

**BUSINESS PUBLICATION**  
**Publisher's Statement**  
6 months ended June 30, 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.

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

**TOTAL AVERAGE QUALIFIED PAID & NONPAID CIRCULATION 30,678**



|           |  |               |
|-----------|--|---------------|
| <b>1A</b> | <b>AVERAGE QUALIFIED PAID CIRCULATION</b>  | None Claimed  |
| <b>1B</b> | <b>AVERAGE QUALIFIED NONPAID CIRCULATION</b>   |               |
|           | Print Only, See Par. 11(a) . . . . .   | 28,401        |
|           | Digital Only, See Par. 11(b) . . . . .   | 2,277         |
|           | Total Individual . . . . .   | 30,678        |
|           | <b>Total Average Qualified Nonpaid Circulation . . . . .</b>                                 | <b>30,678</b> |
| <b>1C</b> | <b>AVERAGE NONQUALIFIED CIRCULATION</b>  |               |
|           | Noncontinuous Market Coverage Copies . . . . .   | 1,048         |
|           | Allocated For Shows & Conventions . . . . .  | 233           |
|           | Miscellaneous, Including Staff Copies, See Par. 11(c) . . . . .                              | 368           |
|           | <b>Total Average Nonqualified Circulation . . . . .</b>                                      | <b>1,649</b>  |
| <b>1D</b> | <b>AVERAGE QUALIFIED PAID &amp; NONPAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS</b> |               |
|           | 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 |
|------------|--------|------|------------------------------|--------------------------------|--|-------------------------|---------------------------|-------------------------|
| Jan.       | 30,816 |      | 28,378                       | 2,438                          |  | 30,816                  | 123                       | 222                     |
| Feb.       | 31,015 |      | 28,560                       | 2,455                          |  | 31,015                  | 188                       | 387                     |
| Mar.       | 31,026 |      | 28,565                       | 2,461                          |  | 31,026                  | 270                       | 281                     |
| Apr.       | 31,106 |      | 28,639                       | 2,467                          |  | 31,106                  | 190                       | 270                     |
| May        | 30,004 |      | 28,075                       | 1,929                          |  | 30,004                  | 3,971                     | 2,869                   |
| June       | 30,100 |      | 28,191                       | 1,909                          |  | 30,100                  | 162                       | 258                     |
|            |        |      |                              |                                |  | <b>Total</b>            | <b>4,904</b>              | <b>4,287</b>            |

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE MAY 2014 ISSUE IN WHICH:  
 • QUALIFIED NONPAID CIRCULATION WAS 2.2% LESS 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.....                                   | 20,943            | 69.8         | 20,191                       | 752                            |  | 14,688        | 6,014        | 214         | 27                                |
| Operations, VP Operations, and other operations functions .....                           | 3,275             | 10.9         | 2,926                        | 349                            |  | 2,526         | 657          | 76          | 16                                |
| Chef, Food & Beverage Operations, Food & Beverage Research & Development .....            | 881               | 2.9          | 767                          | 114                            |  | 435           | 404          | 32          | 10                                |
| Buyer.....  | 360               | 1.2          | 320                          | 40                             |  | 262           | 77           | 19          | 2                                 |
| Finance, VP Finance, CFO, and other financial functions.....                              | 575               | 1.9          | 491                          | 84                             |  | 431           | 97           | 39          | 8                                 |
| Director of Marketing, VP Marketing, VP Sales, and other sales & marketing functions..... | 1,138             | 3.8          | 902                          | 236                            |  | 747           | 130          | 187         | 74                                |
| Restaurant Manager and other restaurant management functions.....                         | 1,285             | 4.3          | 1,175                        | 110                            |  | 928           | 338          | 9           | 10                                |
| Training, VP Human Resources, and other training/ HR functions.....                       | 416               | 1.4          | 343                          | 73                             |  | 340           | 59           | 13          | 4                                 |
| IT Manager and other IT functions .....   | 252               | 0.9          | 204                          | 48                             |  | 204           | 22           | 21          | 5                                 |
| VP Franchising/Development and related functions.....                                     | 688               | 2.3          | 570                          | 118                            |  | 598           | 38           | 46          | 6                                 |
| Other function or not specified function..  | 191               | 0.6          | 186                          | 5                              |  | 143           | 3            | 38          | 7                                 |
| <b>Total Qualified Circulation .....</b>  | <b>30,004</b>     | <b>100.0</b> | <b>28,075</b>                | <b>1,929</b>                   |  | <b>21,302</b> | <b>7,839</b> | <b>694</b>  | <b>169</b>                        |

