



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

BNP MEDIA II, LLC
2401 W. Big Beaver Road, Suite 700
Troy, MI 48084-3333
(248) 362-3700 (248) 362-0317 FAX
www.industriaalimenticia.com

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.

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, 2008 – JUNE 30, 2009

QUALIFIED CIRCULATION	Non-Paid	Paid	Total
Individual Subscription	10,444	-	10,444
Association/Group/Directory Lists	7,194	-	7,194
Rotated	-	-	-
Bulk Distribution	-	-	-
Single Copy Sales	-	-	-
TOTAL QUALIFIED CIRCULATION	17,638	-	17,638

NON-QUALIFIED CIRCULATION	Non-Paid	Paid	Total
Advertiser/Agency	320	-	320
Sales/File/Office/Return/Other	507	-	507
Trade Show/Convention/Special Event	143	-	143
TOTAL NON-QUALIFIED CIRCULATION	970	-	970

TOTAL PRINTED	18,608
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Please see the following pages for Recipient Classification, Subscription Source, Business/Industry and Job Title Classification, Geographical Distribution, Qualified Circulation by Issue, Additions and Removals by Issue, Explanation, Audit of Internal Records, and Affidavit.

RECIPIENT CLASSIFICATION

RECIPIENT	Non-Paid	Paid	Total	Percent
Individual by Name and Title and/or Company	16,861	-	16,861	99.3%
Individual by Name Only	-	-	-	-
Title Only	-	-	-	-
Company Name Only	121	-	121	0.7%
Total Qualified Circulation	16,982	-	16,982	100.0%
Non-Qualified Circulation	1,022	-	1,022	
TOTAL PRINTED			18,004	

SUBSCRIPTION SOURCE*

RECIPIENT	Non-Paid	Paid	Total	Percent
Direct Request from the Recipient	5,127	-	5,127	30.2%
Request from Recipient's Company	4,579	-	4,579	27.0%
Association/Group/Directory Lists	7,276	-	7,276	42.8%
Total Qualified Circulation	16,982	-	16,982	100.0%
Non-Qualified Circulation	1,022	-	1,022	
TOTAL PRINTED			18,004	

* Recency of Renewal analysis omitted at publisher's request. Please see Explanation.

BUSINESS/INDUSTRY AND JOB TITLE CLASSIFICATION

SIC CODE	DIVISION-GROUP DESCRIPTION	Non-Paid	Paid	Admin.	Plant Operations	Sales/Marketing	R&D/QC	All Other	Total	Percent
20	Manufacturing – Food & Kindred Products									
201, 209	Meat, Poultry, Fish & Prepared Entrees	5,328	-	2,613	1,414	535	762	4	5,328	31.4%
202	Dairy Processor	2,659	-	946	1,036	279	386	12	2,659	15.6%
208	Beverages (carbonated and non-carbonated)	3,034	-	1,504	782	405	338	5	3,034	17.9%
203	Fruits & Vegetables	3,304	-	1,543	922	388	447	4	3,304	19.5%
205, 206	Bakery, Pastry, Snacks & Confectionery	2,657	-	1,103	804	312	434	4	2,657	15.6%
Total Qualified Circulation		16,982	-	7,709	4,958	1,919	2,367	29	16,982	100.0%
	Total Non-Qualified Circulation	1,022	-						1,022	
	TOTAL PRINTED								18,004	

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	Non-Paid	Paid	Total	Percent
Argentina	882	-	882	5.2%
Bolivia	167	-	167	1.0%
Brazil	3,537	-	3,537	20.8%
Chile	2,095	-	2,095	12.3%
Colombia	1,691	-	1,691	10.0%
Ecuador	524	-	524	3.1%
Paraguay	53	-	53	0.3%
Peru	2,997	-	2,997	17.6%
Suriname	1	-	1	-
Uruguay	123	-	123	0.7%
Venezuela	119	-	119	0.7%
South America	12,189	-	12,189	71.8%
Costa Rica	121	-	121	0.7%
El Salvador	87	-	87	0.5%
Guatemala	118	-	118	0.7%
Honduras	129	-	129	0.8%
Mexico	3,951	-	3,951	23.3%
Nicaragua	40	-	40	0.2%
Panama	99	-	99	0.6%
Central America	4,545	-	4,545	26.8%
Antigua and Barbuda	5	-	5	-
Barbados	1	-	1	-
Cuba	121	-	121	0.7%
Dominican Republic	67	-	67	0.4%
Grenada	1	-	1	-
Guadeloupe	30	-	30	0.2%
Jamaica	4	-	4	-
Martinique	15	-	15	0.1%
St. Lucia	1	-	1	-
St. Vincent	2	-	2	-
Trinidad and Tobago	1	-	1	-
Caribbean Islands	248	-	248	1.5%
Total Qualified Circulation	16,982	-	16,982	100.0%
Total Non-Qualified Circulation	1,022	-	1,022	
TOTAL PRINTED			18,004	

QUALIFIED CIRCULATION BY ISSUE

ISSUE	Non-Paid	Paid	Total
July 2008	18,002	-	18,002
August 2008	18,002	-	18,002
September 2008	18,002	-	18,002
October 2008	18,002	-	18,002
November 2008	18,002	-	18,002
December 2008	18,002	-	18,002
January 2009	18,002	-	18,002
February 2009	17,156	-	17,156
April 2009	17,001	-	17,001
May 2009	16,982	-	16,982
June 2009	16,872	-	16,872
6 Month Average	18,002	-	18,002
12 Month Average	17,638	-	17,638

