

**BUSINESS PUBLICATION
 Publisher's Statement**

6 months ended December 31, 2014
 Subject to Audit

QSR

Field Served:

QSR magazine is the source of news and information about the \$300+ billion quick-service industry. For more than 17 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.

TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION 30,726



1A	AVERAGE QUALIFIED PAID CIRCULATION	None Claimed
1B	AVERAGE QUALIFIED NONPAID CIRCULATION	
	Print Only, See Par. 11(a)	28,410
	Digital Only, See Par. 11(b)	2,316
	Total Individual	30,726
	Total Average Qualified Nonpaid Circulation	30,726
1C	AVERAGE NONQUALIFIED CIRCULATION	
	Noncontinuous Market Coverage Copies	1,093
	Allocated For Shows & Conventions	92
	Miscellaneous, Including Staff Copies, See Par. 11(c)	372
	Total Average Nonqualified Circulation	1,557
1D	AVERAGE QUALIFIED PAID & NONPAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS	

None

2 **QUALIFIED PAID & NONPAID CIRCULATION BY ISSUES & QUALIFIED NONPAID REMOVALS & ADDITIONS**

2014 Issue	Total	Paid	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid	Qualified Nonpaid Removed	Qualified Nonpaid Added
July	30,123		28,214	1,909		30,123	99	123
Aug.	30,118		28,227	1,891		30,118	150	145
Sept.	30,918		28,245	2,673		30,918	362	1,162
Oct.	31,005		28,323	2,682		31,005	214	301
Nov.	31,040		28,539	2,501		31,040	2,224	2,259
Dec.	31,151		28,912	2,239		31,151	380	492
						Total	3,429	4,482

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE NOVEMBER 2014 ISSUE IN WHICH:
 • QUALIFIED NONPAID CIRCULATION WAS 1.0% GREATER THAN THE PERIOD AVERAGE

3A **BUSINESS/OCCUPATIONAL ANALYSIS**

Classification by Business & Industry	Qualified Nonpaid	%	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Chain	Independent	Consultants	Allied to the Restaurant Industry
CEO/President; Owner; Chairman; Partner; Principal.....	21,950	70.7	21,081	869		15,079	6,611	247	13
Operations, VP Operations, and other operations functions	3,126	10.1	2,698	428		2,410	609	100	7
Chef, Food & Beverage Operations, Food & Beverage Research & Development	858	2.8	716	142		437	391	27	3
Buyer.....	353	1.1	302	51		253	75	23	2
Finance, VP Finance, CFO, and other financial functions.....	585	1.9	472	113		435	85	60	5
Director of Marketing, VP Marketing, VP Sales, and other sales & marketing functions.....	1,281	4.1	865	416		790	136	341	14
Restaurant Manager and other restaurant management functions.....	1,249	4.0	1,138	111		890	337	13	9
Training, VP Human Resources, and other training/ HR functions.....	430	1.4	331	99		355	51	22	2
IT Manager and other IT functions	261	0.8	205	56		208	22	31	
VP Franchising/Development and related functions.....	769	2.5	569	200		644	48	73	4
Other function or not specified function..	178	0.6	162	16		139	6	30	3
Total Qualified Circulation	31,040	100.0	28,539	2,501		21,640	8,371	967	62

AGE OF SOURCE DATA ANALYSIS

Source	Print Only	Digital Only	Print & Digital (Unduplicated)	Qualified Within			Total	%
				1 Year	2 Years	3 Years		
Qualified Nonpaid Circulation:								
Total Direct request from recipient:	18,652	2,256		9,967	10,941		20,908	67.4
Written.....	1,540	41		674	907		1,581	5.1
Telecommunication	11,269	173		5,334	6,108		11,442	36.9
Internet and E-mail.....	5,843	2,042		3,959	3,926		7,885	25.4
Total Direct request from recipient's company:	5,447	25		3,121	2,351		5,472	17.6
Written	5,447	25		3,121	2,351		5,472	17.6
Telecommunication								
Internet and E-mail.....								
Total Communication other than request:								
Written.....								
Telecommunication								
Internet and E-mail.....								
Association								
Business Directories.....								
Lists, See Par. 11(d)	4,440	220		3,306	1,354		4,660	15.0
Acquired Circulation								
Other Sources								
Total Qualified Nonpaid Circulation	28,539	2,501		16,394	14,646		31,040	100.0
Percent	91.9	8.1		52.8	47.2		100.0	
Paid Subscription Circulation.....								
Paid Acquired Circulation								
Single Copy Sales								
Total Qualified Circulation							31,040	