## 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:             | <b>18,842</b> | <b>1,733</b> |                                | <b>7,602</b>     | <b>12,973</b> |         | <b>20,575</b> | <b>68.6</b>  |   |
| Written.....                                     | 3,670         | 53           |                                | 2,701            | 1,022         |         | 3,723         | 12.4         |   |
| Telecommunication .....                          | 9,265         | 289          |                                | 1,434            | 8,120         |         | 9,554         | 31.9         |   |
| Internet and E-mail.....                         | 5,907         | 1,391        |                                | 3,467            | 3,831         |         | 7,298         | 24.3         |   |
| Total Direct request from recipient's company:   | <b>5,569</b>  | <b>21</b>    |                                | <b>5,127</b>     | <b>463</b>    |         | <b>5,590</b>  | <b>18.6</b>  |   |
| Written .....                                    | 5,569         | 21           |                                | 5,127            | 463           |         | 5,590         | 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) .....                      | 3,664         | 175          |                                | 2,562            | 1,277         |         | 3,839         | 12.8         |   |
| Acquired Circulation .....                       |               |              |                                |                  |               |         |               |              |   |
| Other Sources .....                              |               |              |                                |                  |               |         |               |              |   |
| <b>Total Qualified Nonpaid Circulation .....</b> | <b>28,075</b> | <b>1,929</b> |                                | <b>15,291</b>    | <b>14,713</b> |         | <b>30,004</b> | <b>100.0</b> |   |
| <b>Percent .....</b>                             | <b>93.6</b>   | <b>6.4</b>   |                                | <b>51.0</b>      | <b>49.0</b>   |         | <b>100.0</b>  |              |   |
| Paid Subscription Circulation.....               |               |              |                                |                  |               |         |               |              |   |
| Paid Acquired Circulation .....                  |               |              |                                |                  |               |         |               |              |   |
| Single Copy Sales .....                          |               |              |                                |                  |               |         |               |              |   |
| <b>Total Qualified Circulation .....</b>         |               |              |                                |                  |               |         | <b>30,004</b> |              |   |

## 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 .....                     | 29,790            | 99.3         | 27,861                       | 1,929                          |  |
| Individual by name only .....  | 1                 | 0.0          | 1                            |                                |  |
| Title or occupation only .....   | 213               | 0.7          | 213                          |                                |  |
| Company name only .....  |                   |              |                              |                                |  |
| Multi-Copy Same Addressee .....  |                   |              |                              |                                |  |
| <b>Total Qualified Paid Subscription &amp; Nonpaid Circulation .....</b> | <b>30,004</b>     | <b>100.0</b> | <b>28,075</b>                | <b>1,929</b>                   |  |
| Single Copy Sales .....  |                   |              |                              |                                |  |
| <b>Total Qualified Circulation .....</b>                                 | <b>30,004</b>     |              |                              |                                |  |

The figures used in Par. 3C are based on percentages established for the January 2013 issue and these percentages are projected against the totals for the May 2014 issue.

