

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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PIZZA TODAY is an essential business tool for owners of independent and franchised pizzerias. Our primary goal is to increase the success rate of pizzerias over and above any other type of foodservice operation. We do this by offering expert advice on a variety of topics including marketing, employee management, practical business methods, food handling & safety and menu expansion. Our subscribers face countless challenges in their quest to operate their pizzerias more efficiently and profitably. We exist to provide solutions to those challenges.

FIELD SERVED

PIZZA TODAY serves independent, chain, and franchise pizzeria operations and their allied manufacturers and suppliers, and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are titled and non-titled individuals involved in the pizza industry within the fields served.

CHANNELS

PIZZA TODAY MAGAZINE



6 Issues in the period
40,010 average circulation

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
PIZZA TODAY MAGAZINE (6 issues in the period)	40,010	-	40,010

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	9
Advertiser and Agency	1,351
Allocated for Trade Shows and Conventions	1,117
All Other	657
TOTAL	3,133

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	40,010	100.0	40,010	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	40,010	100.0	40,010	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Total Qualified
January	40,010
February	40,010
March	40,010
April	40,010
May	40,010
June	40,010

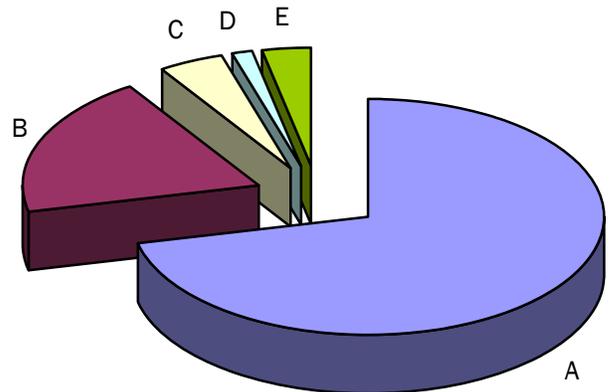
3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

This issue is equal to the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
Independent Operators	28,545	71.3
Franchise Operators	7,803	19.5
Chain Operators	1,827	4.6
Manufacturers/Suppliers	542	1.4
Others Allied to the Field includes Food Brokers	1,293	3.2
TOTAL QUALIFIED CIRCULATION	40,010	100.0
PERCENT	100.0	

3a. Breakout of Qualified Circulation of Business and Industry

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A Independent Operators	28,545	71.3
B Franchise Operators	7,803	19.5
C Chain Operators	1,827	4.6
D Manufacturers/Suppliers	542	1.4
E Others Allied to the Field includes Food Brokers	1,293	3.2
TOTAL QUALIFIED CIRCULATION	40,010	100.0

