



**Established 1990**  
**Issues Per Year: 11**  
**Issues This Report: 11**

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**PUBLICATION DESCRIPTION**

*INDUSTRIA ALIMENTICIA* serves the food processors of the Latin Americas.

**FIELD SERVED/DEFINITION OF RECIPIENT QUALIFICATION**

*INDUSTRIA ALIMENTICIA* is published for Latin American food and beverage processors and manufacturers of meat, poultry, fish and seafood; dairy products; fruits, vegetables and prepared entrees; bakery and pastries including snacks and confection; beverages (carbonated and non-carbonated) including juice and soft drinks. Also served are distributors, representatives, manufacturers, suppliers of equipment and ingredients, and others allied to the field.

Qualified recipients include general management and administration, technical/engineering, production, sales and marketing, research and development, quality control, and other personnel allied to the field.

**AVERAGE MONTHLY CIRCULATION: JULY 1, 2010 – JUNE 30, 2011**

<b>QUALIFIED CIRCULATION</b>	<b>Non-Paid Print</b>	<b>Paid Print</b>	<b>Non-Paid Digital</b>	<b>Paid Digital</b>	<b>Print &amp; Digital Unduplicated</b>	<b>Total</b>
Individual Subscription	6,692	1	5,822	-	-	12,515
Association/Group/Directory Lists	3,640	-	-	-	-	3,640
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10,332</b>	<b>1</b>	<b>5,822</b>	<b>-</b>	<b>-</b>	<b>16,155</b>
<b>TOTAL NON-QUALIFIED</b>						<b>1,165</b>

Please see the following pages for Recipient Classification, Subscription Source, Recency of Renewal, Business/Industry and Job Title Classification, Geographical Distribution, Qualified Circulation by Issue, Additions and Removals by Issue, Web Activity, Explanation, Audit of Internal Records, and Affidavit.

## RECIPIENT CLASSIFICATION

RECIPIENT	Print	Digital	Total	Percent
Individual by Name and Title and/or Company	8,736	5,942	14,678	97.7%
Individual by Name Only	2	-	2	-
Title Only	-	-	-	-
Company Name Only	342	-	342	2.3%
<b>Total Qualified Circulation</b>	<b>9,080</b>	<b>5,942</b>	<b>15,022</b>	<b>100.0%</b>

## SUBSCRIPTION SOURCE AND REGENCY OF RENEWAL

RECIPIENT	Print	Digital	Renewed, Requested, or Updated Within*		Total	Percent
			1-3 Years	3+ Years		
Direct Request from the Recipient	1,122	5,942	7,064	N/A	7,064	47.0%
Request from Recipient's Company	4,555	-	4,555	N/A	4,555	30.3%
Association/Group/Directory Lists	3,403	-	3,403	-	3,403	22.7%
<b>Total Qualified Circulation</b>	<b>9,080</b>	<b>5,942</b>	<b>15,022</b>	<b>-</b>	<b>15,022</b>	<b>100.0%</b>

\* Detailed Recency of Renewal analysis omitted at publisher's request. All subscription requests were found to be current within three years or less.

## BUSINESS/INDUSTRY AND JOB TITLE CLASSIFICATION

SIC CODE	DIVISION-GROUP DESCRIPTION	Print	Digital	Admin.	Plant Operations	Sales/Marketing	R&D/QC	All Other	Total	Percent
<b>20</b>	<b>Manufacturing – Food &amp; Kindred Products</b>									
201, 209	Meat, Poultry, Fish & Prepared Entrees	2,373	1,607	1,825	1,068	284	693	110	3,980	26.5%
202	Dairy Processor	1,817	928	1,292	917	167	368	1	2,745	18.3%
208	Beverages (carbonated and non-carbonated)	1,209	570	931	442	137	269	-	1,779	11.8%
203	Fruits & Vegetables	1,485	851	1,077	727	148	384	-	2,336	15.6%
205, 206	Bakery, Pastry, Snacks & Confectionery	1,660	1,133	1,206	861	221	474	31	2,793	18.6%
<b>35</b>	<b>Manufacturing – Industrial &amp; Commercial Machinery &amp; Computer Equipment</b>									
355	Manufacturers/Suppliers of Equipment/Ingredients	289	427	211	209	179	117	-	716	4.8%
<b>51</b>	<b>Wholesale Trade – Non-durable Goods</b>									
514	Representatives/Distributors of Equipment/Ingredients	246	423	265	126	222	56	-	669	4.4%
	Not Classified/Other	1	3	1	1	-	1	1	4	-
<b>Total Qualified Circulation</b>		<b>9,080</b>	<b>5,942</b>	<b>6,808</b>	<b>4,351</b>	<b>1,358</b>	<b>2,362</b>	<b>143</b>	<b>15,022</b>	<b>100.0%</b>

Source: Standard Industrial Classification (SIC) Code, Division, and Group (bold text) – U.S. Department of Labor  
Description – *Industria Alimenticia*

Administration (*Admin.*) includes owners, general management, and administration. *R&D/QC* includes research and development and quality control personnel. *All Other* includes other titled and non-titled personnel.

