



Audit Bureau of Circulations

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

ON-CAMPUS HOSPITALITY

Field Served:

ON-CAMPUS HOSPITALITY serves foodservice operations and outlets (contract-managed as well as self-operated), and related purchasing and administrative offices at colleges, universities and other educational institutions, including affiliated healthcare facilities.

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

TOTAL AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION 9,330

1A	AVERAGE QUALIFIED PAID CIRCULATION	
	Individual	
	Association	
	Sponsored Individually Addressed	
	Multi-Copy Same Addressee	
	Single Copy Sales	
	Total Average Qualified Paid Circulation	9,330

1B	AVERAGE QUALIFIED NON-PAID CIRCULATION	
	Individual	9,330
	Association	
	Multi-Copy Same Addressee	
	Total Average Qualified Non-Paid Circulation	9,330

1C	AVERAGE NON-QUALIFIED CIRCULATION	
	Non-Continuous Market Coverage Copies	
	Allocated For Shows & Conventions	109
	Miscellaneous, Including Staff Copies, See Par. 11(a)	513
	Total Average Non-Qualified Circulation	622

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	Qualified Non-Paid Removed	Qualified Non-Paid Added	2011 Issue	Total	Paid	Qualified Non-Paid	Qualified Non-Paid Removed	Qualified Non-Paid Added
Feb.	9,336		9,336	26	26	Apr.	9,336		9,336	23	16
Mar.	9,343		9,343	24	31	May	9,306		9,306	164	134
									Total	237	207

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	Total	%	Paid	Qualified Non-Paid
Foodservice Management and Operations	7,643	82.1		7,643
Directors/Assistant Directors				
Food & Dining Service.....				
Student Center/Union.....				
Auxiliary Services.....				
Housing.....				
Managers				
Dining Hall.....				
Restaurant.....				
Catering.....				
Pub/Tavern.....				
Vending.....				
Convenience Store.....				
Snack Bar.....				
Cafeteria.....				
Chefs/Executive Chefs.....				
Dietitians.....				
Hospital Foodservice Directors/Managers.....				
Distributors.....				
Administration	1,663	17.9		1,663
Chancellors/Presidents.....				
Deans: Student Services/Resident Life.....				
Business Officers.....				
Purchasing Agents.....				
Professors, Culinary Instructors.....				
Group Purchasing Managers/Buyers.....				
Others Allied to the Field.....				
Other Paid Circulation:				
Subscriptions.....				
Single Copy Sales.....				
Total Qualified Circulation	9,306	100.0		9,306

3B

AGE OF SOURCE DATA ANALYSIS

Source	Qualified Within			Total	%
	1 Year	2 Years	3 Years		
Qualified Non-Paid Circulation:					
Total Direct request from recipient:	1,125	760	1,086	2,971	31.9
Written.....	9	10	214	233	2.5
Telecommunication.....	856	387	412	1,655	17.8
Internet and E-mail.....	260	363	460	1,083	11.6
Total Direct request from recipient's company:	1,073	1,896	1,056	4,025	43.3
Written.....	2	13	125	140	1.5
Telecommunication.....	1,009	1,752	773	3,534	38.0
Internet and E-mail.....	62	131	158	351	3.8
Total Communication other than request:					
Written.....					
Telecommunication.....					
Internet and E-mail.....					
Association					
Business Directories, See Par. 11(b).....	1,642	179	489	2,310	24.8
Lists.....					
Acquired Circulation.....					
Other Sources.....					
Total Qualified Non-Paid Circulation	3,840	2,835	2,631	9,306	100.0
Percent	41.3	30.4	28.3	100.0	
Paid Subscription Circulation.....					
Paid Acquired Circulation.....					
Single Copy Sales.....					
Total Qualified Circulation				9,306	

The figures used in Par. 3b are based on percentages established for the December 2010 issue and projected against the totals for the May 2011 issue.

