

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.

**Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.**



(See Paragraph 8)

BNP Media II, LLC  
2401 W. Big Beaver Road  
Suite 700  
Troy, MI 48084-3333  
Tel. No.: (248) 362-3700  
FAX No.: (248) 362-0317  
[www.cs-retailing.com](http://www.cs-retailing.com)

Official Publication of: None  
Established: 1916  
Issues Per Year: 12  
(See Paragraph 8)

**FIELD SERVED**

CANDY INDUSTRY targets the confectionery industry which consists of confectionery manufacturers, confectionery/ snack wholesalers, jobbers, importers, exporters, brokers, distributors and repackagers, grocery, convenience, drug stores, vending operators/ distributors, amusement/ concessions, variety/ discount stores/ chains, warehouse buying clubs, specialty retailers/ specialty food stores and others as indicated in paragraph 3a.

**DEFINITION OF RECIPIENT QUALIFICATION**

Title personnel include those in general management/ administration, plant operations/ production, research & development, engineering, sales/ marketing, purchasing, and others as indicated in paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	63
Advertiser and Agency _____	414
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	813
<b>TOTAL</b>	<b>1,290</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	13,499	100.0	13,447	99.6	52	0.4
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	2	-	-	-	2	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,501</b>	<b>100.0</b>	<b>13,447</b>	<b>99.6</b>	<b>54</b>	<b>0.4</b>

2a. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2010 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Total Qualified
January _____	190	190	13,501	-	13,501
February _____	1,036	1,036	13,029	472	13,501
March _____	3,108	3,108	12,783	718	13,501
April _____	1,170	1,170	12,745	756	13,501
May _____	823	823	12,727	774	13,501
June _____	32	32	12,699	802	13,501
<b>TOTAL</b>	<b>6,359</b>	<b>6,359</b>			

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January _____	18,061	6,906	5,800	1.19	01:02	02:42
February _____	20,754	7,113	5,776	1.23	01:08	03:16
March _____	24,307	7,723	5,972	1.29	01:02	03:16
April _____	21,978	8,159	6,716	1.21	01:06	03:04
May _____	20,073	8,455	6,955	1.22	01:08	02:42
June _____	21,203	8,709	7,259	1.20	01:06	02:44
<b>AVERAGE:</b>	<b>21,063</b>	<b>7,844</b>	<b>6,413</b>	<b>1.22</b>	<b>01:05</b>	<b>02:57</b>

\*See Paragraph 8

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010**

This issue is equal to the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	CLASSIFICATION BY TITLE						
					General Management/ Administration (President, Owner, Partner, CEO, VP, GM, Asst. Manager, Chairman, Director, Treasurer, Store/Location Manager)	Plant Operations/ Production (Plant/ Production/ Traffic/ Distribution Manager, Packaging/ Maintenance/ Manufacturing Supervisor)	Research & Development (Technologist, Chemist, Scientist, Research Technologist, Group Project & Research Specialist, QA/QC Manager)	Engineering (Chief/Project/ Design/System Engineer)	Sales/ Marketing (Brand/ Advertising Director/ Manager/ Assistant, Marketing Manager, Category Manager, VP Sales, Merchandiser, Salesperson, Account Exec)	Purchasing (Purchasing Director/ Supervisor/ Agent, Retail Buyer, Grocery Buyer, Buyer)	Other Titles/Paid
Confectionery Manufacturers _____	5,272	39.0	4,945	327	3,496	402	434	172	585	182	1
Confectionery/Snack Wholesalers, Jobbers, Importers, Exporters, Brokers, Distributors and Repackagers _____	700	5.2	624	76	369	24	33	8	150	116	-
Grocery (Supermarket Chain HQ & Regional Offices/Independent Grocery Store/Grocery Wholesalers/Cooperatives) _____	3,303	24.5	3,176	127	2,333	41	8	4	393	523	1
Convenience (Stores, Chains, Service Stations, Oil Retailers, Independent Stores) _____	2,202	16.3	2,115	87	1,489	11	6	1	337	357	1
Drug Stores (Independent/Chain HQ & Regional Offices) _____	1,300	9.6	1,248	52	1,054	13	15	3	90	125	-
Vending Operator/Distributor, Amusement/Concessions (including Movie Chains) _____	350	2.6	291	59	210	15	4	-	74	47	-
Variety/Discount Stores/Chains, Warehouse Buying Clubs _____	150	1.1	130	20	87	5	2	1	15	40	-
Specialty Retailers/Specialty Food Stores _____	182	1.4	156	26	105	10	5	3	25	34	-
Others Allied to the Field (including Paid) _____	42	0.3	42	-	3	-	-	-	-	-	39
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,501</b>	<b>100.0</b>	<b>12,727</b>	<b>774</b>	<b>9,146</b>	<b>521</b>	<b>507</b>	<b>192</b>	<b>1,669</b>	<b>1,424</b>	<b>42</b>
<b>PERCENT</b>	<b>100.0</b>		<b>94.3</b>	<b>5.7</b>	<b>67.7</b>	<b>3.9</b>	<b>3.8</b>	<b>1.4</b>	<b>12.4</b>	<b>10.5</b>	<b>0.3</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010**

