128	128	
750-799 Texas _____	-	1,750	1,750	585	2,335	
<b>WEST SO. CENTRAL</b>	-	<b>3,325</b>	<b>3,325</b>	<b>783</b>	<b>4,108</b>	<b>9.1</b>
590-599 Montana _____	-	-	-	1	1	
832-838 Idaho _____	-	50	50	1	51	
820-831 Wyoming _____	-	-	-	-	-	
800-816 Colorado _____	-	-	-	196	196	
870-884 New Mexico _____	-	-	-	126	126	
850-865 Arizona _____	-	525	525	192	717	
840-847 Utah _____	-	-	-	126	126	
889-898 Nevada _____	-	875	875	315	1,190	
<b>MOUNTAIN</b>	-	<b>1,450</b>	<b>1,450</b>	<b>957</b>	<b>2,407</b>	<b>5.3</b>
995-999 Alaska _____	-	-	-	62	62	
980-994 Washington _____	-	175	175	130	305	
970-979 Oregon _____	-	175	175	5	180	
900-961 California _____	-	3,500	3,500	602	4,102	
967-968 Hawaii _____	-	-	-	1	1	
<b>PACIFIC</b>	-	<b>3,850</b>	<b>3,850</b>	<b>800</b>	<b>4,650</b>	<b>10.3</b>
<b>UNITED STATES</b>	-	<b>35,550</b>	<b>35,550</b>	<b>9,390</b>	<b>44,940</b>	<b>99.2</b>
969 & 004-009 U.S. Territories _____	-	-	-	-	-	
Canada _____	-	350	350	-	350	
Mexico _____	-	-	-	-	-	
Other International _____	-	-	-	-	-	
APO/FPO _____	-	-	-	-	-	
<b>TOTAL QUALIFIED CIRCULATION</b>	-	<b>35,900</b>	<b>35,900</b>	<b>9,390</b>	<b>45,290</b>	<b>100.0</b>

<b>7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS</b>	
6-Month Period Ended:	Audited Data
	<b>May - August 2009*</b>
Total Audit Average Qualified: _____	46,150
Rate Base (if any): _____	**NC
Rate Base +/-: _____	**NC
Percent +/-: _____	**NC
Qualified Paid : _____	40,450
Subscriptions _____	40,450
Sponsored _____	-
Single-Copy Sales _____	-
Qualified Non-Paid: _____	5,700
Post Expire Copies included in Total Qualified Circulation: _____	**NC
Average Annual Order Price: _____	**NC

**\*NOTE: All data through August 2009 is audited. With each successive period, new data will be added until six 6-month periods are displayed.**

\*\*NC = None Claimed.

#### 8. ADDITIONAL DATA

##### METHOD OF DISTRIBUTION:

Bi-monthly issues are distributed in bulk quantities for distribution. Copies are audited to the point of distribution, not to the end recipient. A written distribution agreement not more than three years old has been obtained indicating that the recipient at the point of distribution agrees to accept the magazine in bulk for redistribution.

##### AVERAGE NON-QUALIFIED CIRCULATION: 588 COPIES

##### PARAGRAPH 1:

Qualified paid 'Multi-Copy Same Addressee' subscriptions averaging 40,450 copies were sold to qualified recipients.

##### PARAGRAPHS 3a & 3b:

The publisher states data for these paragraphs are not available. They will be reported on the June 2010 Audit Report.

The records maintained by this publication for the period covered by this report have been examined by BPA Worldwide. The examination was made in accordance with auditing procedures generally employed by the Corporation and accordingly included such tests of the records and such other auditing procedures as considered necessary under the circumstances. Based on our examination, the data shown in this report present fairly and accurately the records of this publication.

BPA Worldwide

Shelton, CT

September 30, 2009

TYPE: A

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