

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 for the latest audit reports, membership information and publishing and advertising industry news.



(See Paragraph 9)

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: 12
(See Paragraph 9)

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 _____	81
Advertiser and Agency _____	420
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	647
TOTAL	1,148

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	13,498	100.0	13,438	99.5	60	0.5
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	3	-	-	-	3	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	13,501	100.0	13,438	99.5	63	0.5

2a. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD					
2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
*July _____	-	-			13,501
August _____	12	12			13,501
September _____	43	43			13,501
October _____	389	389			13,501
*November _____	947	947			13,501
December _____	264	264			13,501
TOTAL	1,655	1,655			

*See Paragraph 9

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
July _____	5,214	1,376	1,263	1.09	00:27	01:56
August _____	3,352	1,556	1,371	1.13	00:57	02:11
September _____	4,347	1,570	1,376	1.14	01:02	02:48
October _____	3,336	1,513	1,350	1.12	00:51	02:00
November _____	16,567	6,567	5,464	1.20	01:14	03:06
December _____	13,935	5,678	4,766	1.19	01:06	02:43
AVERAGE:	7,792	3,043	2,598	1.15	00:56	02:27

*See Paragraph 9

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

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

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	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, Salesperson, Account Exec)	Purchasing (Purchasing Director/ Supervisor/ Agent, Retail Buyer, Grocery Buyer)	Other Titles/Paid
Confectionery Manufacturers _____	5,270	39.1	3,431	563	434	146	500	196	-
Confectionery/Snack Wholesalers, Jobbers, Importers, Exporters, Brokers, Distributors and Repackagers _____	700	5.2	432	29	24	3	133	79	-
Grocery (Supermarket Chain HQ & Regional Offices/Independent Grocery Store/Grocery Wholesalers/Cooperatives) _____	3,300	24.4	1,130	5	2	-	1,591	572	-
Convenience (Stores, Chains, Service Stations, Oil Retailers, Independent Stores) _____	2,201	16.3	1,034	1	2	-	446	715	3
Drug Stores (Independent/Chain HQ & Regional Offices) _____	1,301	9.6	1,051	-	-	-	121	128	1
Vending Operator/Distributor, Amusement/Concessions (including Movie Chains) _____	364	2.7	337	1	-	-	24	2	-
Variety/Discount Stores/Chains, Warehouse Buying Clubs _____	152	1.1	67	1	1	1	40	39	3
Specialty Retailers/Specialty Food Stores _____	160	1.2	109	3	-	-	43	5	-
Others Allied to the Field (including Paid) _____	53	0.4	3	-	-	-	-	-	50
TOTAL QUALIFIED CIRCULATION	13,501	100.0	7,594	603	463	150	2,898	1,736	57
PERCENT	100.0		56.2	4.5	3.4	1.1	21.5	12.9	0.4

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

Due to the merging of publications during the reporting period, Paragraph 3b cannot be projected and has not been reported. Paragraph 3b will be reported in the subsequent circulation statement.

