



Audit Bureau of Circulations

**BUSINESS PUBLICATION
PUBLISHER'S STATEMENT**
Subject to Audit
For the 6 month period ending
June 30, 2009

QSR

Field Served:

QSR, the magazine for quick service restaurant success, serves the quick-serve (fast food), fast casual, coffee, and pizza segments of the food service industry.

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

TOTAL AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION 30,221



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) 29,898
Digital Only, See Par. 11(b) 323
Print & Digital (Unduplicated)
Total Individual 30,221
Association,
Multi-Copy Same Addressee
Total Average Qualified Non-Paid Circulation 30,221

1C AVERAGE NON-QUALIFIED CIRCULATION

Non-Continuous Market Coverage Copies 1,636
Allocated For Shows & Conventions. 250
Miscellaneous, Including Staff Copies, See Par. 11(c) 367
Total Average Non-Qualified Circulation 2,253

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	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.	30,290	28,352	1,938		30,290	173	242
Feb.	30,207	30,207			30,207	2,098	2,015
Mar.	30,183	30,183			30,183	327	303
Apr.	30,201	30,201			30,201	203	221
May	30,194	30,194			30,194	1,084	1,077
June	30,258	30,258			30,258	163	227
					Total	4,048	4,085

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE MAY, 2009 ISSUE IN WHICH:

• QUALIFIED NON-PAID CIRCULATION WAS 0.1% 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 (Undupli- cated)	Total Qualified Non-Paid	Chain	Indepen- dent	Consult- ants	Allied to the Restau- rant Industry
CEO/President; Owner; Chairman; Partner; Principal	18,766	62.2	18,766			18,766	14,032	4,565	157	12
Operations, VP Operations, and other operations functions	3,735	12.4	3,735			3,735	3,009	667	53	6
Chef, Food & Beverage Operations, Food & Beverage Research & Development	1,883	6.2	1,883			1,883	1,135	718	26	4
Buyer	546	1.8	546			546	388	141	8	9
Finance, VP Finance, CFO, and other financial functions	795	2.6	795			795	613	149	25	8
Director of Marketing, VP Marketing, VP Sales, and other sales & marketing functions	1,230	4.1	1,230			1,230	937	185	75	33
Restaurant Manager and other restaurant management functions	927	3.1	927			927	685	238	3	1
Training, VP Human Resources, and other training/HR functions	833	2.8	833			833	696	121	14	2
IT Manager and other IT functions	307	1.0	307			307	276	23	7	1
VP Franchising/Development and related functions	754	2.5	754			754	697	38	14	5
Other function or not specified function .	418	1.3	418			418	335	53	25	5
Total Qualified Circulation	30,194	100.0	30,194			30,194	22,803	6,898	407	86

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:	21,790			13,929	7,861		21,790	72.2
Written.....	2,272			1,549	723		2,272	7.5
Telecommunication	8,886			4,933	3,953		8,886	29.4
Internet and E-mail.....	10,632			7,447	3,185		10,632	35.3
Total Direct request from recipient's company:	6,411			1,843	4,568		6,411	21.2
Written	6,411			1,843	4,568		6,411	21.2
Telecommunication								
Internet and E-mail.....								
Total Communication other than request:								
Written.....								
Telecommunication								
Internet and E-mail.....								
Association								
Business Directories.....								
Lists, See Par. 11(d)	1,993			1,993			1,993	6.6
Acquired Circulation								
Other Sources								
Total Qualified Non-Paid Circulation	30,194			17,765	12,429		30,194	100.0
Percent	100.0			58.8	41.2		100.0	

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.	29,109	96.4	29,109		
Individual by name only	33	0.1	33		
Title or occupation only.	1,052	3.5	1,052		
Company name only.					
Multi-Copy Same Addressee					
Total Qualified Paid Subscription & Non-Paid Circulation	30,194	100.0	30,194		
Single Copy Sales					
Total Qualified Circulation	30,194				

