



Audit Bureau of Circulations

**BUSINESS PUBLICATION  
PUBLISHER'S STATEMENT  
Subject to Audit  
For the 6 month period ending  
June 30, 2007**

# CANDY INDUSTRY

THE GLOBAL MAGAZINE OF CHOCOLATE AND CONFECTIONERY

**Field Served:**  
Confectionery.

*This is an independent publication not directly related to or affiliated with any association.*

**TOTAL AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION 6,477**

<b>1A</b>	<b>AVERAGE QUALIFIED PAID CIRCULATION</b>		
	Individual .....	142	
	Association .....		
	Sponsored Individually Addressed .....		
	Multi-Copy Same Addressee, See Par. 11(a) .....	2	
	Single Copy Sales .....		
	<b>Total Average Qualified Paid Circulation .....</b>		<b>144</b>

<b>1B</b>	<b>AVERAGE QUALIFIED NON-PAID CIRCULATION</b>		
	Individual .....	6,333	
	Association .....		
	Multi-Copy Same Addressee .....		
	<b>Total Average Qualified Non-Paid Circulation .....</b>		<b>6,333</b>

<b>1C</b>	<b>AVERAGE NON-QUALIFIED CIRCULATION</b>		
	Non-Continuous Market Coverage Copies .....		
	Allocated For Shows & Conventions .....	213	
	Miscellaneous, Including Staff Copies, See Par. 11(b) .....	1,648	
	<b>Total Average Non-Qualified Circulation .....</b>		<b>1,861</b>

**1D AVERAGE QUALIFIED PAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS**  
None

**2 QUALIFIED PAID & NON-PAID CIRCULATION BY ISSUES & QUALIFIED NON-PAID REMOVALS & ADDITIONS**

2007 Issue	Total	Paid	Qualified Non-Paid	Qualified Non-Paid Removed	Qualified Non-Paid Added
Jan.	6,478	146	6,332	117	121
Feb.	6,478	145	6,333	133	134
Mar.	6,479	145	6,334	138	139
Apr.	6,479	149	6,330	254	250
May	6,476	142	6,334	66	70
June	6,476	138	6,338	304	308
			<b>Total</b>	<b>1,012</b>	<b>1,022</b>

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE MAY, 2007 ISSUE IN WHICH:

- QUALIFIED PAID CIRCULATION WAS 1.4% LESS THAN THE PERIOD AVERAGE
- QUALIFIED NON-PAID CIRCULATION WAS 0.0% GREATER THAN THE PERIOD AVERAGE

**3A**

**BUSINESS/OCCUPATIONAL ANALYSIS**

Classification by Business & Industry	Total	%	Paid	Qualified Non-Paid	Classification by Title						
					A	B	C	D	E	F	G
1. Confectionery Manufacturers.....	5,195	80.2	13	5,182	3,615	423	287	135	477	157	101
2. Confectionery Wholesalers, Jobbers, Im- porters, Brokers, Distributors and Re- packagers .....	563	8.7	5	558	407	24	21	7	49	43	12
3. Manufacturers/Suppliers of Equipment, Ingredients, Packaging Materials and Supplies .....	361	5.6	1	360	160	12	40	22	106	5	16
4. Other Confectionery products not classi- fied above and others allied to the con- fectionery industry.....	357	5.5	123	234	131	7	15	9	39	10	146
Other Paid Circulation											
Subscriptions .....											
Single Copy Sales .....											
<b>Total Qualified Circulation .....</b>	<b>6,476</b>	<b>100.0</b>	<b>142</b>	<b>6,334</b>	<b>4,313</b>	<b>466</b>	<b>363</b>	<b>173</b>	<b>671</b>	<b>215</b>	<b>275</b>

Key to Classification by Title:

- A. General Management/Administration (President, Owner, Partner, Vice President, General Manager, Assistant Manager, Distribution Manager, Chairman, Secretary, Treasurer)
- B. Plant Operations/Production (Plant Manager, Production Manager, Traffic Manager, Packaging Supervisor, Maintenance Manager, Manufacturing)
- C. Research & Development (Technologist, Chemist, Scientist, Research Technologist, Group Project & Research Specialist, QA/QC/IT Director/Manager)
- D. Engineering (Engineer, Chief, Project, Plant, Design, System)
- E. Sales/Marketing (Director, Manager, Brand, Assistant, Advertising, VP Sales, Merchandising)
- F. Purchasing (Purchasing Director, Supervisor, Agent, Buyer)
- G. Other Titled and Non-Titled Personnel