## GEOGRAPHIC ANALYSIS

| State & ZIP Code                              | Qualified Nonpaid | %            | Qualified Nonpaid Print Only | Qualified Nonpaid Digital Only | Qualified Nonpaid Print & Digital (Unduplicated) |
|---|-------------------|--------------|------------------------------|--------------------------------|--|
| <b>New England</b>                            |                   |              |                              |                                |  |
| ME 039-049 .....                              | 126               |              | 119                          | 7                              |  |
| NH 030-038 .....                              | 120               |              | 118                          | 2                              |  |
| VT 050-059 .....                              | 60                |              | 55                           | 5                              |  |
| MA 010-027 .....                              | 718               |              | 680                          | 38                             |  |
| RI 028-029 .....                              | 118               |              | 116                          | 2                              |  |
| CT 060-069 .....                              | 471               |              | 434                          | 37                             |  |
| <b>New England</b>                            | <b>1,613</b>      | <b>5.4</b>   | <b>1,522</b>                 | <b>91</b>                      |  |
| <b>Middle Atlantic</b>                        |                   |              |                              |                                |  |
| NY 100-149 .....                              | 1,584             |              | 1,491                        | 93                             |  |
| NJ 070-089 .....                              | 996               |              | 945                          | 51                             |  |
| PA 150-196 .....                              | 1,159             |              | 1,091                        | 68                             |  |
| <b>Middle Atlantic</b>                        | <b>3,739</b>      | <b>12.5</b>  | <b>3,527</b>                 | <b>212</b>                     |  |
| <b>East N. Central</b>                        |                   |              |                              |                                |  |
| OH 430-459 .....                              | 1,245             |              | 1,166                        | 79                             |  |
| IN 460-479 .....                              | 612               |              | 578                          | 34                             |  |
| IL 600-629 .....                              | 1,468             |              | 1,366                        | 102                            |  |
| MI 480-499 .....                              | 919               |              | 881                          | 38                             |  |
| WI 530-549 .....                              | 604               |              | 569                          | 35                             |  |
| <b>East N. Central</b>                        | <b>4,848</b>      | <b>16.2</b>  | <b>4,560</b>                 | <b>288</b>                     |  |
| <b>West N. Central</b>                        |                   |              |                              |                                |  |
| MN 550-567 .....                              | 622               |              | 587                          | 35                             |  |
| IA 500-528 .....                              | 279               |              | 269                          | 10                             |  |
| MO 630-658 .....                              | 523               |              | 482                          | 41                             |  |
| ND 580-588 .....                              | 72                |              | 68                           | 4                              |  |
| SD 570-577 .....                              | 102               |              | 98                           | 4                              |  |
| NE 680-693 .....                              | 200               |              | 188                          | 12                             |  |
| KS 660-679 .....                              | 341               |              | 318                          | 23                             |  |
| <b>West N. Central</b>                        | <b>2,139</b>      | <b>7.1</b>   | <b>2,010</b>                 | <b>129</b>                     |  |
| <b>South Atlantic</b>                         |                   |              |                              |                                |  |
| DE 197-199 .....                              | 92                |              | 88                           | 4                              |  |
| MD 206-219 .....                              | 546               |              | 512                          | 34                             |  |
| DC 200, 202-205 .....                         | 56                |              | 55                           | 1                              |  |
| VA 201, 220-246 .....                         | 748               |              | 700                          | 48                             |  |
| WV 247-268 .....                              | 107               |              | 103                          | 4                              |  |
| NC 270-289 .....                              | 926               |              | 873                          | 53                             |  |
| SC 290-299 .....                              | 428               |              | 414                          | 14                             |  |
| GA 300-319 .....                              | 1,653             |              | 1,544                        | 109                            |  |
| FL 320-349 .....                              | 2,018             |              | 1,846                        | 172                            |  |
| <b>South Atlantic</b>                         | <b>6,574</b>      | <b>21.9</b>  | <b>6,135</b>                 | <b>439</b>                     |  |
| <b>East S. Central</b>                        |                   |              |                              |                                |  |
| KY 400-427 .....                              | 429               |              | 389                          | 40                             |  |
