

FOOD PROCESSING

CIRCULATION

FOOD PROCESSING READERS' OPT FOR NEW, 2-YEAR SUBSCRIPTIONS!

Food Processing, in 2009, began to ask our subscribers if they would prefer to sign up for a two-year subscription, as opposed to the one-year subscription term in which subscribers previously had to adhere. This action was enabled by a BPA rule change which allowed two year subscriptions for B to B publishers, similar to the subscription term rules which have been allowed for consumer publishers for many years. In addition, a research study conducted by a third party research company (Media Consumption Study Among Food Industry Professionals by Preston & Rogers) reported that the average subscriber to *Food Processing* has been a subscriber for 8.3 years. These two events support the feedback which we had received from our readers who clamored for a longer subscription term to the magazine. The two year subscription offer has been a tremendous success as 32,082 or 56.4% of *Food Processing's* subscribers have opted for a two year subscription to the magazine! As a result, Paragraph 3b of *Food Processing's* June 2011 Circulation Audit now reports a higher percentage of subscribers qualified within two years. Since these subscribers have requested two year subscription terms, rather than one year subscription terms, it means that they will not need to be contacted for subscription renewal for another year and should be viewed as current in qualification age.

All of this allowed us to better serve our subscribers, while continuing to supply a quality circulation (audited by title, industry, employee size, and purchase influence) and a strong universe of coverage (total circulation at 62,532). In fact, *Food Processing* invests more money in maintaining our circulation than any of the other food and beverage industry trade publications.

Please feel free to contact Jerry Clark, VP Audience Development, or Larry Bagan, Publisher, with any questions that you may have regarding the new BPA subscription term rule or *Food Processing's* circulation.

