



Audit Bureau of Circulations

**BUSINESS PUBLICATION  
PUBLISHER'S STATEMENT  
Subject to Audit  
For the 6 month period ending  
December 31, 2009**

# QSR

## Field Served:

QSR magazine is the sources of news and information about the \$180+ billion quick-service industry. For more than 10 years, QSR has defined this market, which includes traditional fast food, fast casual dining, coffee, snacks, full-service takeaway, concessions, convenience stores, and related segments of the foodservice industry.

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

**TOTAL AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION 30,383**



### 1A AVERAGE QUALIFIED PAID CIRCULATION

Individual	.....	
Association,	.....	
Sponsored Individually Addressed	.....	
Multi-Copy Same Addressee	.....	
Single Copy Sales	.....	
<b>Total Average Qualified Paid Circulation</b>	.....	

### 1B AVERAGE QUALIFIED NON-PAID CIRCULATION

Individual	.....	30,383
Association,	.....	
Multi-Copy Same Addressee	.....	
<b>Total Average Qualified Non-Paid Circulation</b>	.....	<b>30,383</b>

### 1C AVERAGE NON-QUALIFIED CIRCULATION

Non-Continuous Market Coverage Copies	.....	
Allocated For Shows & Conventions	.....	117
Miscellaneous, Including Staff Copies, See Par. 11(a)	.....	2,317
<b>Total Average Non-Qualified Circulation</b>	.....	<b>2,434</b>

### 1D AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS

None

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

2009 Issue	Total	Paid	Qualified Non-Paid	Qualified Non-Paid Removed	Qualified Non-Paid Added
July	30,312		30,312	147	201
Aug.	30,406		30,406	135	229
Sept.	30,427		30,427	173	194
Oct.	30,625		30,625	150	348
Nov.	30,219		30,219	1,852	1,446
Dec.	30,309		30,309	109	199
<b>Total</b>				<b>2,566</b>	<b>2,617</b>

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE NOVEMBER, 2009 ISSUE IN WHICH:  
 • QUALIFIED NON-PAID CIRCULATION WAS 0.5% LESS THAN THE PERIOD AVERAGE

### 3A BUSINESS/OCCUPATIONAL ANALYSIS

Classification by Business & Industry	Qualified Non-Paid	%	Chain	Independent	Consultants	Allied to the
						Restaurant Industry
CEO/President; Owner; Chairman; Partner; Principal .....	19,478	64.4	14,390	4,938	133	17
Operations, VP Operations, and other operations functions .....	3,518	11.6	2,811	648	49	10
Chef, Food & Beverage Operations, Food & Beverage Research & Development.....	1,628	5.4	947	656	20	5
Buyer .....	531	1.7	373	144	5	9
Finance, VP Finance, CFO, and other financial functions Director of Marketing, VP Marketing, VP Sales, and other sales & marketing functions.....	777	2.6	609	147	15	6
Restaurant Manager and other restaurant management functions .....	1,173	3.9	913	172	53	35
Training, VP Human Resources, and other training/HR functions .....	897	3.0	658	236	2	1
IT Manager and other IT functions.....	773	2.6	654	110	9	
VP Franchising/Development and related functions.....	304	1.0	274	23	5	2
Other function or not specified function .....	718	2.4	666	39	12	1
Other function or not specified function .....	422	1.4	333	75	10	4
<b>Total Qualified Circulation .....</b>	<b>30,219</b>	<b>100.0</b>	<b>22,628</b>	<b>7,188</b>	<b>313</b>	<b>90</b>

### 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>14,083</b>	<b>7,958</b>		<b>22,041</b>	<b>72.9</b>
Written.....	1,262	951		2,213	7.3
Telecommunication .....	5,306	3,675		8,981	29.7
Internet and E-mail.....	7,515	3,332		10,847	35.9
Total Direct request from recipient's company:	<b>2,990</b>	<b>3,249</b>		<b>6,239</b>	<b>20.7</b>
Written .....	2,990	3,249		6,239	20.7
Telecommunication .....					
Internet and E-mail.....					
Total Communication other than request:					
Written.....					
Telecommunication .....					
Internet and E-mail.....					
Association .....					
Business Directories.....					
Lists, See Par. 11(b) .....	1,939			1,939	6.4
Acquired Circulation .....					
Other Sources .....					
<b>Total Qualified Non-Paid Circulation .....</b>	<b>19,012</b>	<b>11,207</b>		<b>30,219</b>	<b>100.0</b>
<b>Percent .....</b>	<b>62.9</b>	<b>37.1</b>		<b>100.0</b>	
Paid Subscription Circulation.....					
Paid Acquired Circulation .....					
Single Copy Sales .....					
<b>Total Qualified Circulation .....</b>				<b>30,219</b>	

**3C**

**MAILING ADDRESS ANALYSIS**

	Qualified Non-Paid	%
Individual by name and title and/or occupation .....	29,203	96.6
Individual by name only .....	23	0.1
Title or occupation only .....	993	3.3
Company name only .....		
Multi-Copy Same Addressee .....		
<b>Total Qualified Paid Subscription &amp; Non-Paid Circulation .....</b>	<b>30,219</b>	<b>100.0</b>
Single Copy Sales .....		
<b>Total Qualified Circulation .....</b>	<b>30,219</b>	