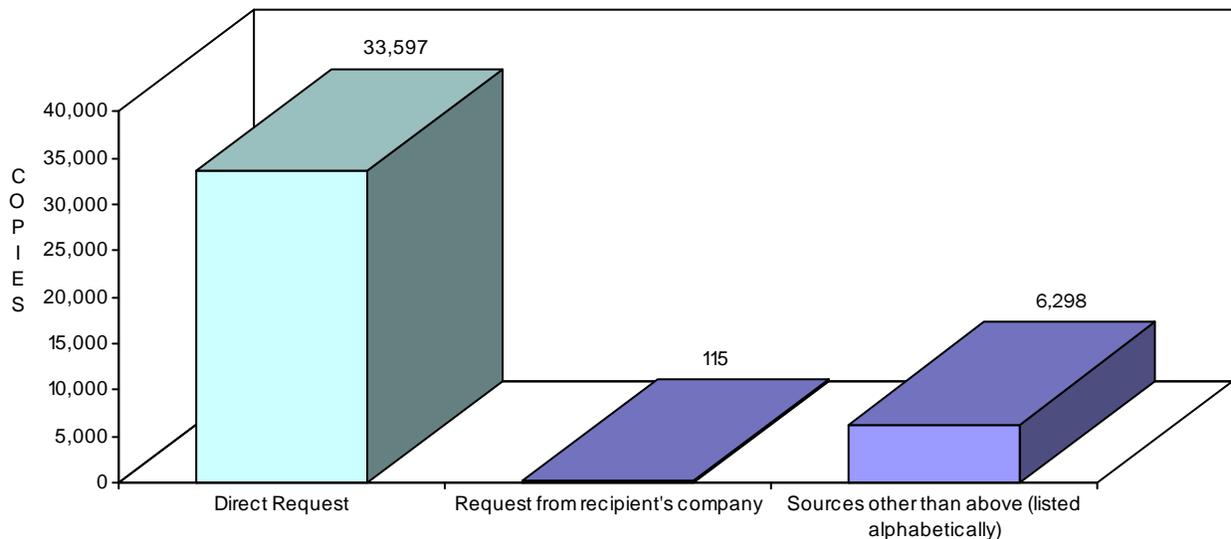


3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	27,417	6,180	-	33,597	84.0
II. Request from recipient's company:	79	36	-	115	0.3
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	6,298	-	-	6,298	15.7
Association rosters and directories	-	-	-	-	-
*Business directories	6,298	-	-	6,298	15.7
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	33,794	6,216	-	40,010	100.0
PERCENT	84.5	15.5	-	100.0	

*See Additional Data

3b. Qualification Source Breakout of Qualified Circulation



3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	38,811	97.0
Individuals by name only	1,103	2.8
Titles or functions only	18	-
Company names only	78	0.2
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	40,010	100.0

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
	July - December 2013	January - June 2014	July - December 2014	January - June 2015	July - December 2015	January - June 2016*
Total Audit Average Qualified:	40,010	40,010	40,010	40,010	40,010	40,010
Qualified Non-Paid:	39,865	39,883	39,904	39,921	39,926	40,010
Qualified Paid:	145	127	106	89	84	-
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: January - June 2016 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	257		Kentucky	514	
New Hampshire	294		Tennessee	622	
Vermont	123		Alabama	292	
Massachusetts	1,480		Mississippi	192	
Rhode Island	228		EAST SO. CENTRAL	1,620	4.0
Connecticut	883		Arkansas	234	
NEW ENGLAND	3,265	8.2	Louisiana	301	
New York	3,117		Oklahoma	309	
New Jersey	1,765		Texas	1,841	
Pennsylvania	2,930		WEST SO. CENTRAL	2,685	6.7
MIDDLE ATLANTIC	7,812	19.5	Montana	175	
Ohio	2,132		Idaho	216	
Indiana	976		Wyoming	80	
Illinois	1,910		Colorado	678	
Michigan	1,692		New Mexico	185	
Wisconsin	888		Arizona	617	
EAST NO. CENTRAL	7,598	19.0	Utah	255	
Minnesota	817		Nevada	415	
Iowa	545		MOUNTAIN	2,621	6.6
Missouri	655		Alaska	66	
North Dakota	117		Washington	733	
South Dakota	112		Oregon	515	
Nebraska	224		California	3,817	
Kansas	306		Hawaii	89	
WEST NO. CENTRAL	2,776	6.9	PACIFIC	5,220	13.0
Delaware	137		UNITED STATES	39,947	99.8
Maryland	597		U.S. Territories	55	
Washington, DC	45		Canada	3	
Virginia	781		Mexico	-	
West Virginia	236		Other International	3	
North Carolina	976		APO/FPO	2	
South Carolina	466				
Georgia	836				
Florida	2,276				
SOUTH ATLANTIC	6,350	15.9			
			TOTAL QUALIFIED CIRCULATION	40,010	100.0

ADDITIONAL DATA

PARAGRAPH 3b:

Business Directories include 1 source of circulation for a quantity of 6,298 copies or 15.7%, including Hoovers.

PUBLISHER'S AFFIDAVIT

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

Joanne Wheatley, VP
Pete Lachapelle, VP, 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 brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed	July 19, 2016
State	New York
County	New York
Received by BPA Worldwide	July 19, 2016
Type	BD
ID Number	P080B0J6

About BPA Worldwide:

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. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.