

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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Official Publication of: None
Established: 1986
Issues Per Year: 12

FIELD SERVED

PLBuyer serves the private label industry, including the Retailers and Wholesalers as reported in Paragraph 3a.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are Administrative, Management, Chairman of the Board, Owner, Partner, President, CEO, COO, CFO, Secretary, Treasurer, Executive Vice President, Vice President, General Manager, Division Manager, Director, Buyer-Merchandiser, Merchandise Manager, Purchasing Manager, Head Buyer, Assistant Buyer, Department Manager, Category Manager, Store Manager, and Sales/Marketing Manager.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	27
Advertiser and Agency _____	1,322
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	1,586
TOTAL	2,935

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	24,575	100.0	24,575	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	24,575	100.0	24,575	100.0	-	-

2a. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2011 Issue	Number Removed	Number Added	Total Qualified
January _____	266	266	24,575
February _____	62	62	24,575
March _____	1,800	1,800	24,575
April _____	2,395	2,395	24,575
May _____	6,985	6,985	24,575
June _____	16	16	24,575
TOTAL	11,524	11,524	

2b. WEBSITE ACTIVITY BY MONTH

Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January _____	12,499	4,703	3,664	1.28	00:54	02:24
February _____	13,014	4,991	3,664	1.36	00:53	02:22
March _____	13,559	5,499	4,057	1.36	01:00	02:32
April _____	10,846	4,233	3,116	1.36	01:09	03:02
May _____	11,526	4,793	3,475	1.38	01:00	02:25
June _____	9,567	4,262	3,065	1.39	00:59	02:18
AVERAGE:	11,835	4,747	3,507	1.36	00:59	02:30

*See Additional Data

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 year	2 years	3 years		
I. TOTAL - Direct Request: _____	12,912	5,858	-	18,770	76.4
a. Written _____	142	-	-	142	0.6
b. Telecommunication _____	12,196	5,656	-	17,852	72.6
c. Electronic _____	574	202	-	776	3.2
II. TOTAL - Request from recipient's company: _____	39	40	-	79	0.3
a. Written _____	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-
c. Electronic _____	39	40	-	79	0.3
III. TOTAL - Membership Benefit: _____	-	-	-	-	-
a. Individual _____	-	-	-	-	-
b. Organizational _____	-	-	-	-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
a. Written _____	-	-	-	-	-
b. Telecommunication _____	-	-	-	-	-
c. Electronic _____	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	5,726	-	-	5,726	23.3
Association rosters and directories _____	-	-	-	-	-
*Business directories _____	5,726	-	-	5,726	23.3
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-	-	-
Other sources _____	-	-	-	-	-
VI. TOTAL - Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	18,677	5,898	-	24,575	100.0
*See Additional Data	PERCENT	76.0	24.0	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	24,575	100.0
Individuals by name only _____	-	-
Titles or functions only _____	-	-
Company names only _____	-	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	24,575	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine _____	263		Kentucky _____	449	
New Hampshire _____	137		Tennessee _____	533	
Vermont _____	91		Alabama _____	502	
Massachusetts _____	671		Mississippi _____	274	
Rhode Island _____	135		EAST SO. CENTRAL	1,758	7.1
Connecticut _____	331		Arkansas _____	524	
NEW ENGLAND	1,628	6.6	Louisiana _____	285	
New York _____	1,698		Oklahoma _____	291	
New Jersey _____	800		Texas _____	1,027	
Pennsylvania _____	1,380		WEST SO. CENTRAL	2,127	8.7
MIDDLE ATLANTIC	3,878	15.8	Montana _____	124	
Ohio _____	1,121		Idaho _____	158	
Indiana _____	481		Wyoming _____	56	
Illinois _____	995		Colorado _____	206	
Michigan _____	918		New Mexico _____	79	
Wisconsin _____	627		Arizona _____	229	
EAST NO. CENTRAL	4,142	16.9	Utah _____	197	
Minnesota _____	775		Nevada _____	70	
Iowa _____	334		MOUNTAIN	1,119	4.6
Missouri _____	619		Alaska _____	26	
North Dakota _____	172		Washington _____	686	
South Dakota _____	116		Oregon _____	323	
Nebraska _____	314		California _____	1,688	
Kansas _____	307		Hawaii _____	77	
WEST NO. CENTRAL	2,637	10.7	PACIFIC	2,800	11.4
Delaware _____	57		UNITED STATES	24,575	100.0
Maryland _____	396		U.S. Territories _____	-	
Washington, DC _____	23		Canada _____	-	
Virginia _____	710		Mexico _____	-	
West Virginia _____	205		Other International _____	-	
North Carolina _____	902		AP0/FPO _____	-	
South Carolina _____	347		TOTAL QUALIFIED CIRCULATION	24,575	100.0
Georgia _____	670				
Florida _____	1,176				
SOUTH ATLANTIC	4,486	18.2			

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
	July - December 2008	January - June 2009	July - December 2009	January - June 2010	July - December 2010*	January - June 2011*
Total Audit Average Qualified: _____	24,980	24,575	24,575	24,575	24,575	24,575
Qualified Non-Paid: ____	24,980	24,575	24,575	24,575	24,575	24,575
Qualified Paid: _____	-	-	-	-	-	-
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 2010 – June 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

ADDITIONAL DATA

PARAGRAPH 3b:

Business directories include 4 sources for quantities of 103 copies or 0.4% to 3,306 copies or 13.5%, including Chain Store Guide Drug Store & HBC Chains, Chain Store Guide Discount Stores & Specialty Retailers, Chain Store Guide Supermarket, Grocery & Convenience Stores and Marketing Guide Book.

WEBSITE GLOSSARY:
Unique Browsers: An identified and unduplicated Cookied 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

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 1, 2011
Rita M. Foumia, Corporate Strategy Director	State	Michigan
Catherine M. Ronan, Corporate Audience Audit Manager	County	Oakland
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	July 1, 2011
IMPORTANT NOTE:	Type	PJ
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	P130P0J1