3C

MAILING ADDRESS ANALYSIS

	Total	%	Paid	Qualified Non-Paid
Individual by name and title and/or occupation	8,662	93.1		8,662
Individual by name only	4	0.0		4
Title or occupation only	640	6.9		640
Company name only				
Multi-Copy Same Addressee				
Total Qualified Paid Subscription & Non-Paid Circulation	9,306	100.0		9,306
Single Copy Sales				
Total Qualified Circulation	9,306			

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GEOGRAPHIC ANALYSIS

State & ZIP Code	Total	%	Paid	Qualified Non-Paid
New England				
ME 039-049	82			82
NH 030-038	77			77
VT 050-059	58			58
MA 010-027	379			379
RI 028-029	87			87
CT 060-069	174			174
New England	857	9.2		857
Middle Atlantic				
NY 100-149	735			735
NJ 070-089	190			190
PA 150-196	591			591
Middle Atlantic	1,516	16.3		1,516
East N. Central				
OH 430-459	409			409
IN 460-479	219			219
IL 600-629	351			351
MI 480-499	313			313
WI 530-549	226			226
East N. Central	1,518	16.3		1,518
West N. Central				
MN 550-567	193			193
IA 500-528	172			172
MO 630-658	158			158
ND 580-588	57			57
SD 570-577	30			30
NE 680-693	94			94
KS 660-679	116			116
West N. Central	820	8.8		820
South Atlantic				
DE 197-199	33			33
MD 206-219	201			201
DC 200, 202-205	55			55
VA 201, 220-246	261			261
WV 247-268	73			73
NC 270-289	267			267
SC 290-299	92			92
GA 300-319	271			271
FL 320-349	293			293
South Atlantic	1,546	16.7		1,546

State & ZIP Code	Total	%	Paid	Qualified Non-Paid
East S. Central				
KY 400-427	82			82
TN 370-385	111			111
AL 350-369	149			149
MS 386-397	77			77
East S. Central	419	4.5		419
West S. Central				
AR 716-729	91			91
LA 700-714	112			112
OK 730-749	135			135
TX 750-799	455			455
West S. Central	793	8.5		793
Mountain				
MT 590-599	56			56
ID 832-838	58			58
WY 820-831	23			23
CO 800-816	150			150
NM 870-884	64			64
AZ 850-865	90			90
UT 840-847	102			102
NV 889-898	29			29
Mountain	572	6.1		572
Pacific				
AK 995-999	34			34
WA 980-994	172			172
OR 970-979	113			113
CA 900-961	721			721
HI 967-968	53			53
Pacific	1,093	11.8		1,093
Single Copy Sales.....				
U.S. Unclassified.....				
United States	9,134	98.2		9,134
Poss. & Other Areas				
004-009, 969	30	0.3		30
U.S. & Poss., etc.	9,164	98.5		9,164
Canada	142	1.5		142
Mexico.....				
Military or Civilian Personnel Overseas .				
Other International				
Total International	142	1.5		142
E-Mail Address Only ...				
Other Unclassified.....				
Grand Total	9,306	100.0		9,306

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

5 **PRICE DATA** Reporting not required

7 **SALES CHANNELS** Reporting not required

6 **TERM DATA** 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) Miscellaneous includes checking and promotion copies, averaging 32 copies per issue, served to advertisers and agencies.

(b) Business Directories represent copies served to subscribers obtained from the National Association of College and University Food Services Membership Directory and the National Association of College Auxiliary Services Directory & Handbook.

Definition of Recipient Qualification:

Qualified recipients are: foodservice managers, operators and administrators at colleges, universities and other educational institutions, including affiliated healthcare facilities; campus foodservice professionals including foodservice directors, assistant directors, executive chefs, chefs and dietitians; convenience store managers and operators; campus management including auxiliary services directors, union directors, housing directors; related purchasing agents and administrative executives and managers, other titled and non-titled personnel; group purchasing organizations and foodservice distributors, as reported in Paragraph 3A herein.

**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**

Parent Company: Executive Business Media

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Signed: July 28, 2011

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