

## CONTRACT PACKAGING magazine 2009 Publisher's Statement - Mailing: 25,000

Contract Packaging magazine mails to qualified subscribers of *Packaging World* magazine that indicated involvement in the purchasing process of contract packaging and related services for their company.

SIC INDUSTRY	TOTAL	% of Total	TITLES							PLANT SIZE					
			Corporate/ Gen Mgmt	Production/ Engineering	Marketing	R&D	Packaging Design	Traffic & Shipping	Purchasing	to 19	20-99	100-249	250-499	500-999	1000+
01 Meat / Poultry / Seafood	2,569	10.28	782	1,224	153	144	18	77	171	263	344	569	523	347	523
02 Fruits / Vegetables (Fresh / Canned)	907	3.63	298	431	45	48	4	23	59	95	176	268	194	88	86
03 Grains / Seeds / Beans / Flour / Nuts	499	2.00	169	212	33	29	6	16	33	80	121	123	109	25	41
04 Cereals / Breakfast Foods	194	0.78	33	115	16	19	1	4	6	9	19	29	52	46	39
05 Baked Goods / Cookies / Crackers / Pasta	1,598	6.39	599	682	77	89	16	36	99	263	257	419	378	165	116
06 Confectionary Products / Sugar	676	2.70	228	282	43	52	5	22	45	96	115	168	168	70	59
07 Dairy Products	1,148	4.59	256	630	65	94	11	33	60	54	185	396	290	115	108
08 Beverages (Soft Drinks / Liquors)	1,812	7.25	587	793	119	135	21	77	80	298	248	434	347	180	305
09 Soups / Sauces / Dressings / Syrups	778	3.11	259	329	42	79	2	18	49	149	133	218	164	50	64
10 Fats / Oils	131	0.52	39	50	12	15	0	4	12	23	25	32	39	10	2
11 Pet Foods / Animal Foods	310	1.24	102	127	16	40	1	6	18	66	54	74	70	22	24
12 Other Food And Beverage Products	1,266	5.06	385	542	90	123	8	32	86	155	227	320	212	169	183
<b>Food &amp; Beverage Products</b>	<b>11,888</b>	<b>47.6%</b>	<b>3,737</b>	<b>5,417</b>	<b>711</b>	<b>867</b>	<b>93</b>	<b>348</b>	<b>718</b>	<b>1,551</b>	<b>1,904</b>	<b>3,050</b>	<b>2,546</b>	<b>1,287</b>	<b>1,550</b>
13 (old SIC) Pharmaceutical / Medical Products	703	2.81	132	315	53	91	27	30	55	76	92	121	134	119	161
14 Cosmetics / Toiletries / Baby Products	999	4.00	386	288	75	91	48	42	69	221	180	163	162	135	138
15 Soap / Household Cleaners	628	2.51	207	189	55	67	27	27	56	125	129	133	88	69	84
16 Chemicals / Paints / Adhesives	2,302	9.21	511	1,223	114	214	37	60	143	179	417	679	523	251	253
36 Pharmaceutical	1,381	5.52	346	609	78	185	46	45	72	128	214	306	237	223	273
37 Medical Device	749	3.00	191	294	55	72	43	36	58	112	146	145	109	113	124
38 Nutraceutical-Vitamin, Dietary Sup	410	1.64	131	106	40	42	28	27	36	95	92	81	58	41	43
<b>Chemical/Drug/Personal Care Products</b>	<b>7,172</b>	<b>28.7%</b>	<b>1,904</b>	<b>3,024</b>	<b>470</b>	<b>762</b>	<b>256</b>	<b>267</b>	<b>489</b>	<b>936</b>	<b>1,270</b>	<b>1,628</b>	<b>1,311</b>	<b>951</b>	<b>1,076</b>
17 Apparel / Textiles	110	0.44	32	55	6	8	0	4	6	0	0	38	40	15	17
18 Consumer Electronics / Computers	325	1.30	47	196	25	22	15	9	11	0	0	88	88	69	80
19 Toys / Games / Sporting Goods	75	0.30	28	21	15	2	6	0	2	2	0	34	16	8	15
20 Plastic / Rubber Products	572	2.29	117	297	72	31	7	5	43	0	1	300	150	70	51
21 Paper / Printed Products	474	1.90	106	198	79	29	14	9	39	1	1	221	115	66	70
22 Metal / Glass / Wood Products	503	2.01	75	322	23	15	12	18	39	0	0	180	154	93	76
23 Machinery / Electronic	565	2.26	87	358	34	22	11	21	32	1	1	197	149	104	113
24 Other Packaged Products	614	2.46	121	317	56	40	23	9	47	1	1	203	200	98	111
<b>Other Packaged Products</b>	<b>3,238</b>	<b>13.0%</b>	<b>613</b>	<b>1,764</b>	<b>310</b>	<b>169</b>	<b>88</b>	<b>75</b>	<b>219</b>	<b>5</b>	<b>4</b>	<b>1,261</b>	<b>912</b>	<b>523</b>	<b>533</b>
25 Food Stores / Food Service	187	0.75	45	74	21	23	0	6	18	1	0	52	58	25	51
26 Wholesalers / Distributors / Warehouses	286	1.14	90	84	61	11	4	8	28	2	1	150	66	26	41
27 (old SIC) Contract Packager/Package Design	458	1.83	151	169	60	29	13	12	23	55	92	181	73	29	28
28 Packaging Machinery	503	2.01	211	131	113	25	9	5	8	168	146	79	62	20	28
39 Contract Packager	326	1.30	165	87	46	13	6	1	8	90	108	62	35	18	13
40 Package Design Firm	398	1.59	221	55	38	20	59	1	5	241	72	32	25	10	18
98 Other Products	544	2.18	106	103	129	81	27	29	69	35	60	242	154	17	36
<b>Other Volume/Service Packagers</b>	<b>2,702</b>	<b>10.8%</b>	<b>989</b>	<b>703</b>	<b>468</b>	<b>202</b>	<b>118</b>	<b>62</b>	<b>159</b>	<b>592</b>	<b>479</b>	<b>798</b>	<b>473</b>	<b>145</b>	<b>215</b>
<b>TOTAL MAIL LIST</b>	<b>25,000</b>		<b>7,243</b>	<b>10,908</b>	<b>1,959</b>	<b>2,000</b>	<b>555</b>	<b>752</b>	<b>1,585</b>	<b>3,084</b>	<b>3,657</b>	<b>6,737</b>	<b>5,242</b>	<b>2,906</b>	<b>3,374</b>
Percent of Mail List		100.0%	28.97%	43.63%	7.84%	8.00%	2.22%	3.01%	6.34%	12.34%	14.63%	26.95%	20.97%	11.62%	13.50%
<b>72.6% Are in Corporate, Management, Production and/or Engineering - Buying authority.</b>											<b>73.04% Are in plants of 100 and more employees</b>				

