

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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Official Publication of: None  
Established: 1983  
Issues Per Year: 20



**FIELD SERVED**

MMR serves the mass merchandise retail industry, including Headquarters of Supermarket, Drug and Discount Store Chains, wholesale/ warehouse clubs, the cooperatives, voluntaries and wholesalers who serve them, manufacturers/ manufacturers' representatives, schools, libraries, associations, government agencies and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are personnel in the above field based at headquarters. This includes Administrative/ Operations Managers, Buyers, Merchandise Managers, Merchandisers and other titled headquarters' personnel.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	104
Advertiser and Agency _____	1,812
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	210
Digital _____	-
All Other _____	1,066
<b>TOTAL</b>	<b>3,192</b>

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	20,363	99.3	137	0.7
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,500</b>	<b>100.0</b>	<b>20,363</b>	<b>99.3</b>	<b>137</b>	<b>0.7</b>

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July 20 _____	21	21			20,500	October 5 _____	287	287			20,500
August 10 _____	103	103			20,500	October 19 _____	83	83			20,500
August 24 _____	16	16			20,500	November 16 _____	602	602			20,500
September 7 _____	22	22			20,500	<b>*November 30 _____</b>	<b>5,938</b>	<b>5,938</b>			<b>20,500</b>
September 21 _____	58	58			20,500	December 14 _____	5	5			20,500
						<b>TOTAL</b>	<b>7,135</b>	<b>7,135</b>			

\*Analyzed Issue

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 30, 2009**

This issue is equal to the average of the other 9 issues reported in Paragraph two.

BUSINESS/INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE*
Headquarters of Supermarket Store Chain_____	7,440	36.3	7,440
Headquarters of Drug Store Chain _____	5,146	25.1	5,146
Headquarters of Discount Store Chain including Warehouse Clubs ____	7,146	34.9	7,146
Headquarters of Cooperatives, Voluntary or Wholesaler _____	635	3.1	635
Sub-Total	20,367	99.4	20,367
Manufacturer or Manufacturers' Representative_____	97	0.5	97
School, Library, Association or Government Agency_____	6	-	6
Others Allied to the Field _____	30	0.1	30
Sub-Total	133	0.6	133
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,500</b>	<b>100.0</b>	<b>20,500</b>
<b>PERCENT</b>	<b>100.0</b>		<b>100.0</b>

## \*CLASSIFICATION BY TITLE:

Administrative/Operations Managers: Owner, Chairman, CEO, President, General Manager, VP, Operations, Manager, Division Manager, District Manager, Manager, Supervisor, and other administrative/operations titled headquarters personnel. Merchandising: VP Merchandising, General Merchandising Manager, Merchandising Manager, Merchandiser, Buyer, Director of Non-Perishables, Manager of Planogramming, Sales Manager and other merchandising titled headquarters personnel. Manufacturer or Manufacturers' Representative, School, Library, Association or Government Agency and Others Allied to the Field including Investment Firms and Financial Institutions

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 30, 2009**

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	20,200	300	-			20,500	100.0
II. Request from recipient's company: _____	-	-	-			-	-
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	-	-	-			-	-
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. Single Copy Sales: _____	-	-	-			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,200</b>	<b>300</b>	<b>-</b>			<b>20,500</b>	<b>100.0</b>
<b>PERCENT</b>	<b>98.5</b>	<b>1.5</b>	<b>-</b>			<b>100.0</b>	

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 30, 2009**

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			20,470	99.9
Individuals by name only _____			21	0.1
Titles or functions only _____			4	-
Company names only _____			5	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>			<b>20,500</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 30, 2009**

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	142		400-427 Kentucky _____	339	
030-038 New Hampshire _____	96		370-385 Tennessee _____	418	
050-059 Vermont _____	38		350-369 Alabama _____	361	
010-027 Massachusetts _____	501		386-397 Mississippi _____	196	
028-029 Rhode Island _____	286		<b>EAST SO. CENTRAL</b>	<b>1,314</b>	<b>6.4</b>
060-069 Connecticut _____	213		716-729 Arkansas _____	342	
<b>NEW ENGLAND</b>	<b>1,276</b>	<b>6.2</b>	700-714 Louisiana _____	211	
100-149 New York _____	1,295		730-749 Oklahoma _____	232	
070-089 New Jersey _____	656		750-799 Texas _____	923	
150-196 Pennsylvania _____	1,303		<b>WEST SO. CENTRAL</b>	<b>1,708</b>	<b>8.3</b>
<b>MIDDLE ATLANTIC</b>	<b>3,254</b>	<b>15.9</b>	590-599 Montana _____	57	
430-459 Ohio _____	952		832-838 Idaho _____	111	
460-479 Indiana _____	395		820-831 Wyoming _____	27	
600-629 Illinois _____	1,064		800-816 Colorado _____	178	
480-499 Michigan _____	633		870-884 New Mexico _____	42	
530-549 Wisconsin _____	513		850-865 Arizona _____	292	
<b>EAST NO. CENTRAL</b>	<b>3,557</b>	<b>17.4</b>	840-847 Utah _____	126	
550-567 Minnesota _____	564		889-898 Nevada _____	99	
500-528 Iowa _____	290		<b>MOUNTAIN</b>	<b>932</b>	<b>4.5</b>
630-658 Missouri _____	545		995-999 Alaska _____	22	
580-588 North Dakota _____	96		980-994 Washington _____	357	
570-577 South Dakota _____	103		970-979 Oregon _____	245	
680-693 Nebraska _____	200		900-961 California _____	1,331	
660-679 Kansas _____	265		967-968 Hawaii _____	50	
<b>WEST NO. CENTRAL</b>	<b>2,063</b>	<b>10.1</b>	<b>PACIFIC</b>	<b>2,005</b>	<b>9.8</b>
197-199 Delaware _____	47		<b>UNITED STATES</b>	<b>19,786</b>	<b>96.5</b>
206-219 Maryland _____	293		969 & 004-009 U.S. Territories _____	38	
200-205 Washington, DC _____	18		Canada _____	636	
220-246 Virginia _____	473		Mexico _____	2	
247-268 West Virginia _____	184		Other International _____	36	
270-289 North Carolina _____	763		APO/FPO _____	2	
290-299 South Carolina _____	315		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,500</b>	<b>100.0</b>
300-319 Georgia _____	489				
320-349 Florida _____	1,095				
<b>SOUTH ATLANTIC</b>	<b>3,677</b>	<b>17.9</b>			

**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: _____	21,847	21,831	22,000	20,650	20,500	20,500
Qualified Non-Paid: _	21,561	21,601	21,808	20,489	20,355	20,363
Qualified Paid: _____	286	230	192	161	145	137
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.

**8. PAID CIRCULATION DATA**

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

**9. ADDITIONAL DATA**

**PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.**

**PUBLISHER'S AFFIDAVIT**

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

Pamela Vandernoeth, Circulation Manager

Susan Schinitsky, Publisher

(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 December 28, 2009

State New York

County New York

Received by BPA Worldwide December 28, 2009

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