## REGIONAL/COUNTRY GEOGRAPHICAL DISTRIBUTION

REGION/COUNTRY	Print	Digital	Total	Percent
Argentina	1,107	505	1,612	10.7%
Bolivia	105	115	220	1.4%
Brazil	754	206	960	6.4%
Chile	704	287	991	6.6%
Colombia	1,550	1,105	2,655	17.7%
Ecuador	371	374	745	5.0%
Guyana	1	-	1	-
Paraguay	38	38	76	0.5%
Peru	2,303	1,484	3,787	25.2%
Uruguay	71	88	159	1.1%
Venezuela	101	130	231	1.5%
<b>South America</b>	<b>7,105</b>	<b>4,332</b>	<b>11,437</b>	<b>76.1%</b>
Costa Rica	75	70	145	1.0%
El Salvador	42	50	92	0.6%
Guatemala	69	73	142	1.0%
Honduras	99	65	164	1.1%
Mexico	1,565	1,262	2,827	18.8%
Nicaragua	26	26	52	0.3%
Panama	63	45	108	0.7%
<b>Central America</b>	<b>1,939</b>	<b>1,591</b>	<b>3,530</b>	<b>23.5%</b>
Antigua and Barbuda	-	1	1	-
Cuba	36	7	43	0.3%
Dominica	-	10	10	0.1%
Haiti	-	1	1	-
<b>Caribbean Islands</b>	<b>36</b>	<b>19</b>	<b>55</b>	<b>0.4%</b>
<b>Total Qualified Circulation</b>	<b>9,080</b>	<b>5,942</b>	<b>15,022</b>	<b>100.0%</b>

## QUALIFIED CIRCULATION BY ISSUE

ISSUE	Print	Digital	Total
July 2010	11,040	5,250	16,290
August 2010	11,111	5,318	16,429
September 2010	10,940	5,346	16,286
October 2010	10,681	5,856	16,537
November 2010	10,508	6,002	16,510
December 2010	10,361	5,972	16,333
January 2011	10,311	6,024	16,335
February 2011	10,403	6,078	16,481
April 2011	10,111	6,304	16,415
May 2011	9,080	5,942	15,022
June 2011	9,121	5,954	15,075
<b>6 Month Average</b>	<b>10,774</b>	<b>5,624</b>	<b>16,398</b>
<b>12 Month Average</b>	<b>10,333</b>	<b>5,822</b>	<b>16,155</b>

## RECIPIENT LIST ADDITIONS AND REMOVALS BY ISSUE

ISSUE	Additions	Removals	Net
July 2010	478	477	1
August 2010	387	248	139
September 2010	161	304	(143)
October 2010	787	536	251
November 2010	366	393	(27)
December 2010	190	367	(177)
January 2011	192	190	2
February 2011	167	21	146
April 2011	894	960	(66)
May 2011	2,973	4,366	(1,393)
June 2011	56	3	53
<b>6 Month Total</b>	<b>2,369</b>	<b>2,325</b>	<b>44</b>
<b>6 Month Average</b>	<b>395</b>	<b>388</b>	<b>7</b>
<b>12 Month Total</b>	<b>6,651</b>	<b>7,865</b>	<b>(1,214)</b>
<b>12 Month Average</b>	<b>605</b>	<b>715</b>	<b>(110)</b>

**WEB VISITOR ACTIVITY – www.industriaalimenticia.com**

VISITOR ACTIVITY	
Total Sessions	582,036.00
Total Pageviews	2,717,610.00
Average Sessions Per Day	1,594.62
Average Pageviews Per Day	7,445.51
Average Pageviews Per Session	4.67
Average Length of Session	00:19:25