MAILING ADDRESS ANALYSIS

	Qualified Nonpaid	%	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)
Individual by name and title and/or occupation	30,829	99.3	28,328	2,501	
Individual by name only	2		2		
Title or occupation only.....	209	0.7	209		
Company name only.....					
Multi-Copy Same Addressee					
Total Qualified Paid Subscription & Nonpaid Circulation	31,040	100.0	28,539	2,501	
Single Copy Sales					
Total Qualified Circulation	31,040				

GEOGRAPHIC ANALYSIS

State	Qualified Nonpaid Print Only	Qualified Nonpaid Digital Only	Qualified Nonpaid Print & Digital (Unduplicated)	Total Qualified Nonpaid
Alabama	387	28		415
Arizona	529	56		585
Arkansas	235	14		249
California	2,993	309		3,302
Colorado	556	70		626
Connecticut	449	43		492
Delaware	90	8		98
District of Columbia	55	6		61
Florida	1,819	226		2,045
Georgia	1,545	140		1,685
Idaho	129	10		139
Illinois	1,381	134		1,515
Indiana	596	34		630
Iowa	281	14		295
Kansas	324	17		341
Kentucky	394	50		444
Louisiana	363	22		385
Maine	130	8		138
Maryland	533	37		570
Massachusetts	706	46		752
Michigan	886	42		928
Minnesota	602	48		650
Mississippi	166	14		180
Missouri	490	54		544
Montana	138	8		146
Nebraska	203	13		216
Nevada	204	23		227
New Hampshire	122	5		127
New Jersey	963	67		1,030
New Mexico	133	7		140
New York	1,546	137		1,683
North Carolina	887	64		951
North Dakota	70	5		75
Ohio	1,167	102		1,269
Oklahoma	271	23		294
Oregon	369	14		383
Pennsylvania	1,122	82		1,204
Rhode Island	128	7		135
South Carolina	426	19		445
South Dakota	100	6		106
Tennessee	552	39		591
Texas	1,959	244		2,203
Utah	261	12		273
Vermont	59	7		66
Virginia	722	56		778
Washington	501	51		552
West Virginia	105	4		109
Wisconsin	587	33		620
Wyoming	78	7		85
TOTAL 48 CONTERMINOUS STATES	28,312	2,465		30,777
Alaska	75	6		81
Hawaii	81	9		90
TOTAL ALASKA & HAWAII	156	15		171
Single Copy Sales				
U.S. Unclassified	1	1		2
TOTAL UNITED STATES	28,469	2,481		30,950
Poss. & Other Areas	60	15		75
U.S. & POSS., etc.	28,529	2,496		31,025
Canada	3			3
International		2		2
Military or Civilian Personnel				
Overseas	3			3
Other International	4	3		7
TOTAL INTERNATIONAL	10	5		15
E-Mail Address Only				
Other Unclassified				
GRAND TOTAL	28,539	2,501		31,040

ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS
Sold During 6 Month Period Ended December 31, 2014

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 28,410 copies per issue, represent copies served to individuals receiving the print version only of QSR.

(b) Digital Only Individual subscriptions, averaging 2,316 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 372 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.

Parent Company: Journalistic, Inc.

WEBB C. HOWELL

Publisher

Signed: February 2, 2015

GREG SANDERS

Group Publisher, Food News Media

Frequency: Monthly

Format: Standard

Established: 1997

AAM Member Since: 2001

Member No. 06-1110-0

SRDS: 127

Published by:

Journalistic, Inc.

101 Europa Drive, Suite 150,
Chapel Hill, NC 27517

T: (919) 945-0700 • F: (919) 945-0701

www.qsmagazine.com

Publisher: Webb C. Howell

Editor: Sam Oches

06-1110-0

Analyzed Issue Date
Analyzed Issue Text (for double month issue date)
Single Copy Price
Association Subscription Price
U.S. Subscription Price
Canadian Subscription Price
International Subscription Price

11/01/14