

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.

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Refrigerated & Frozen Foods



BEST PRACTICES FOR VALUE-ADDED PROCESSORS

BNP Media II, LLC
(See Paragraph 11)
2401 W. Big Beaver Road, Suite 700
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Official Publication of: None
Established: 1990
Issues Per Year: 12

FIELD SERVED

REFRIGERATED & FROZEN FOODS serves processors that include prepared foods & specialties; refrigerated & frozen snacks; prepared meat, poultry, seafood; dairy/beverage; refrigerated & frozen fruits/vegetables; refrigerated & frozen bakery products; warehousing/distribution (frozen & refrigerated); distributors, suppliers and manufacturers and other processors as reported in Paragraph 3a herein.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are titled personnel in general management/administration, plant operations & plant production & packaging, engineering, warehouse/distribution, technical & R&D, marketing & sales, purchasing and others allied to the field as described in paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	40
Advertiser and Agency _____	982
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
All Other _____	1,134
TOTAL	2,156

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	20,500	100.0	20,498	100.0	2	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,500	100.0	20,498	100.0	2	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2008 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	10	10			20,500	April _____	34	34			20,500
February _____	57	57			20,500	May _____	237	237			20,500
March _____	45	45			20,500	June _____	2,293	2,293			20,500
						TOTAL	2,676	2,676			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008

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

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	General Management/Administration (Note 1)	Plant Operation, Plant Production, Packaging, Engineering, Warehousing/Distribution (Note 2)	Technical & R&D (Note 3)	Marketing & Sales (Note 4)	Purchasing (Note 5)	Others Allied to the Field and Job Title not reported
PREPARED FOODS & SPECIALTIES (including prepared dinners/meals/entrees, side dishes, breakfast foods, pizza and deli products including sandwiches, salad bars, soups, lunch meat); REFRIGERATED & FROZEN SNACKS (including hors d'oeuvres, ethnic snacks, confections, popcorn and appetizers)	6,868	33.5	3,174	1,447	1,247	590	410	-
PREPARED MEAT, POULTRY, SEAFOOD (including prepared meat, sausage, poultry, eggs and seafood products)	5,575	27.2	2,803	1,386	628	370	388	-
DAIRY/BEVERAGE (including milk, butter, cheese, cottage cheese, yogurt, ice cream, frozen novelties, juices and drinks)	1,741	8.5	685	472	263	211	110	-
REFRIGERATED & FROZEN FRUITS/VEGETABLES (including prepared fruits and vegetables, berries, potatoes, vegetable and sauce)	1,495	7.3	632	334	310	142	77	-
REFRIGERATED & FROZEN BAKERY PRODUCTS (including bread, cakes, donuts, muffins, bagels, frozen dough)	1,815	8.8	822	530	231	81	151	-
OTHER PROCESSORS include food processing, food service, snacks, ethnic foods, convenience foods & bakery products	-	-	-	-	-	-	-	-
WAREHOUSING/DISTRIBUTION (FROZEN & REFRIGERATED) including cold storage dist. warehouses, public/private refrigerated warehouses, trucking, rail transportation & logistics	1,836	9.0	1,400	366	35	11	24	-
DISTRIBUTORS, SUPPLIERS & MANUFACTURERS including ingredient suppliers, suppliers of frozen food plant equipment, independent laboratories, consultants, associations, cooperatives, and universities	1,170	5.7	548	195	111	264	52	-
TOTAL QUALIFIED CIRCULATION	20,500	100.0	10,064	4,730	2,825	1,669	1,212	-
PERCENT	100.0	-	49.1	23.1	13.8	8.1	5.9	-

Note 1: General Management/Administration: President, VP, Owner, Chairman of the Board, CEO, CFO, General Manager and Assistant Manager.

Note 2: Plant Operation, Plant Production, Packaging, Engineering, Warehousing/Distribution: VP Production, Prod. Mgr, Plt Mgr/Supervisor, Pkg. Supt., Maintenance Mgr, Chief Eng, Project Eng, Plant/Design/System Eng, Warehouse/Distribution Mgrs, Logistics/Traffic Mgr.

Note 3: Technical & R&D: VP/R&D Director/Manager and Group Leader, Scientist, Chemist, Research Tech., Food Technologist, QA/QC Manager.

Note 4: Marketing and Sales: VP/Director of Marketing/Sales, New Products Director, Marketing Services Manager, Product Manager and other Marketing and Sales personnel.