| TN 370-385 .....                              | 581               |              | 552                          | 29                             |  |
| AL 350-369 .....                              | 412               |              | 387                          | 25                             |  |
| MS 386-397 .....                              | 175               |              | 166                          | 9                              |  |
| <b>East S. Central</b>                        | <b>1,597</b>      | <b>5.3</b>   | <b>1,494</b>                 | <b>103</b>                     |  |
| <b>West S. Central</b>                        |                   |              |                              |                                |  |
| AR 716-729 .....                              | 242               |              | 234                          | 8                              |  |
| LA 700-714 .....                              | 384               |              | 368                          | 16                             |  |
| OK 730-749 .....                              | 295               |              | 273                          | 22                             |  |
| TX 750-799 .....                              | 2,167             |              | 1,989                        | 178                            |  |
| <b>West S. Central</b>                        | <b>3,088</b>      | <b>10.3</b>  | <b>2,864</b>                 | <b>224</b>                     |  |
| <b>Mountain</b>                               |                   |              |                              |                                |  |
| MT 590-599 .....                              | 140               |              | 131                          | 9                              |  |
| ID 832-838 .....                              | 131               |              | 123                          | 8                              |  |
| WY 820-831 .....                              | 89                |              | 81                           | 8                              |  |
| CO 800-816 .....                              | 615               |              | 571                          | 44                             |  |
| NM 870-884 .....                              | 145               |              | 139                          | 6                              |  |
| AZ 850-865 .....                              | 539               |              | 503                          | 36                             |  |
| UT 840-847 .....                              | 271               |              | 259                          | 12                             |  |
| NV 889-898 .....                              | 216               |              | 202                          | 14                             |  |
| <b>Mountain</b>                               | <b>2,146</b>      | <b>7.1</b>   | <b>2,009</b>                 | <b>137</b>                     |  |
| <b>Pacific</b>                                |                   |              |                              |                                |  |
| AK 995-999 .....                              | 65                |              | 61                           | 4                              |  |
| WA 980-994 .....                              | 530               |              | 488                          | 42                             |  |
| OR 970-979 .....                              | 363               |              | 350                          | 13                             |  |
| CA 900-961 .....                              | 3,114             |              | 2,892                        | 222                            |  |
| HI 967-968 .....                              | 96                |              | 89                           | 7                              |  |
| <b>Pacific</b>                                | <b>4,168</b>      | <b>13.9</b>  | <b>3,880</b>                 | <b>288</b>                     |  |
| Single Copy Sales .....                       |                   |              |                              |                                |  |
| U.S. Unclassified .....                       | 1                 |              | 1                            |                                |  |
| <b>United States</b>                          | <b>29,913</b>     | <b>99.7</b>  | <b>28,002</b>                | <b>1,911</b>                   |  |
| <b>Poss. &amp; Other Areas</b>                |                   |              |                              |                                |  |
| 004-009, 969 .....                            | 75                | 0.2          | 64                           | 11                             |  |
| <b>U.S. &amp; Poss., etc.</b>                 | <b>29,988</b>     | <b>99.9</b>  | <b>28,066</b>                | <b>1,922</b>                   |  |
| Canada .....                                  | 5                 | 0.0          | 4                            | 1                              |  |
| Mexico .....                                  |                   |              |                              |                                |  |
| Military or Civilian Personnel Overseas ..... | 6                 | 0.0          | 4                            | 2                              |  |
| Other International .....                     | 5                 | 0.0          | 1                            | 4                              |  |
| <b>Total International</b>                    | <b>16</b>         | <b>0.1</b>   | <b>9</b>                     | <b>7</b>                       |  |
| E-Mail Address Only .....                     |                   |              |                              |                                |  |
| Other Unclassified .....                      |                   |              |                              |                                |  |
| <b>Grand Total</b>                            | <b>30,004</b>     | <b>100.0</b> | <b>28,075</b>                | <b>1,929</b>                   |  |

**ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS**  
**Sold During 6 Month Period Ended June 30, 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 28,401 copies per issue, represent copies served to individuals receiving the print version only of QSR.

(b) Digital Only Individual subscriptions, averaging 2,277 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 368 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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