

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.

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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

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Diversified Business Comms
121 Free Street
Portland, ME 04101
Tel. No.: (207) 842-5500
Fax No.: (207) 842-5603
www.seafoodbusiness.com

Official Publication of: None
Established: 1982
Issues Per Year: 12



FIELD SERVED

SEAFOOD BUSINESS serves chain and independent restaurants serving seafood; hotels, resorts, and casinos serving seafood; specialty seafood retailers; chain and independent supermarkets and retailers selling seafood; club stores/mass merchandisers; institutional foodservice establishments serving seafood; broadline and specialty distributors/wholesalers of seafood; seafood processors; and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are those companies and individuals within the field served.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	304
Advertiser and Agency _____	664
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	368
TOTAL	1,336

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	14,000	100.0	14,000	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	14,000	100.0	14,000	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2010 Issue	Number Removed	Number Added	Total Qualified
July _____	54	54	14,000
August _____	137	137	14,000
September _____	2,107	2,107	14,000
October _____	1,631	1,631	14,000
November _____	68	68	14,000
December _____	-	-	14,000
TOTAL	3,997	3,997	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2010

This issue is equal to the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
Chain and Independent Supermarkets selling seafood; Independent Retailers selling seafood; Specialty Seafood Retailers; also Club Store/Mass Merchandiser _____	3,214	22.9
Chain and Independent Restaurants serving seafood; Hotels/resorts/casinos serving seafood _____	4,228	30.2
Institutional Foodservice establishments serving seafood _____	643	4.6
Distributors/Wholesalers selling seafood: Broadline and Specialty _____	4,571	32.7
Seafood Processors _____	1,344	9.6
Others Allied to the Field _____	-	-
TOTAL QUALIFIED CIRCULATION	14,000	100.0
PERCENT	100.0	

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2010

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	11,641	2,359	-	14,000	100.0
II. Request from recipient's company: _____	-	-	-	-	-
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	-	-	-	-	-
Association rosters and directories _____	-	-	-	-	-
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
Other sources _____	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	11,641	2,359	-	14,000	100.0
PERCENT	83.2	16.9	-	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2010

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	14,000	100.0
Individuals by name only _____	-	-
Titles or functions only _____	-	-
Company names only _____	-	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	14,000	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2010

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	307		400-427 Kentucky _____	82	
030-038 New Hampshire _____	246		370-385 Tennessee _____	111	
050-059 Vermont _____	58		350-369 Alabama _____	102	
010-027 Massachusetts _____	2,220		386-397 Mississippi _____	70	
028-029 Rhode Island _____	317		EAST SO. CENTRAL	365	2.6
060-069 Connecticut _____	321		716-729 Arkansas _____	54	
NEW ENGLAND	3,469	24.8	700-714 Louisiana _____	179	
100-149 New York _____	904		730-749 Oklahoma _____	31	
070-089 New Jersey _____	511		750-799 Texas _____	559	
150-196 Pennsylvania _____	479		WEST SO. CENTRAL	823	5.9
MIDDLE ATLANTIC	1,894	13.6	590-599 Montana _____	18	
430-459 Ohio _____	301		832-838 Idaho _____	44	
460-479 Indiana _____	147		820-831 Wyoming _____	14	
600-629 Illinois _____	482		800-816 Colorado _____	108	
480-499 Michigan _____	310		870-884 New Mexico _____	29	
530-549 Wisconsin _____	283		850-865 Arizona _____	130	
EAST NO. CENTRAL	1,523	10.9	840-847 Utah _____	56	
550-567 Minnesota _____	273		889-898 Nevada _____	88	
500-528 Iowa _____	87		MOUNTAIN	487	3.5
630-658 Missouri _____	149		995-999 Alaska _____	78	
580-588 North Dakota _____	52		980-994 Washington _____	461	
570-577 South Dakota _____	39		970-979 Oregon _____	128	
680-693 Nebraska _____	52		900-961 California _____	1,400	
660-679 Kansas _____	68		967-968 Hawaii _____	94	
WEST NO. CENTRAL	720	5.1	PACIFIC	2,161	15.4
197-199 Delaware _____	28		UNITED STATES	13,939	99.6
206-219 Maryland _____	288		969 & 004-009 U.S. Territories _____	60	
200-205 Washington, DC _____	30		Canada _____	-	
220-246 Virginia _____	255		Mexico _____	-	
247-268 West Virginia _____	22		Other International _____	-	
270-289 North Carolina _____	290		AP0/FPO _____	1	
290-299 South Carolina _____	128		TOTAL QUALIFIED CIRCULATION	14,000	100.0
300-319 Georgia _____	281				
320-349 Florida _____	1,175				
SOUTH ATLANTIC	2,497	17.8			

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 2008	July - December 2008	January - June 2009	July - December 2009	January - June 2010*	July - December 2010*
Total Audit Average Qualified: _____	15,100	14,733	14,000	14,000	14,000	14,000
Qualified Non-Paid: ____	15,100	14,733	14,000	14,000	14,000	14,000
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 2010 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

ADDITIONAL DATA**PUBLISHER'S AFFIDAVIT**

We hereby make oath and say that all data set forth in this statement are true.

Fiona Robinson, Associate Publisher/Editor

Carrie Eisenhandler, Audience Development Consultant

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed January 5, 2011

County Cumberland

State Maine

Received by BPA Worldwide January 5, 2011

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