Note 5: Purchasing: VP/Purchasing, Director of Purchasing, Senior Buyer & Other Purchasing Dept. Personnel.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Personal direct request from the recipient: _____	14,539	2,602	-			17,141	83.7
a. Written _____	1,108	172	-			1,280	6.3
b. Telecommunication _____	11,920	2,158	-			14,078	68.7
c. Electronic _____	1,511	272	-			1,783	8.7
II. TOTAL - Request from recipient's company: _____	212	224	-			436	2.1
a. Written _____	3	-	-			3	-
b. Telecommunication _____	4	133	-			137	0.7
c. Electronic _____	205	91	-			296	1.4
III. TOTAL - Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. * TOTAL - Communication from recipient or recipient's company (other than request): _____	1,357	-	-			1,357	6.6
a. Written _____	4	-	-			4	-
b. Telecommunication _____	1,274	-	-			1,274	6.2
c. Electronic _____	79	-	-			79	0.4
V. TOTAL - Sources other than above (listed alphabetically): _____	1,566	-	-			1,566	7.6
Association rosters and directories _____	-	-	-			-	-
*Business directories _____	1,566	-	-			1,566	7.6
Independent field reports _____	-	-	-			-	-
Licensees - National, State or Local Government _____	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. TOTAL - Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	17,674	2,826	-			20,500	100.0
*See Paragraph 11 PERCENT	86.2	13.8	-			100.0	-

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			20,500	100.0
Individuals by name only _____			-	-
Titles or functions only _____			-	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			20,500	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2008							
State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified
039-049 Maine _____	106		400-427 Kentucky _____	255			
030-038 New Hampshire _____	66		370-385 Tennessee _____	288			
050-059 Vermont _____	67		350-369 Alabama _____	229			
010-027 Massachusetts _____	458		386-397 Mississippi _____	132			
028-029 Rhode Island _____	60		EAST SO. CENTRAL	904	4.4		
060-069 Connecticut _____	163		716-729 Arkansas _____	325			
NEW ENGLAND	920	4.5	700-714 Louisiana _____	183			
100-149 New York _____	917		730-749 Oklahoma _____	151			
070-089 New Jersey _____	618		750-799 Texas _____	981			
150-196 Pennsylvania _____	1,027		WEST SO. CENTRAL	1,640	8.0		
MIDDLE ATLANTIC	2,562	12.5	590-599 Montana _____	47			
430-459 Ohio _____	907		832-838 Idaho _____	181			
460-479 Indiana _____	370		820-831 Wyoming _____	9			
600-629 Illinois _____	1,184		800-816 Colorado _____	213			
480-499 Michigan _____	525		870-884 New Mexico _____	39			
530-549 Wisconsin _____	842		850-865 Arizona _____	109			
EAST NO. CENTRAL	3,828	18.7	840-847 Utah _____	156			
550-567 Minnesota _____	786		889-898 Nevada _____	52			
500-528 Iowa _____	436		MOUNTAIN	806	3.9		
630-658 Missouri _____	373		995-999 Alaska _____	18			
580-588 North Dakota _____	93		980-994 Washington _____	499			
570-577 South Dakota _____	84		970-979 Oregon _____	321			
680-693 Nebraska _____	305		900-961 California _____	1,903			
660-679 Kansas _____	248		967-968 Hawaii _____	40			
WEST NO. CENTRAL	2,325	11.3	PACIFIC	2,781	13.6		
197-199 Delaware _____	48		UNITED STATES	18,256	89.1		
206-219 Maryland _____	253		969 & 004-009 U.S. Territories _____	11			
200-205 Washington, DC _____	9		Canada _____	2,187			
220-246 Virginia _____	299		Mexico _____	2			
247-268 West Virginia _____	43		Other International _____	44			
270-289 North Carolina _____	437		AP0/FPO _____	-			
290-299 South Carolina _____	166		TOTAL QUALIFIED CIRCULATION	20,500	100.0		
300-319 Georgia _____	579						
320-349 Florida _____	656						
SOUTH ATLANTIC	2,490	12.2					

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS					
	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2004	2005	2006	2007	*2008
Total Audit Average Qualified _	20,500	20,490	20,500	20,500	20,500
Qualified Non-Paid Total ____	20,500	20,490	20,500	20,500	20,498
Qualified Paid Total _____	-	-	-	-	2
Post Expire Copies included in Paid Circulation _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price _	**NC	**NC	**NC	**NC	**NC

*NOTE: 2008 data is unaudited

**NC = None claimed

10. PAID CIRCULATION DATA

**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

11. ADDITIONAL DATA

CHANGE IN OWNERSHIP:

Effective with the September 2007 issue, REFRIGERATED & FROZEN FOODS was purchased by BNP Media II, LLC.

PARAGRAPH 3b:

Communication from recipient or recipient's company (other than request) includes 3 sources of circulation for quantities of 92 copies or 0.4% to 743 copies or 3.6%. Business directories include 4 sources of circulation for quantities of 229 copies or 1.1% to 595 copies or 2.9%.

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT

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

Amy Schuler, Group Audience Development Manager

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 June 30, 2008

State Michigan

County Oakland

Received by BPA Worldwide June 30, 2008

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