

**BUSINESS PUBLICATION
Publisher's Statement**
Six months ended December 31, 2013
Subject to Audit

QSR

Field Served:

QSR magazine is the source of news and information about the \$270+ billion quick-service industry. For more than 15 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 30,897



1A	AVERAGE QUALIFIED PAID CIRCULATION	
	Individual	
	Association	
	Sponsored Individually Addressed	
	Multi-Copy Same Addressee	
	Single Copy Sales	
	Total Average Qualified Paid Circulation	
1B	AVERAGE QUALIFIED NON-PAID CIRCULATION	
	Print Only, See Par. 11(a)	28,424
	Digital Only, See Par. 11(b)	2,473
	Print & Digital (Unduplicated)	
	Total Individual	30,897
	Association	
	Multi-Copy Same Addressee	
	Total Average Qualified Non-Paid Circulation	30,897
1C	AVERAGE NON-QUALIFIED CIRCULATION	
	Non-Continuous Market Coverage Copies	1,101
	Allocated For Shows & Conventions	
	Miscellaneous, Including Staff Copies, See Par. 11(c)	392
	Total Average Non-Qualified Circulation	1,493

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**

2013 Issue	Total	Paid	Qualified Non-Paid Print Only	Qualified Non-Paid Digital Only	Qualified Non-Paid Print & Digital (Unduplicated)	Total Qualified Non-Paid	Qualified Non-Paid Removed	Qualified Non-Paid Added
July	30,885		28,387	2,498		30,885	376	446
Aug.	30,981		28,447	2,534		30,981	114	210
Sept.	30,980		28,484	2,496		30,980	324	323
Oct.	31,132		28,604	2,528		31,132	148	300
Nov.	30,688		28,291	2,397		30,688	2,503	2,059
Dec.	30,717		28,329	2,388		30,717	117	146
						Total	3,582	3,484

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE NOVEMBER 2013 ISSUE IN WHICH:
 • QUALIFIED NON-PAID CIRCULATION WAS 0.7% LESS THAN THE PERIOD AVERAGE

3A **BUSINESS/OCCUPATIONAL ANALYSIS**

Classification by Business & Industry	Qualified Non-Paid	%	Qualified Non-Paid Print Only	Qualified Non-Paid Digital Only	Qualified Non-Paid Print & Digital (Unduplicated)	Chain	Independent	Consultants	Allied to the Restaurant Industry
CEO/President; Owner; Chairman; Partner; Principal.....	21,250	69.2	20,357	893		14,987	6,096	147	20
Operations, VP Operations, and other operations functions	3,658	11.9	3,174	484		2,732	870	42	14
Chef, Food & Beverage Operations, Food & Beverage Research & Development	906	3.0	762	144		479	400	23	4
Buyer.....	377	1.2	319	58		295	75	7	
Finance, VP Finance, CFO, and other financial functions.....	545	1.8	440	105		423	101	19	2
Director of Marketing, VP Marketing, VP Sales, and other sales & marketing functions.....	1,140	3.7	842	298		855	138	110	37
Restaurant Manager and other restaurant management functions.....	1,235	4.0	1,109	126		920	309	5	1
Training, VP Human Resources, and other training/ HR functions.....	472	1.6	378	94		388	72	8	4
IT Manager and other IT functions	241	0.8	184	57		210	24	2	5
VP Franchising/Development and related functions.....	679	2.2	551	128		606	50	22	1
Other function or not specified function..	185	0.6	175	10		159	04	16	6
Total Qualified Circulation	30,688	100.0	28,291	2,397		22,054	8,139	401	94

AGE OF SOURCE DATA ANALYSIS

Source	Print Only	Digital Only	Print & Digital (Unduplicated)	Qualified Within				Total	%
				1 Year	2 Years	3 Years			
Qualified Non-Paid Circulation:									
Total Direct request from recipient:	18,681	2,181		11,082	9,753	27	20,862	67.9	
Written.....	3,177	43		2,436	784		3,220	10.5	
Telecommunication	9,755	417		4,972	5,200		10,172	33.1	
Internet and E-mail.....	5,749	1,721		3,674	3,769	27	7,470	24.3	
Total Direct request from recipient's company:	5,668	28		2,558	3,136	2	5,696	18.6	
Written	5,668	28		2,558	3,136	2	5,696	18.6	
Telecommunication									
Internet and E-mail.....									
Total Communication other than request:									
Written.....									
Telecommunication									
Internet and E-mail.....									
Association									
Business Directories.....									
Lists, See Par. 11(d)	3,942	188		2,842	1,288		4,130	13.5	
Acquired Circulation									
Other Sources									
Total Qualified Non-Paid Circulation	28,291	2,397		16,482	14,177	29	30,688	100.0	
Percent	92.2	7.8		53.7	46.2	0.1	100.0		
Paid Subscription Circulation.....									
Paid Acquired Circulation									
Single Copy Sales									
Total Qualified Circulation							30,688		