**4**

**GEOGRAPHIC ANALYSIS**

State & ZIP Code	Qualified Non-Paid	%
New England		
ME 039-049.....	117	
NH 030-038.....	123	
VT 050-059.....	75	
MA 010-027.....	730	
RI 028-029.....	116	
CT 060-069.....	456	
<b>New England</b>	<b>1,617</b>	<b>5.3</b>
Middle Atlantic		
NY 100-149.....	1,419	
NJ 070-089.....	799	
PA 150-196.....	940	
<b>Middle Atlantic</b>	<b>3,158</b>	<b>10.5</b>
East N. Central		
OH 430-459.....	1,042	
IN 460-479.....	561	
IL 600-629.....	1,460	
MI 480-499.....	875	
WI 530-549.....	496	
<b>East N. Central</b>	<b>4,434</b>	<b>14.7</b>
West N. Central		
MN 550-567.....	595	
IA 500-528.....	286	
MO 630-658.....	552	
ND 580-588.....	63	
SD 570-577.....	99	
NE 680-693.....	217	
KS 660-679.....	349	
<b>West N. Central</b>	<b>2,161</b>	<b>7.2</b>
South Atlantic		
DE 197-199.....	81	
MD 206-219.....	539	
DC 200, 202-205.....	57	
VA 201, 220-246.....	756	
WV 247-268.....	109	
NC 270-289.....	920	
SC 290-299.....	469	
GA 300-319.....	1,915	
FL 320-349.....	2,233	
<b>South Atlantic</b>	<b>7,079</b>	<b>23.4</b>

State & ZIP Code	Qualified Non-Paid	%
East S. Central		
KY 400-427.....	489	
TN 370-385.....	669	
AL 350-369.....	334	
MS 386-397.....	206	
<b>East S. Central</b>	<b>1,698</b>	<b>5.6</b>
West S. Central		
AR 716-729.....	258	
LA 700-714.....	374	
OK 730-749.....	308	
TX 750-799.....	2,436	
<b>West S. Central</b>	<b>3,376</b>	<b>11.2</b>
Mountain		
MT 590-599.....	100	
ID 832-838.....	147	
WY 820-831.....	77	
CO 800-816.....	683	
NM 870-884.....	167	
AZ 850-865.....	622	
UT 840-847.....	255	
NV 889-898.....	208	
<b>Mountain</b>	<b>2,259</b>	<b>7.5</b>
Pacific		
AK 995-999.....	35	
WA 980-994.....	592	
OR 970-979.....	341	
CA 900-961.....	3,299	
HI 967-968.....	87	
<b>Pacific</b>	<b>4,354</b>	<b>14.4</b>
Single Copy Sales .....		
U.S. Unclassified .....	10	0.0
<b>United States</b>	<b>30,146</b>	<b>99.8</b>
Poss. & Other Areas		
004-009, 969.....	62	0.2
<b>U.S. &amp; Poss., etc.</b>	<b>30,208</b>	<b>100.0</b>
Canada .....	6	0.0
Mexico .....		
Military or Civilian Personnel Overseas .		
Other International .....		
<b>Total International</b>	<b>6</b>	<b>0.0</b>
E-Mail Address Only ...		
Other Unclassified .....	5	0.0
<b>Grand Total</b>	<b>30,219</b>	<b>100.0</b>

**ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS  
Sold During 6 Month Period Ended December 31, 2009**

**5 PRICE DATA**

Basic Prices: Subscriptions: U.S., 1 yr. \$30.00. International, 1 yr. \$84.00  
Single Copy: \$8.00  
Sales include Premium Values  
Basic & higher than basic:  
75% - 99% of basic:  
50% - 74% of basic:  
25% - 49% of basic:  
Less than 25% of basic:

**Total**

Reporting  
not  
required

**6 TERM DATA** Reporting not required

**7 SALES CHANNELS** Reporting not required

**8 PREMIUM USAGE** Reporting not required

**ADDITIONAL CIRCULATION INFORMATION**

**9 POST EXPIRATION COPIES  
INCLUDED IN PAID CIRCULATION**

Reporting not required

**10 RENEWAL ANALYSIS OF  
PAID CIRCULATION**

Reporting not required

**11 EXPLANATORY**

Audit Cycle: December Ending.

- (a) Miscellaneous includes checking and promotion copies, averaging 2,317 copies per issue, served to advertisers and agencies.
- (b) Lists represent names taken from database lists of food service operations and restaurant chains.

**Definition of Recipient Qualification:**

Qualified recipients are: executive managers, purchasing agents, franchisees, owners, senior level managers (not unit managers), and affiliated professionals of chain and independent quick-serve, fast casual, coffee, or pizza headquarters and unit locations of restaurants and businesses allied to these segments of the foodservice industry.

**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**

Parent Company: Journalistic, Inc.

**WEBB C. HOWELL**

Publisher

**GREG M. SANDERS**

Associate Publisher

Signed: February 15, 2010

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**Frequency:** Monthly

**Format:** Standard

**Established:** 1997

**ABC Member Since:** 2001

**Member No.** 06-1110-0

**SRDS:** 127

**Published by:**

Journalistic, Inc.

4905 Pine Cone Drive, Suite 2,

Durham, NC 27707

T: (919) 489-1916 • F: (919) 489-4767

www.qsrmagazine.com

Publisher: Webb C. Howell

Editor: Blair Chancey

06-1110-0	Analyzed Issue Date	11/01/09
	Analyzed Issue Text (for double month issue date)	
	Single Copy Price	8.00
	Association Subscription Price	
	U.S. Subscription Price	30.00
	Canadian Subscription Price	
	International Subscription Price	84.00