**3B**

**AGE OF SOURCE DATA ANALYSIS**

Source	Qualified Within			Total	%
	1 Year	2 Years	3 Years		
Qualified Non-Paid Circulation:					
Total Direct request from recipient:	<b>4,199</b>	<b>787</b>		<b>4,986</b>	<b>78.7</b>
Written .....	758	102		860	13.6
Telecommunication .....	2,185	563		2,748	43.4
Internet and E-mail.....	1,256	122		1,378	21.7
Total Direct request from recipient's company:	<b>344</b>	<b>44</b>		<b>388</b>	<b>6.1</b>
Written .....	2	40		42	0.6
Telecommunication .....	55			55	0.9
Internet and E-mail.....	287	4		291	4.6
Total Communication other than request:					
Written .....					
Telecommunication .....					
Internet and E-mail.....					
Association .....					
Business Directories, See Par. 11(c) .....	835			835	13.2
Lists .....					
Acquired Circulation .....					
Other Sources, See Par. 11(d) .....	125			125	2.0
<b>Total Qualified Non-Paid Circulation .....</b>	<b>5,503</b>	<b>831</b>		<b>6,334</b>	<b>100.0</b>
<b>Percent .....</b>	<b>86.9</b>	<b>13.1</b>		<b>100.0</b>	
Paid Subscription Circulation.....				142	
Paid Acquired Circulation .....					
Single Copy Sales .....					
<b>Total Qualified Circulation .....</b>				<b>6,476</b>	

The figures used in Par. 3B are based on percentages established for the November, 2006 issue and projected against the totals for the May, 2007 issue.

**3C**

**MAILING ADDRESS ANALYSIS**

	Total	%	Paid	Qualified Non-Paid
Individual by name and title and/or occupation .....	6,341	97.9	31	6,310
Individual by name only .....	52	0.8	34	18
Title or occupation only .....	4	0.1	1	3
Company name only .....	75	1.1	72	3
Multi-Copy Same Addressee .....	4	0.1	4	
<b>Total Qualified Paid Subscription &amp; Non-Paid Circulation .....</b>	<b>6,476</b>	<b>100.0</b>	<b>142</b>	<b>6,334</b>
Single Copy Sales .....				
<b>Total Qualified Circulation .....</b>	<b>6,476</b>			

**4**

**GEOGRAPHIC ANALYSIS See Par. 11(e)**

State & ZIP Code	Total	%	Paid	Qualified Non-Paid
<b>New England</b>				
ME 039-049.....	6			6
NH 030-038.....	13			13
VT 050-059.....	20			20
MA 010-027.....	75		3	72
RI 028-029.....	15			15
CT 060-069.....	28		1	27
<b>New England</b>	<b>157</b>	<b>2.4</b>	<b>4</b>	<b>153</b>
<b>Middle Atlantic</b>				
NY 100-149.....	311		16	295
NJ 070-089.....	173		10	163
PA 150-196.....	411		11	400
<b>Middle Atlantic</b>	<b>895</b>	<b>13.8</b>	<b>37</b>	<b>858</b>
<b>East N. Central</b>				
OH 430-459.....	211		7	204
IN 460-479.....	86			86
IL 600-629.....	420		15	405
MI 480-499.....	116		2	114
WI 530-549.....	148		1	147
<b>East N. Central</b>	<b>981</b>	<b>15.2</b>	<b>25</b>	<b>956</b>
<b>West N. Central</b>				
MN 550-567.....	85		4	81
IA 500-528.....	40			40
MO 630-658.....	84			84
ND 580-588.....	4			4
SD 570-577.....	4			4
NE 680-693.....	10		1	9
KS 660-679.....	26			26
<b>West N. Central</b>	<b>253</b>	<b>3.9</b>	<b>5</b>	<b>248</b>
<b>South Atlantic</b>				
DE 197-199.....	6			6
MD 206-219.....	44		2	42
DC 200, 202-205.....	7		3	4
VA 201, 220-246.....	63		2	61
WV 247-268.....	10			10
NC 270-289.....	59		2	57
SC 290-299.....	18			18
GA 300-319.....	91			91
FL 320-349.....	152		2	150
<b>South Atlantic</b>	<b>450</b>	<b>6.9</b>	<b>11</b>	<b>439</b>