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			13,498	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			3	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			13,501	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	80		400-427 Kentucky _____	197	
030-038 New Hampshire _____	66		370-385 Tennessee _____	224	
050-059 Vermont _____	48		350-369 Alabama _____	235	
010-027 Massachusetts _____	306		386-397 Mississippi _____	98	
028-029 Rhode Island _____	56		EAST SO. CENTRAL	754	5.6
060-069 Connecticut _____	138		716-729 Arkansas _____	157	
NEW ENGLAND	694	5.1	700-714 Louisiana _____	153	
100-149 New York _____	643		730-749 Oklahoma _____	113	
070-089 New Jersey _____	451		750-799 Texas _____	595	
150-196 Pennsylvania _____	845		WEST SO. CENTRAL	1,018	7.5
MIDDLE ATLANTIC	1,939	14.4	590-599 Montana _____	75	
430-459 Ohio _____	482		832-838 Idaho _____	77	
460-479 Indiana _____	232		820-831 Wyoming _____	22	
600-629 Illinois _____	646		800-816 Colorado _____	144	
480-499 Michigan _____	344		870-884 New Mexico _____	56	
530-549 Wisconsin _____	300		850-865 Arizona _____	127	
EAST NO. CENTRAL	2,004	14.8	840-847 Utah _____	116	
550-567 Minnesota _____	296		889-898 Nevada _____	57	
500-528 Iowa _____	146		MOUNTAIN	674	5.0
630-658 Missouri _____	287		995-999 Alaska _____	24	
580-588 North Dakota _____	53		980-994 Washington _____	230	
570-577 South Dakota _____	44		970-979 Oregon _____	146	
680-693 Nebraska _____	100		900-961 California _____	977	
660-679 Kansas _____	131		967-968 Hawaii _____	64	
WEST NO. CENTRAL	1,057	7.8	PACIFIC	1,441	10.7
197-199 Delaware _____	28		UNITED STATES	11,419	84.5
206-219 Maryland _____	128		969 & 004-009 U.S. Territories _____	14	
200-205 Washington, DC _____	11		Canada _____	226	
220-246 Virginia _____	244		Mexico _____	40	
247-268 West Virginia _____	78		Other International _____	1,802	
270-289 North Carolina _____	453		AP0/FPO _____	-	
290-299 South Carolina _____	174		TOTAL QUALIFIED CIRCULATION	13,501	100.0
300-319 Georgia _____	281				
320-349 Florida _____	441				
SOUTH ATLANTIC	1,838	13.6			

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009

Region/Country	Total Qualified	Percent	Region/Country	Total Qualified	Percent
ASIA			Portugal _____	5	
Subtotal	83	0.6	Ireland _____	39	
MIDDLE EAST			Romania _____	10	
Subtotal	27	0.2	Russian Federation _____	3	
EUROPE			Serbia _____	7	
Austria _____	70		Slovakia _____	24	
Belarus _____	1		Slovenia _____	1	
Belgium _____	52		Spain _____	36	
Bulgaria _____	20		Sweden _____	21	
Croatia _____	4		Switzerland _____	14	
Cyprus _____	3		Turkey _____	76	
Czech Republic _____	43		United Kingdom _____	431	
Denmark _____	128		Subtotal	1,606	12.0
Estonia _____	2		AFRICA		
Finland _____	8		Subtotal	15	0.1
France _____	175		NORTH AMERICA		
Germany _____	125		Canada _____	226	
Greece _____	10		United States _____	11,419	
Hungary _____	4		Mexico _____	40	
Iceland _____	5		unspecified North America _____	14	
Italy _____	35		Subtotal	11,699	86.7
Latvia _____	3		CARIBBEAN		
Lithuania _____	2		Subtotal	5	-
Macedonia _____	3		SOUTH AMERICA		
Malta _____	9		Subtotal	58	0.4
Netherlands _____	33		ASIA PACIFIC		
Norway _____	30		TOTAL QUALIFIED CIRCULATION	13,501	100.0
Poland _____	174				

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2006	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*
Total Audit Average Qualified: _____	17,104	17,200	15,000	15,000	15,000	13,501
Qualified Non-Paid: ___	17,104	17,200	15,000	15,000	15,000	13,438
Qualified Paid: _____	-	-	-	-	-	63
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July – December 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

9. ADDITIONAL DATA**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 issues per year to 12 issues per year.

LATE MAILING ISSUES:

2,143 copies or 15.87% of the November 2009 issue were mailed on December 1, 2009.

PARAGRAPH 2a:

Due to the merging of publications during the reporting period, the July 2009 additions and removals are not being reported. Paragraph 2a will be reported in its entirety in the subsequent circulation statement.

PARAGRAPH 2b:

CONFECTION & SNACK RETAILING and CANDY INDUSTRY merged on July 1, 2009 to create CANDY INDUSTRY, featuring Retail Confectioner. As a result, the web site traffic data reported for July, August, September and October 2009 is based on the CONFECTION & SNACK RETAILING website traffic. The web site traffic for November 2009 and forward is based on the CANDY INDUSTRY web site.

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)

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

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 January 15, 2010

State Michigan

County Oakland

Received by BPA Worldwide January 15, 2010

Type PJ

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