**TOP 20 REQUESTED WEB PAGES – www.industriaalimenticia.com**

REQUESTED PAGES	Pageviews	Percent
1. /diprodbrowse/companies	1,214,003	44.7%
2. /Archives_Davinci	196,265	7.2%
3. /guide/results	135,810	5.0%
4. /robots.txt	98,339	3.6%
5. www.industriaalimenticia.com	80,636	3.0%
6. /guide/results/listing	63,421	2.3%
7. /Articles/Nuevos_Productos	51,904	1.9%
8. /diprodbrowse/companies/listing	50,284	1.9%
9. /Articles/Actualidades	39,605	1.5%
10. /Articles/LINEA_DIRECTA_CON_LA_INDUSTRIA	36,647	1.4%
11. /Articles/Article_Rotation	34,252	1.3%
12. /IA/Home/Files/flash/IAslideshow.swf	28,448	1.1%
13. /Articles/ARTICULO_DE_FONDO	23,143	0.9%
14. /Articles/Vitrina_Informativa	22,088	0.8%
15. /IA/Home/Files/script/ia_subscription.vbs	21,492	0.8%
16. /Articles/CONCEPTOS_Y_COMENTARIOS	18,923	0.7%
17. /Articles/Tecnologia_de_Procesos	16,515	0.6%
18. /Archives	14,007	0.5%
19. /Articles/Conferencias_y_Exposiciones	11,351	0.4%
20. /Articles/Boletines	11,134	0.4%
<b>View Total</b>	<b>2,168,267</b>	<b>79.8%</b>
<b>Total</b>	<b>2,717,610</b>	<b>100.0%</b>

This table and chart show the ranked popularity of the Pages visited by number of Pageviews and relative percentage for the specified date range July 1, 2010 – June 30, 2011. This report is based on the analysis of logs collected on the Web site's server and provided by the site owner. Analysis has been conducted according to generally accepted procedures. Verified Audit Circulation swears to the best of its knowledge that all data contained in this report is accurate.

**Definitions:**

**Session:** A series of clicks on your site by an individual visitor during a specific period of time. A Session is initiated when the visitor arrives at your site, and it ends when the browser is closed or there is a period of inactivity (30 minutes). Session quantities will vary to some degree based on what type of visitor tracking method is employed.

**Pageviews:** A request from a visitor's browser for a displayable Web page. Verified's configuration controls which file extensions are treated as Pageviews. In general, images and other embedded content, such as style sheets and javascript, are not considered to be Pageviews.

**Bytes:** Each file requested by a visitor to your Website has a certain size associated with it that is recorded by the webserver (Bytes). By tabulating the size of each file, the total volume of the traffic can be assessed. Because Bytes numbers can be very large, data in this graph is abbreviated with terms such as MB for megabytes (million bytes).

**EXPLANATION**

Publisher is not required to submit data for all paragraphs/tables.

**Trade Show/Special Event Distribution Locations:**

	<b>Date(s) Attended</b>	<b>Location</b>	<b># of Copies</b>
Mexipan	08/25/10 – 08/28/10	Mexico City, Mexico	100
Mexialimentos	09/01/10 – 09/03/10	Monterrey, Mexico	100
Technobebidas (FISA)	09/12/10 – 09/14/10	Sao Paulo, Brazil	200
International Dairy Show	09/13/10 – 09/15/10	Dallas, TX	100
InterBev 2010	09/22/10 – 09/24/10	Orlando, FL	100
IBIE 2010 (International Baking Industry Exposition)	09/26/10 – 09/28/10	Las Vegas, NV	100
PMMI (Pack Expo)	10/31/10 – 11/04/10	Chicago, IL	100
PLMA (Private Label Manufacturers Association)	11/14/10 – 11/16/10	Chicago, IL	100
International Poultry Show	01/26/11 – 01/28/11	Atlanta, GA	200
Expo Carnes	02/02/11 – 02/04/11	Monterrey, Mexico	200
Europain	03/03/11 – 03/06/11	Paris, France	25
Food Automation Manufacturing Conference	04/03/11 – 04/06/11	Palm Beach, FL	25
Interpack	05/12/11 – 05/18/11	Dusseldorf, Germany	100
Sweets & Snacks Expo	05/24/11 – 05/26/11	Chicago, IL	50
Alimentaria Mexico	05/31/11 – 06/03/11	Central Banamex, Mexico	100
FISPAL	06/07/11 – 06/10/11	Sao Paulo, Brazil	50
IFT Institute of Food Technologists'	06/11/11 – 06/14/11	New Orleans, LA	100
Expo Pack/Procesa Mexico	06/21/11 – 06/24/11	Mexico City, Mexico	200
Confitexpo	08/02/11 – 08/05/11	Guadalajara, Mexico	100
<b>TOTAL</b>			<b>2,050</b>

**Source for Association/Group/Directory Distribution Lists:**

	<b>Date(s) Added to File</b>
Empresas Alimentos of Peru	09/2009
Direct Response, Inc.	02/2011

**Audit of Records & Affidavit**

Verified has conducted an audit of printing, distribution, and financial records, as well other data to substantiate circulation data submitted to Verified. This audit followed guidelines prepared in conformity with generally accepted circulation auditing procedures involving records covering all distribution methods utilized for qualified circulation during the period(s) covered by the reports. The results of this audit warrant the issuance of this audit report to as a true and accurate statement of the qualified circulation of the client publication.

Verified Audit Circulation swears that to the best of its knowledge, all statements contained in this report are true and accurate.