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
	1 year	2 year	3 year				
I. <b>TOTAL</b> - Direct Request: _____	<b>8,627</b>	<b>2,849</b>	<b>-</b>	<b>10,702</b>	<b>774</b>	<b>11,476</b>	<b>85.0</b>
a. Written _____	195	189	-	383	1	384	2.8
b. Telecommunication _____	6,395	1,962	-	7,957	400	8,357	61.9
c. Electronic _____	2,037	698	-	2,362	373	2,735	20.3
II. <b>TOTAL</b> - Request from recipient's company: _____	<b>351</b>	<b>81</b>	<b>-</b>	<b>432</b>	<b>-</b>	<b>432</b>	<b>3.2</b>
a. Written _____	21	6	-	27	-	27	0.2
b. Telecommunication _____	119	2	-	121	-	121	0.9
c. Electronic _____	211	73	-	284	-	284	2.1
III. <b>TOTAL</b> - Membership Benefit: _____	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
a. Individual _____	-	-	-	-	-	-	-
b. Organizational _____	-	-	-	-	-	-	-
IV. <b>TOTAL</b> - Communication from recipient or recipient's company (other than request): _____	<b>293</b>	<b>-</b>	<b>-</b>	<b>293</b>	<b>-</b>	<b>293</b>	<b>2.2</b>
a. Written _____	-	-	-	-	-	-	-
b. Telecommunication _____	271	-	-	271	-	271	2.0
c. Electronic _____	22	-	-	22	-	22	0.2
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	<b>1,300</b>	<b>-</b>	<b>-</b>	<b>1,300</b>	<b>-</b>	<b>1,300</b>	<b>9.6</b>
Association rosters and directories _____	-	-	-	-	-	-	-
*Business directories _____	1,300	-	-	1,300	-	1,300	9.6
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-
VI. <b>TOTAL</b> - Single Copy Sales: _____	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10,571</b>	<b>2,930</b>	<b>-</b>	<b>12,727</b>	<b>774</b>	<b>13,501</b>	<b>100.0</b>
<b>*See Paragraph 8</b>	<b>PERCENT</b>	<b>78.3</b>	<b>21.7</b>	<b>94.3</b>	<b>5.7</b>	<b>100.0</b>	

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010**

MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Individuals by name and title and/or function _____	12,725	774	13,499	100.0
Individuals by name only _____	-	-	-	-
Titles or functions only _____	-	-	-	-
Company names only _____	-	-	-	-
Multi-Copy Same Addressee copies _____	2	-	2	-
Single Copy Sales _____	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,727</b>	<b>774</b>	<b>13,501</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010**