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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)
New England					
ME 039-049.....	119		119		
NH 030-038.....	124		124		
VT 050-059.....	73		73		
MA 010-027.....	750		750		
RI 028-029.....	114		114		
CT 060-069.....	424		424		
New England	1,604	5.3	1,604		
Middle Atlantic					
NY 100-149.....	1,368		1,368		
NJ 070-089.....	780		780		
PA 150-196.....	904		904		
Middle Atlantic	3,052	10.1	3,052		
East N. Central					
OH 430-459.....	1,052		1,052		
IN 460-479.....	572		572		
IL 600-629.....	1,450		1,450		
MI 480-499.....	873		873		
WI 530-549.....	500		500		
East N. Central	4,447	14.7	4,447		
West N. Central					
MN 550-567.....	596		596		
IA 500-528.....	281		281		
MO 630-658.....	560		560		
ND 580-588.....	62		62		
SD 570-577.....	99		99		
NE 680-693.....	213		213		
KS 660-679.....	354		354		
West N. Central	2,165	7.2	2,165		
South Atlantic					
DE 197-199.....	80		80		
MD 206-219.....	519		519		
DC 200, 202-205.....	68		68		
VA 201, 220-246.....	744		744		
WV 247-268.....	113		113		
NC 270-289.....	900		900		
SC 290-299.....	460		460		
GA 300-319.....	1,948		1,948		
FL 320-349.....	2,302		2,302		
South Atlantic	7,134	23.6	7,134		
East S. Central					
KY 400-427.....	489		489		
TN 370-385.....	672		672		
AL 350-369.....	326		326		
MS 386-397.....	210		210		
East S. Central	1,697	5.6	1,697		
West S. Central					
AR 716-729.....	263		263		
LA 700-714.....	359		359		
OK 730-749.....	285		285		
TX 750-799.....	2,423		2,423		
West S. Central	3,330	11.0	3,330		
Mountain					
MT 590-599.....	97		97		
ID 832-838.....	138		138		
WY 820-831.....	78		78		
CO 800-816.....	692		692		
NM 870-884.....	169		169		
AZ 850-865.....	666		666		
UT 840-847.....	264		264		
NV 889-898.....	211		211		
Mountain	2,315	7.7	2,315		
Pacific					
AK 995-999.....	37		37		
WA 980-994.....	598		598		
OR 970-979.....	335		335		
CA 900-961.....	3,338		3,338		
HI 967-968.....	78		78		
Pacific	4,386	14.5	4,386		
Single Copy Sales.....					
U.S. Unclassified.....	3	0.0	3		
United States	30,133	99.7	30,133		
Poss. & Other Areas					
004-009, 969.....	45	0.2	45		
U.S. & Poss., etc.	30,178	99.9	30,178		
Canada	6	0.0	6		
Mexico.....					
Military or Civilian					
Personnel Overseas					
Other International					
Total International	6	0.0	6		
E-Mail Address Only					
Other Unclassified.....	10	0.1	10		
Grand Total	30,194	100.0	30,194		

ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS
Sold During 6 Month Period Ended June 30, 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: Not
Total applicable

6 TERM DATA

Three years or more
Two years or more but less than three
One year or more but less than two
Less than one year Not
Total applicable

7 SALES CHANNELS

Ordered by mail and/or directly requested by subscriber . . .
Ordered through salespeople:
Catalog agencies and individual agents
Publisher's own and other publishers' salespeople
Independent agencies' salespeople
Association memberships
All other channels Not
Total applicable

8 PREMIUM USAGE

Ordered without premium
Ordered with reprinted material
from this publication
Ordered with other premiums Not
Total applicable

ADDITIONAL CIRCULATION INFORMATION

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

Not applicable

**10 RENEWAL ANALYSIS OF
PAID CIRCULATION**

Not applicable

11 EXPLANATORY

Audit Cycle: December Ending.

(a) Print Only individual subscriptions, averaging 29,898 qualified non-paid copies per issue, represent copies served to individuals receiving the print version only of QSR.

(b) Digital Only individual subscriptions, averaging 323 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 a password secure web site wherein an e-mail notice is sent to recipients notifying them of the availability of each issue.

(c) Miscellaneous includes checking and promotion copies, averaging 367 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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