RECIPIENT LIST ADDITIONS AND REMOVALS BY ISSUE

ISSUE	Additions		Removals		Total Additions	Total Removals	Net
	Non-Paid	Paid	Non-Paid	Paid			
July 2008	492	-	492	-	492	492	-
August 2008	528	-	528	-	528	528	-
September 2008	287	-	287	-	287	287	-
October 2008	3,131	-	3,131	-	3,131	3,131	-
November 2008	373	-	373	-	373	373	-
December 2008	234	-	234	-	234	234	-
January 2009	275	-	275	-	275	275	-
February 2009	311	-	1,157	-	311	1,157	(846)
April 2009	437	-	592	-	437	592	(155)
May 2009	2,872	-	2,891	-	2,872	2,891	(19)
June 2009	234	-	344	-	234	344	(110)
6 Month Total	5,045	-	5,045	-	5,045	5,045	-
6 Month Average	841	-	841	-	841	841	-
12 Month Total	9,174	-	10,304	-	9,174	10,304	(1,130)
12 Month Average	834	-	937	-	834	937	(103)

EXPLANATION

Publisher is not required to submit data for all paragraphs/tables. Recency of Renewal analysis omitted at publisher's request. All subscription requests were found to be current within three years or less.

Trade Show/Special Event Distribution Locations:

	Date(s) Attended	Location	# of Copies
Pack Expo/FPSA	11/09/08 – 11/13/08	Chicago, IL	300
International Poultry Show	01/28/09 – 01/30/09	Atlanta, GA	300
Westpack	02/20/09 – 02/22/09	Monterrey, Mexico	150
Expo Carnes	02/24/09 – 02/27/09	Anaheim, CA	50
Snaxpo	03/29/09 – 04/01/09	Orlando, FL	50
PMCA	04/27/09 – 04/29/09	Hershey, PA	100
Food Safety Summit	04/27/09 – 04/29/09	Washington, DC	75
All Candy Expo	05/19/09 – 05/21/09	Chicago, IL	50
Alimentaria	06/02/09 – 06/04/09	Mexico City, Mexico	100
IFT	06/07/09 – 06/09/09	Anaheim, CA	100
FISPAL	06/16/09	Sao Paulo, Brazil	100
ExpoPack	06/23/09 – 06/26/09	Mexico City, Mexico	200
TOTAL			1,575

Source for Association/Group/Directory Distribution Lists:

	Date(s) Added to File
Worldwide Food Expo	01/2008
Direct Response, Inc.	04/2008, 04/2009
Dun & Bradstreet	02/2009

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.



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Visitor Activity

This summary and all charts and graphs hereafter show totals and averages for the specified date range of 4/1/2007 to 6/30/2009.

Report: Summary - www.industriaalimenticia.com	
Date Range: 04/01/2009 - 06/30/2009	
Total Sessions	87,554.00
Total Pageviews	674,891.00
Total Bytes Transferred	2.58 MB
Average Sessions Per Day	962.13
Average Pageviews Per Day	7,416.38
Average Bytes Transferred Per Day	29.06 KB
Average Pageviews Per Session	7.71
Average Bytes Per Session	30.00 B
Average Length of Session	00:05:43

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).

Website Traffic Verification April – June 2009

Top 20 Requested Pages

This table and chart show the ranked popularity of the Pages visited by number of Pageviews and relative percentage for the specified date range of 4/1/2009 to 6/30/2009.

Report: Requested Pages - www.industriaalimenticia.com Date Range: 04/01/2009 - 06/30/2009			
Pages (1-20)	Pageviews	Percent	
1. /diprodbrowse/companies	224,149	33.21%	
2. /Archives_Davinci	43,458	6.44%	
3. /diprodbrowse/companies/listing	25,320	3.75%	
4. /guide/results/listing	21,278	3.15%	
5. /	19,164	2.84%	
6. /guide/results	17,388	2.58%	
7. /Captcha	12,710	1.88%	
8. /pages/getaddins/472.xml	10,728	1.59%	
9. /pages/getaddins/489.xml	9,248	1.37%	
10. /IA/Home/Files/flash/IAslideshow.swf	9,236	1.37%	
11. /Articles/Article_Rotation	8,800	1.30%	
12. /readersessionlogs.xml	7,942	1.18%	
13. /pages/getaddins/511.xml	7,590	1.12%	
14. /IA/Home/Files/script/ia_subscription.vbs	5,642	0.84%	
15. /Articles/Nuevos_Productos	4,390	0.65%	
16. /Articles/Actualidades	4,122	0.61%	
17. /CDA/Articles/Nuevos_Productos	3,377	0.50%	
18. /IA/Home/Images/levia.bmp	3,134	0.46%	
19. /Articles/ARTICULO_DE_FONDO	2,750	0.41%	
20. /IA/Home/Images/hagendazz.bmp	2,680	0.40%	
View Total:	443,106	65.66%	
Total:	674,891	100.00%	

Review & Affidavit

This report is based on the analysis of logs collected on the Website'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.