State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
039-049 Maine	86	5	91	
030-038 New Hampshire	83	1	84	
050-059 Vermont	59	3	62	
010-027 Massachusetts	272	19	291	
028-029 Rhode Island	62	1	63	
060-069 Connecticut	128	7	135	
<b>NEW ENGLAND</b>	<b>690</b>	<b>36</b>	<b>726</b>	<b>5.4</b>
100-149 New York	738	48	786	
070-089 New Jersey	478	30	508	
150-196 Pennsylvania	819	37	856	
<b>MIDDLE ATLANTIC</b>	<b>2,035</b>	<b>115</b>	<b>2,150</b>	<b>15.9</b>
430-459 Ohio	486	19	505	
460-479 Indiana	219	12	231	
600-629 Illinois	725	54	779	
480-499 Michigan	369	18	387	
530-549 Wisconsin	334	11	345	
<b>EAST NO. CENTRAL</b>	<b>2,133</b>	<b>114</b>	<b>2,247</b>	<b>16.6</b>
550-567 Minnesota	270	20	290	
500-528 Iowa	130	4	134	
630-658 Missouri	273	15	288	
580-588 North Dakota	54	4	58	
570-577 South Dakota	47	2	49	
680-693 Nebraska	109	4	113	
660-679 Kansas	110	5	115	
<b>WEST NO. CENTRAL</b>	<b>993</b>	<b>54</b>	<b>1,047</b>	<b>7.8</b>
197-199 Delaware	26	1	27	
206-219 Maryland	146	5	151	
200-205 Washington, DC	12	1	13	
220-246 Virginia	190	7	197	
247-268 West Virginia	71	1	72	
270-289 North Carolina	308	11	319	
290-299 South Carolina	117	6	123	
300-319 Georgia	300	11	311	
320-349 Florida	434	26	460	
<b>SOUTH ATLANTIC</b>	<b>1,604</b>	<b>69</b>	<b>1,673</b>	<b>12.4</b>

State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
400-427 Kentucky	181	9	190	
370-385 Tennessee	205	19	224	
350-369 Alabama	185	10	195	
386-397 Mississippi	101	1	102	
<b>EAST SO. CENTRAL</b>	<b>672</b>	<b>39</b>	<b>711</b>	<b>5.3</b>
716-729 Arkansas	125	7	132	
700-714 Louisiana	142	7	149	
730-749 Oklahoma	104	5	109	
750-799 Texas	504	40	544	
<b>WEST SO. CENTRAL</b>	<b>875</b>	<b>59</b>	<b>934</b>	<b>6.9</b>
590-599 Montana	65	4	69	
832-838 Idaho	90	5	95	
820-831 Wyoming	19	1	20	
800-816 Colorado	137	10	147	
870-884 New Mexico	42	8	50	
850-865 Arizona	77	8	85	
840-847 Utah	119	7	126	
889-898 Nevada	56	3	59	
<b>MOUNTAIN</b>	<b>605</b>	<b>46</b>	<b>651</b>	<b>4.8</b>
995-999 Alaska	12	2	14	
980-994 Washington	188	13	201	
970-979 Oregon	127	9	136	
900-961 California	904	66	970	
967-968 Hawaii	70	6	76	
<b>PACIFIC</b>	<b>1,301</b>	<b>96</b>	<b>1,397</b>	<b>10.3</b>
<b>UNITED STATES</b>	<b>10,908</b>	<b>628</b>	<b>11,536</b>	<b>85.4</b>
969 & 004-009 U.S. Territories	5	10	15	
Canada	92	18	110	
Mexico	20	20	40	
Other International	1,702	98	1,800	
APO/FPO	-	-	-	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,727</b>	<b>774</b>	<b>13,501</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010**

