



Audit Bureau of Circulations

**BUSINESS PUBLICATION  
PUBLISHER'S STATEMENT  
Subject to Audit  
For the 6 month period ending  
June 30, 2011**

# QSR

## Field Served:

QSR magazine is the source 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 30,411**



### 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

Print Only, See Par. 11(a)	.....	28,651
Digital Only, See Par. 11(b)	.....	1,760
Print & Digital (Unduplicated)	.....	
<b>Total Individual</b>	.....	<b>30,411</b>
Association	.....	
Multi-Copy Same Addressee	.....	
<b>Total Average Qualified Non-Paid Circulation</b>	.....	<b>30,411</b>

### 1C AVERAGE NON-QUALIFIED CIRCULATION

Non-Continuous Market Coverage Copies	.....	1,617
Allocated For Shows & Conventions	.....	258
Miscellaneous, Including Staff Copies, See Par. 11(c)	.....	324
<b>Total Average Non-Qualified Circulation</b>	.....	<b>2,199</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**

2011 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
Jan.	30,219		28,686	1,533		30,219	155	186
Feb.	30,544		28,821	1,723		30,544	280	605
Mar.	30,502		28,782	1,720		30,502	300	258
Apr.	30,407		28,695	1,712		30,407	213	118
May	30,319		28,376	1,943		30,319	3,336	3,248
June	30,472		28,546	1,926		30,472	166	319
						<b>Total</b>	<b>4,450</b>	<b>4,734</b>

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE MAY 2011 ISSUE IN WHICH:

- QUALIFIED NON-PAID CIRCULATION WAS 0.3% 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 .....	18,777	61.9	18,098	679		13,164	5,395	186	32
Operations, VP Operations, and other operations functions	4,267	14.1	3,849	418		3,231	919	102	15
Chef, Food & Beverage Operations, Food & Beverage Research & Development.....	1,381	4.6	1,230	151		629	712	31	9
Buyer .....	533	1.8	478	55		377	151	3	2
Finance, VP Finance, CFO, and other financial functions .	824	2.7	722	102		615	197	7	5
Director of Marketing, VP Marketing, VP Sales, and other sales & marketing functions.....	1,401	4.6	1,176	225		1,065	241	75	20
Restaurant Manager and other restaurant management functions .....	852	2.8	834	18		556	273	15	8
Training, VP Human Resources, and other training/ HR functions .....	714	2.4	598	116		565	141	8	
IT Manager and other IT functions.....	320	1.1	279	41		271	39	9	1
VP Franchising/Development and related functions.....	879	2.9	761	118		782	76	18	3
Other function or not specified function .....	371	1.2	351	20		255	66	42	8
<b>Total Qualified Circulation .....</b>	<b>30,319</b>	<b>100.0</b>	<b>28,376</b>	<b>1,943</b>		<b>21,510</b>	<b>8,210</b>	<b>496</b>	<b>103</b>

**3B**

**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:	<b>18,753</b>	<b>1,844</b>		<b>11,991</b>	<b>8,606</b>		<b>20,597</b>	<b>67.9</b>
Written.....	2,064	22		1,275	811		2,086	6.9
Telecommunication .....	8,986	641		5,450	4,177		9,627	31.7
Internet and E-mail.....	7,703	1,181		5,266	3,618		8,884	29.3
Total Direct request from recipient's company:	<b>5,733</b>			<b>507</b>	<b>5,226</b>		<b>5,733</b>	<b>18.9</b>
Written .....	5,733			507	5,226		5,733	18.9
Telecommunication .....								
Internet and E-mail.....								
Total Communication other than request:								
Written.....								
Telecommunication .....								
Internet and E-mail.....								
Association .....								
Business Directories.....								
Lists, See Par. 11(d) .....	3,890	99		3,324	665		3,989	13.2
Acquired Circulation .....								
Other Sources .....								
<b>Total Qualified Non-Paid Circulation .....</b>	<b>28,376</b>	<b>1,943</b>		<b>15,822</b>	<b>14,497</b>		<b>30,319</b>	<b>100.0</b>
<b>Percent .....</b>	<b>93.6</b>	<b>6.4</b>		<b>52.2</b>	<b>47.8</b>		<b>100.0</b>	
Paid Subscription Circulation.....								
Paid Acquired Circulation .....								
Single Copy Sales .....								
<b>Total Qualified Circulation .....</b>							<b>30,319</b>	

**3C**

**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.	30,029	99.1	28,088	1,941	
Individual by name only .....	64	0.2	62	2	
Title or occupation only .....	225	0.7	225		
Company name only .....	1	0.0	1		
Multi-Copy Same Addressee .....					
<b>Total Qualified Paid Subscription &amp; Non-Paid Circulation .....</b>	<b>30,319</b>	<b>100.0</b>	<b>28,376</b>	<b>1,943</b>	
Single Copy Sales .....					
<b>Total Qualified Circulation .....</b>	<b>30,319</b>				