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## Geographical Breakdown of Qualified Circulation by State

Total Circulation: **25,000**

Zip Code and State	Qualified Readers	Percent
010-027 Massachusetts	563	
028-029 Rhode Island	85	
030-038 New Hampshire	66	
039-049 Maine	54	
050-059 Vermont	43	
060-069 Connecticut	299	
<b>New England</b>	<b>1,110</b>	<b>4.4%</b>
070-089 New Jersey	1,143	
100-149 New York	1,522	
150-196 Pennsylvania	1,588	
<b>Middle Atlantic</b>	<b>4,253</b>	<b>17.0%</b>
197-199 Delaware	88	
202-205 Wash., D.C	15	
206-219 Maryland	350	
220-246 Virginia	384	
247-268 West Virginia	88	
270-289 North Carolina	680	
290-299 South Carolina	261	
300-319 Georgia	809	
320-349 Florida	872	
<b>South Atlantic</b>	<b>3,547</b>	<b>14.2%</b>
350-369 Alabama	296	
370-385 Tennessee	515	
386-397 Mississippi	148	
400-427 Kentucky	363	
<b>East South Central</b>	<b>1,322</b>	<b>5.3%</b>

Zip Code and State	Qualified Readers	Percent
430-459 Ohio	1,199	
460-479 Indiana	455	
480-499 Michigan	454	
530-549 Wisconsin	1,345	
600-629 Illinois	1,893	
<b>East North Central</b>	<b>5,346</b>	<b>21.4%</b>
500-528 Iowa	475	
550-567 Minnesota	719	
570-577 South Dakota	62	
580-588 North Dakota	75	
630-658 Missouri	619	
660-679 Kansas	295	
680-693 Nebraska	237	
<b>West North Central</b>	<b>2,482</b>	<b>9.9%</b>
700-714 Louisiana	177	
716-729 Arkansas	311	
730-749 Oklahoma	137	
750-799 Texas	1,057	
<b>West South Central</b>	<b>1,682</b>	<b>6.7%</b>
590-599 Montana	35	
800-816 Colorado	265	
820-831 Wyoming	27	
832-838 Idaho	153	
840-847 Utah	234	
850-865 Arizona	165	
870-884 New Mexico	42	
889-898 Nevada	89	
<b>Mountain</b>	<b>1,010</b>	<b>4.0%</b>

Zip Code and State	Qualified Readers	Percent
900-961 California	2,517	
967-968 Hawaii	61	
970-979 Oregon	285	
980-994 Washington	336	
995-999 Alaska	22	
<b>Pacific</b>	<b>3,221</b>	<b>12.9%</b>

**TOTAL in UNITED STATES: 23,973 95.9%**

006-7, 009 Puerto Rico	62	
Virgin Iles, Guam, APO/FPO	7	
<b>US POSSESSIONS - TOTAL</b>	<b>69</b>	<b>0.28%</b>

Alberta	41	
British Columbia	100	
Manitoba	16	
New Brunswick	13	
New Foundland	11	
Nova Scotia	20	
Ontario	413	
Prince Edward Isl.	6	
Quebec	161	
Saskatchewan	19	
<b>CANADA - TOTAL</b>	<b>800</b>	<b>3.20%</b>

**MEXICO 147 0.59%**  
**FOREIGN & OTHERS 11 0.04%**

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