Region/Country	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
<b>ASIA</b>	<b>106</b>	<b>18</b>	<b>124</b>	<b>0.9</b>
<b>MIDDLE EAST</b>	<b>42</b>	<b>8</b>	<b>50</b>	<b>0.4</b>
<b>EUROPE</b>				
Austria	49	-	49	
Azores	1	-	1	
Belarus	1	-	1	
Belgium	162	1	163	
Bosnia and Herzegovina	1	-	1	
Bulgaria	3	-	3	
Croatia	3	-	3	
Cyprus	1	1	2	
Czech Republic	1	1	2	
Denmark	42	2	44	
Estonia	1	-	1	
Finland	4	-	4	
France	143	1	144	
Germany	110	3	113	
Greece	10	-	10	
Hungary	4	-	4	
Italy	57	3	60	
Latvia	3	-	3	
Lithuania	3	1	4	
Macedonia	4	-	4	
Malta	1	-	1	
Netherlands	118	1	119	
Norway	22	-	22	

Region/Country	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
Poland	117	-	117	
Portugal	8	-	8	
Ireland	28	1	29	
Romania	3	-	3	
Russian Federation	4	2	6	
Serbia	8	1	9	
Slovenia	-	2	2	
Spain	45	4	49	
Sweden	35	1	36	
Switzerland	6	1	7	
Turkey	104	9	113	
Ukraine	1	-	1	
United Kingdom	351	6	357	
<b>Subtotal</b>	<b>1,454</b>	<b>41</b>	<b>1,495</b>	<b>11.1</b>
<b>AFRICA</b>	<b>27</b>	<b>6</b>	<b>33</b>	<b>0.2</b>
<b>NORTH AMERICA</b>				
Canada	92	18	110	
United States	10,908	628	11,536	
Mexico	20	20	40	
U.S. Territories	5	10	15	
<b>Subtotal</b>	<b>11,025</b>	<b>676</b>	<b>11,701</b>	<b>86.7</b>
<b>CARIBBEAN</b>	<b>4</b>	<b>2</b>	<b>6</b>	<b>-</b>
<b>SOUTH AMERICA</b>	<b>59</b>	<b>18</b>	<b>77</b>	<b>0.6</b>
<b>ASIA PACIFIC</b>	<b>7</b>	<b>3</b>	<b>10</b>	<b>0.1</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,727</b>	<b>774</b>	<b>13,501</b>	<b>100.0</b>

**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
	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*	January - June 2010*
Total Audit Average Qualified _____	17,200	15,000	15,000	15,000	13,501	13,501
Qualified Non-Paid Total _____	17,200	15,000	15,000	15,000	13,438	13,447
Print Only _____	17,200	15,000	15,000	15,000	13,438	12,860
Digital Only _____	-	-	-	-	-	587
Qualified Paid Total _____	-	-	-	-	63	54
Print Only _____	-	-	-	-	63	54
Digital Only _____	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price _____	**NC	**NC	**NC	**NC	**NC	**NC

**\*NOTE: July 2009 - June 2010 data is unaudited. 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:**

All qualified circulation conforms to the field served and definition 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.

**MERGED PUBLICATION:**

As of July, 2009 CONFECTION & SNACK RETAILING merged with CANDY INDUSTRY.

**CHANGE IN PUBLICATION NAME:**

Effective with the July 2009 issue, CONFECTION & SNACK RETAILING changed its name to CANDY INDUSTRY.

**CHANGE IN FREQUENCY:**

Effective with the July 2009 issue, CANDY INDUSTRY changed its frequency from 6 to 12 issues per year.

**WEBSITE GLOSSARY:**

**Unique Browsers:** An identified and unduplicated Cooked 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 2 sources of circulation for quantities of 361 copies or 2.7% to 939 copies or 6.9%.

**Paragraphs 3c and 7 are reported at the option of the publisher.**

**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 _____	12,912	100.0	12,860	99.6	52	0.4
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	2	-	-	-	2	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,914</b>	<b>100.0</b>	<b>12,860</b>	<b>99.6</b>	<b>54</b>	<b>0.4</b>

**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 _____	587	100.0	587	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>587</b>	<b>100.0</b>	<b>587</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**PUBLISHER'S AFFIDAVIT**

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

Rita M. Foumia, Corporate Strategy 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 29, 2010

State Michigan

County Oakland

Received by BPA Worldwide July 29, 2010

Type PJ

ID Number C108POJO