MAILING ADDRESS ANALYSIS

	Qualified Non-Paid	%	Qualified Non-Paid Print Only	Qualified Non-Paid Digital Only	Qualified Non-Paid Print & Digital (Unduplicated)
Individual by name and title and/or occupation	30,467	99.3	28,070	2,397	
Individual by name only	2		2		
Title or occupation only.....	219	0.7	219		
Company name only.....					
Multi-Copy Same Addressee					
Total Qualified Paid Subscription & Non-Paid Circulation	30,688	100.0	28,291	2,397	
Single Copy Sales					
Total Qualified Circulation	30,688				

GEOGRAPHIC ANALYSIS

State & ZIP Code	Qualified Non-Paid	%	Qualified Non-Paid Print Only	Qualified Non-Paid Digital Only	Qualified Non-Paid Print & Digital (Unduplicated)
New England					
ME 039-049	126		120	6	
NH 030-038	131		125	6	
VT 050-059	62		57	5	
MA 010-027	756		708	48	
RI 028-029	113		111	2	
CT 060-069	491		444	47	
New England	1,679	5.5	1,565	114	
Middle Atlantic					
NY 100-149	1,636		1,532	104	
NJ 070-089	1,022		964	58	
PA 150-196	1,221		1,131	90	
Middle Atlantic	3,879	12.6	3,627	252	
East N. Central					
OH 430-459	1,295		1,203	92	
IN 460-479	607		562	45	
IL 600-629	1,511		1,378	133	
MI 480-499	937		891	46	
WI 530-549	590		555	35	
East N. Central	4,940	16.1	4,589	351	
West N. Central					
MN 550-567	634		595	39	
IA 500-528	285		275	10	
MO 630-658	535		484	51	
ND 580-588	77		72	5	
SD 570-577	103		99	4	
NE 680-693	209		193	16	
KS 660-679	357		330	27	
West N. Central	2,200	7.2	2,048	152	
South Atlantic					
DE 197-199	96		90	6	
MD 206-219	569		530	39	
DC 200, 202-205	60		57	3	
VA 201, 220-246	758		702	56	
WV 247-268	110		107	3	
NC 270-289	943		876	67	
SC 290-299	435		418	17	
GA 300-319	1,644		1,495	149	
FL 320-349	2,045		1,826	219	
South Atlantic	6,660	21.7	6,101	559	
East S. Central					
KY 400-427	444		396	48	
TN 370-385	602		566	36	
AL 350-369	414		384	30	
MS 386-397	182		169	13	
East S. Central	1,642	5.4	1,515	127	
West S. Central					
AR 716-729	250		239	11	
LA 700-714	391		369	22	
OK 730-749	307		277	30	
TX 750-799	2,213		1,989	224	
West S. Central	3,161	10.3	2,874	287	
Mountain					
MT 590-599	132		123	9	
ID 832-838	136		126	10	
WY 820-831	88		77	11	
CO 800-816	623		567	56	
NM 870-884	142		137	5	
AZ 850-865	556		510	46	
UT 840-847	280		263	17	
NV 889-898	220		204	16	
Mountain	2,177	7.1	2,007	170	
Pacific					
AK 995-999	65		59	6	
WA 980-994	553		497	56	
OR 970-979	360		336	24	
CA 900-961	3,171		2,910	261	
HI 967-968	98		91	7	
Pacific	4,247	13.8	3,893	354	
Single Copy Sales					
U.S. Unclassified	1		1		
United States	30,586	99.7	28,220	2,366	
Poss. & Other Areas					
004-009, 969	88	0.3	63	25	
U.S. & Poss., etc.	30,674	100.0	28,283	2,391	
Canada	6	0.0	5	1	
Mexico					
Military or Civilian Personnel Overseas	5	0.0	2	3	
Other International	1	0.0		1	
Total International	12	0.0	7	5	
E-Mail Address Only					
Other Unclassified	2	0.0	1	1	
Grand Total	30,688	100.0	28,291	2,397	

ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS
Sold During 6 Month Period Ended December 31, 2013

5 **PRICE DATA** Reporting not required

7 **SALES CHANNELS** Reporting not required

6 **TERM DATA** 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) Print Only Individual subscriptions, averaging 28,424 copies per issue, represent copies served to individuals receiving the print version only of QSR.

(b) Digital Only Individual subscriptions, averaging 2,473 copies per issue, represent copies served to individuals receiving the digital version only. The digital version of QSR is made available to subscribers through an e-mail notice with a link to the issue sent to recipients notifying them of the availability of each issue.

(c) Miscellaneous includes checking and promotion copies, averaging 392 copies per issue, served to advertisers and agencies.

(d) 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 Alliance for Audited Media's Bylaws and Rules.

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