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**GEOGRAPHIC ANALYSIS**

State & ZIP Code	Qualified Non-Paid	%	Qualified Non-Paid Print Only	Qualified Non-Paid Digital Only	Qualified Non-Paid Print & Digital (Unduplicated)
<b>New England</b>					
ME 039-049 .....	119		115	4	
NH 030-038 .....	124		117	7	
VT 050-059 .....	71		65	6	
MA 010-027 .....	833		779	54	
RI 028-029 .....	106		105	1	
CT 060-069 .....	425		396	29	
<b>New England</b>	<b>1,678</b>	<b>5.5</b>	<b>1,577</b>	<b>101</b>	
<b>Middle Atlantic</b>					
NY 100-149 .....	1,539		1,457	82	
NJ 070-089 .....	787		745	42	
PA 150-196 .....	988		931	57	
<b>Middle Atlantic</b>	<b>3,314</b>	<b>10.9</b>	<b>3,133</b>	<b>181</b>	
<b>East N. Central</b>					
OH 430-459 .....	1,073		1,013	60	
IN 460-479 .....	519		492	27	
IL 600-629 .....	1,515		1,416	99	
MI 480-499 .....	822		776	46	
WI 530-549 .....	487		455	32	
<b>East N. Central</b>	<b>4,416</b>	<b>14.6</b>	<b>4,152</b>	<b>264</b>	
<b>West N. Central</b>					
MN 550-567 .....	599		550	49	
IA 500-528 .....	259		246	13	
MO 630-658 .....	491		457	34	
ND 580-588 .....	62		58	4	
SD 570-577 .....	89		84	5	
NE 680-693 .....	195		177	18	
KS 660-679 .....	323		305	18	
<b>West N. Central</b>	<b>2,018</b>	<b>6.7</b>	<b>1,877</b>	<b>141</b>	
<b>South Atlantic</b>					
DE 197-199 .....	82		78	4	
MD 206-219 .....	556		537	19	
DC 200, 202-205 .....	83		75	8	
VA 201, 220-246 .....	765		729	36	
WV 247-268 .....	97		95	2	
NC 270-289 .....	910		864	46	
SC 290-299 .....	423		400	23	
GA 300-319 .....	1,955		1,843	112	
FL 320-349 .....	2,191		2,024	167	
<b>South Atlantic</b>	<b>7,062</b>	<b>23.3</b>	<b>6,645</b>	<b>417</b>	
<b>East S. Central</b>					
KY 400-427 .....	477		433	44	
TN 370-385 .....	664		632	32	
AL 350-369 .....	340		322	18	
MS 386-397 .....	227		213	14	
<b>East S. Central</b>	<b>1,708</b>	<b>5.6</b>	<b>1,600</b>	<b>108</b>	
<b>West S. Central</b>					
AR 716-729 .....	238		232	6	
LA 700-714 .....	381		364	17	
OK 730-749 .....	316		292	24	
TX 750-799 .....	2,356		2,176	180	
<b>West S. Central</b>	<b>3,291</b>	<b>10.9</b>	<b>3,064</b>	<b>227</b>	
<b>Mountain</b>					
MT 590-599 .....	101		92	9	
ID 832-838 .....	156		148	8	
WY 820-831 .....	77		72	5	
CO 800-816 .....	667		618	49	
NM 870-884 .....	148		144	4	
AZ 850-865 .....	640		598	42	
UT 840-847 .....	243		227	16	
NV 889-898 .....	229		216	13	
<b>Mountain</b>	<b>2,261</b>	<b>7.5</b>	<b>2,115</b>	<b>146</b>	
<b>Pacific</b>					
AK 995-999 .....	43		36	7	
WA 980-994 .....	605		564	41	
OR 970-979 .....	383		355	28	
CA 900-961 .....	3,342		3,085	257	
HI 967-968 .....	97		86	11	
<b>Pacific</b>	<b>4,470</b>	<b>14.7</b>	<b>4,126</b>	<b>344</b>	
Single Copy Sales .....					
U.S. Unclassified .....	12	0.0	7	5	
<b>United States</b>	<b>30,230</b>	<b>99.7</b>	<b>28,296</b>	<b>1,934</b>	
<b>Poss. &amp; Other Areas</b>					
004-009, 969 .....	86	0.3	77	9	
<b>U.S. &amp; Poss., etc.</b>	<b>30,316</b>	<b>100.0</b>	<b>28,373</b>	<b>1,943</b>	
Canada .....	3	0.0	3		
Mexico .....					
Military or Civilian Personnel Overseas .....					
Other International .....					
<b>Total International</b>	<b>3</b>	<b>0.0</b>	<b>3</b>		
E-Mail Address Only .....					
Other Unclassified .....					
<b>Grand Total</b>	<b>30,319</b>	<b>100.0</b>	<b>28,376</b>	<b>1,943</b>	

**ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS  
Sold During 6 Month Period Ended June 30, 2011**

**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) Print Only Individual subscriptions, averaging 28,651 qualified non-paid copies per issue, represent copies served to individuals receiving the print version only of QSR.
- (b) Digital Only Individual subscriptions, averaging 1,760 qualified non-paid 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 324 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 Audit Bureau of Circulations' Bylaws and Rules**

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