

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

100 Beard Sawmill Road, Sixth Floor
Shelton, CT USA 06484-6150
Phone: +1 203.447.2800
Fax: +1 203.447.2900
www.bpaww.com

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, CT, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. The organization conducts 2,600+ audits for media brands in print, online/digital and live events. Additionally, under the iCompli brand, BPA documents compliance to defined standards including data protection, provides assurance of sustainability reporting, and verifies technology, service and privacy claims. BPA is supported by 2,700 advertiser and agency members.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.



(See Additional Data)

Sosland Publishing Company
4800 Main Street
Suite 100
Kansas City, MO 64112
Tel.: (816) 756-1000
Fax: (816) 756-0494
www.bakingbusiness.com
jarnone@sosland.com

Official Publication of: None
Established: 1987
Issues per Year: 10
(See Additional Data)

FIELD SERVED

bake serves bakery café, retail and specialty baking and wholesale bakers, food service distributors, bakery distributors/brokers and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include owner, partner, president, vice president, general management/management, baker, production manager, plant manager, pastry chef, decorator, and other titled and non-titled personnel.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	529
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	200
Digital _____	-
All Other _____	817
TOTAL	1,546

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	20,096	100.0	20,096	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,096	100.0	20,096	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2012 Issue	Number Removed	Number Added	Total Qualified
August _____	1,104	1,313	20,011
September _____	142	260	20,129
October _____	274	182	20,037
November _____	1,864	2,032	20,205
Total	3,384	3,787	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2012
This issue is 0.7% or 146 copies above the average of the other 3 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
Retail Bakery, Specialty Bakery _____	15,239	75.4
Bakery Cafe _____	1,188	5.9
Wholesale Baker _____	1,245	6.2
Food Service Distributor, Bakery Dist/Broker/Other _____	2,533	12.5
TOTAL QUALIFIED CIRCULATION	20,205	100.0
PERCENT	100.0	

Note: Qualified recipients include owner, partner, president, vice president, general management/management, baker, production manager, plant manager, pastry chef, decorator, and other titled and non-titled personnel.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2012					
QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	10,926	3,180	1,129	15,235	75.4
II. Request from recipient's company: _____	2	-	-	2	-
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	4,968	-	-	4,968	24.6
Association rosters and directories _____	-	-	-	-	-
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
*Other sources _____	4,968	-	-	4,968	24.6
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,896	3,180	1,129	20,205	100.0
PERCENT	78.7	15.7	5.6	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2012		
MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	20,159	99.8
Individuals by name only _____	32	0.2
Titles or functions only _____	6	-
Company names only _____	8	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	20,205	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2012					
State	Total Qualified	Percent	State	Total Qualified	Percent
Maine _____	168		Kentucky _____	188	
New Hampshire _____	147		Tennessee _____	248	
Vermont _____	129		Alabama _____	166	
Massachusetts _____	978		Mississippi _____	96	
Rhode Island _____	208		EAST SO. CENTRAL	698	3.5
Connecticut _____	380		Arkansas _____	125	
NEW ENGLAND	2,010	9.9	Louisiana _____	267	
New York _____	1,902		Oklahoma _____	180	
New Jersey _____	891		Texas _____	991	
Pennsylvania _____	1,034		WEST SO. CENTRAL	1,563	7.7
MIDDLE ATLANTIC	3,827	18.9	Montana _____	81	
Ohio _____	755		Idaho _____	77	
Indiana _____	393		Wyoming _____	34	
Illinois _____	933		Colorado _____	233	
Michigan _____	801		New Mexico _____	69	
Wisconsin _____	459		Arizona _____	187	
EAST NO. CENTRAL	3,341	16.5	Utah _____	118	
Minnesota _____	368		Nevada _____	105	
Iowa _____	223		MOUNTAIN	904	4.5
Missouri _____	353		Alaska _____	36	
North Dakota _____	57		Washington _____	393	
South Dakota _____	70		Oregon _____	269	
Nebraska _____	138		California _____	2,234	
Kansas _____	202		Hawaii _____	79	
WEST NO. CENTRAL	1,411	7.0	PACIFIC	3,011	14.9
Delaware _____	63		UNITED STATES	19,790	97.9
Maryland _____	334		U.S. Territories _____	110	
Washington, DC _____	65		Canada _____	305	
Virginia _____	374		Mexico _____	-	
West Virginia _____	64		Other International _____	-	
North Carolina _____	419		APO/FPO _____	-	
South Carolina _____	171		TOTAL QUALIFIED CIRCULATION	20,205	100.0
Georgia _____	410				
Florida _____	1,125				
SOUTH ATLANTIC	3,025	15.0			

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	January-June 2010	July-December 2010	January-June 2011	July-December 2011	January-June 2012*	July-December 2011*
Total Audit Average Qualified: _____	18,024	18,072	18,052	18,022	19,973	20,096
Qualified Non-Paid: ___	18,024	18,072	18,052	18,022	19,973	20,096
Qualified Paid: _____	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation: _	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: January-December 2012 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

ADDITIONAL DATA

CHANGE IN PUBLICATION NAME:

Effective with the January 2012 issue, Baking Buyer changed its name to bake.

CHANGE IN FREQUENCY:

Effective with the January 2012 issue, bake changed its frequency from 9 to 10 issues per year.

PARAGRAPH 3b:

Other sources include 4 source of circulation for a quantity of 17 copies or -% to 3,023 copies or 15.0%, including Hoovers.

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	January 14, 2013
Charles S. Sosland, Chairman	State	Missouri
Judith Arnone, Circulation Manager	County	Jackson
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	January 14, 2013
IMPORTANT NOTE:	Type	PD
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	B264P0D2