State & ZIP Code	Total	%	Paid	Qualified Non-Paid
<b>East S. Central</b>				
KY 400-427.....	34			33
TN 370-385.....	67			67
AL 350-369.....	22			22
MS 386-397.....	4			4
<b>East S. Central</b>	<b>127</b>	<b>2.0</b>	<b>1</b>	<b>126</b>
<b>West S. Central</b>				
AR 716-729.....	25		1	24
LA 700-714.....	15		2	13
OK 730-749.....	16			16
TX 750-799.....	155		3	152
<b>West S. Central</b>	<b>211</b>	<b>3.3</b>	<b>6</b>	<b>205</b>
<b>Mountain</b>				
MT 590-599.....	16			16
ID 832-838.....	12		1	11
WY 820-831.....	5			5
CO 800-816.....	59		1	58
NM 870-884.....	18			18
AZ 850-865.....	33			33
UT 840-847.....	62			62
NV 889-898.....	26			26
<b>Mountain</b>	<b>231</b>	<b>3.6</b>	<b>2</b>	<b>229</b>
<b>Pacific</b>				
AK 995-999.....	8			8
WA 980-994.....	111		1	110
OR 970-979.....	94		1	93
CA 900-961.....	623		5	618
HI 967-968.....	45		1	44
<b>Pacific</b>	<b>881</b>	<b>13.6</b>	<b>8</b>	<b>873</b>
Single Copy Sales .....				
U.S. Unclassified .....				
<b>United States</b>	<b>4,186</b>	<b>64.7</b>	<b>99</b>	<b>4,087</b>
<b>Poss. &amp; Other Areas</b>				
004-009, 969.....	8	0.1		8
<b>U.S. &amp; Poss., etc.</b>	<b>4,194</b>	<b>64.8</b>	<b>99</b>	<b>4,095</b>
Canada .....	316	4.9	3	313
Mexico .....	27	0.4	1	26
Military or Civilian Personnel Overseas ..				
Other International .....	1,939	29.9	39	1,900
<b>Total International</b>	<b>2,282</b>	<b>35.2</b>	<b>43</b>	<b>2,239</b>
E-Mail Address Only ...				
Other Unclassified .....				
<b>Grand Total</b>	<b>6,476</b>	<b>100.0</b>	<b>142</b>	<b>6,334</b>



**ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS  
Sold During 6 Month Period Ended June 30, 2007**

**5 PRICE DATA** See Par. 11(f)  
 Basic Prices: Subscriptions: U.S., 1 yr. \$75.10. Canada and International, 1 yr. \$125.10. Air Mail, 1 yr. \$200.10  
 Single Copy: \$15.10  
 Sales include Premium Values  
 Basic & higher than basic: .....  
 75% - 99% of basic: .....  
 50% - 74% of basic: .....  
 25% - 49% of basic: ..... Optional  
 Less than 25% of basic: ..... and not  
**Total** ..... required

**7 SALES CHANNELS**  
 Ordered by mail and/or directly requested by subscriber. ....  
 Ordered through salespeople:  
 Catalog agencies and individual agents .....  
 Publisher's own and other publishers' salespeople ..  
 Independent agencies' salespeople .....  
 Association memberships ..... Optional  
 All other channels ..... and not  
**Total** ..... required

**6 TERM DATA**  
 Three years or more .....  
 Two years or more but less than three .....  
 One year or more but less than two ..... Optional  
 Less than one year ..... and not  
**Total** ..... required

**8 PREMIUM USAGE**  
 Ordered without premium .....  
 Ordered with reprinted material ..... Optional  
 from this publication ..... and not  
 Ordered with other premiums ..... required  
**Total** ..... required

**ADDITIONAL CIRCULATION INFORMATION**

**9 POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION**  
 Optional and not required

**10 RENEWAL ANALYSIS OF PAID CIRCULATION**  
 Optional and not required

**11 EXPLANATORY**  
 Audit Cycle: December Ending.  
 (a) Multi-Copy Same Addressee subscriptions, averaging 2 copies per issue, represent copies sold in quantities of 2 to 3 to business concerns at 1 yr. \$236.47. Copies were mailed to the purchaser for redistribution.  
 (b) Miscellaneous includes checking and promotion copies, averaging 863 copies per issue, served to advertisers and agencies.  
 (c) Business Directories represent copies served to subscribers obtained from European Kompass and Dun and Bradstreet.  
 (d) Other Sources represent copies served to subscribers obtained from Food Scan list.  
 (e) Countries that equal or exceed 5% of the total circulation:  
     France           544  
 (f) Authorized prices with 5% or more of total subscription sales:  
     Optional and not required

**Definition of Recipient Qualification:**

Qualified recipients are: confectionery manufacturing/processing personnel in management, engineering, production, research and development, sales, purchasing; and other personnel in the field served. Also qualified are jobbers, importers, brokers, distributors, suppliers and manufacturers of ingredients, equipment and packaging suppliers, candy repackers, and others allied to the field.

<p><b>We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Audit Bureau of Circulations' Bylaws and Rules</b></p>		<p><b>Frequency:</b> Monthly  <b>Format:</b> Standard  <b>Established:</b> 1944  <b>ABC Member Since:</b> 1956  <b>Member No.</b> 06-0270-0  <b>SRDS:</b> 33  <b>Published by:</b>          Stagnito Communications Inc., an Ascend Media Company          155 Pflugsten Road, Ste. 205          Deerfield, IL 60015          T: (847) 405-4000 • F: (847) 405-4100          www.stagnito.com          Publisher: Lisbeth Echeandia          Editor: Bernard Pacyniak</p>
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	U.S. Subscription Price	75.10
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