

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

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A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media—as well as more than 2,600 advertiser and agency members.

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# PMQ

PMQ Magazine, Inc  
605 Edison Street  
Oxford, MS 38655  
Tel. No.: (662) 234-5481  
Fax No.: (662) 234-0665

Official Publication of: None  
Date Established: 1997  
Issues Per Year: 9  
(See Paragraph 11)

**FIELD SERVED**

PMQ serves independent operators, franchise operators, chain operators, manufacturers, distributors, future pizza operators, consultants, associations and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are owners, store managers, marketing managers, supervisors, industry vendors and others allied to the field.

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	2,611
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
All Other _____	-
<b>TOTAL</b>	<b>2,611</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	40,842	100.0	40,483	99.1	359	0.9
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,842</b>	<b>100.0</b>	<b>40,483</b>	<b>99.1</b>	<b>359</b>	<b>0.9</b>

**2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD**

2007 Issue	*Number Removed	*Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January/ February _____	22	3,221			41,891
March _____	284	185			41,259
April _____	152	300			40,177
May _____	42	504			40,171
June/ July _____	57	316			40,712
<b>TOTAL</b>	<b>557</b>	<b>4,526</b>			

\*See Paragraph 11

**3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007**  
 This issue is 2.0% or 839 copies below the average of the other 4 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
Independent Operators, franchise operators, chain operators, manufacturers, distributors, future pizza operators, consultants, associations and others allied to the field _____	40,171	100.0
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,171</b>	<b>100.0</b>

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007**

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. <b>TOTAL</b> - Personal direct request from the recipient: _____	<b>1,414</b>	<b>2,474</b>	<b>1,102</b>			<b>4,990</b>	<b>12.5</b>
a. Written _____	1,204	2,471	925			4,600	11.5
b. Telecommunication _____	117	3	3			123	0.3
c. Electronic _____	93	-	174			267	0.7
II. <b>TOTAL</b> - Request from recipient's company: _____	<b>5</b>	<b>-</b>	<b>197</b>			<b>202</b>	<b>0.5</b>
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	5	-	197			202	0.5
III. <b>TOTAL</b> - Membership Benefit: _____	<b>-</b>	<b>-</b>	<b>-</b>			<b>-</b>	<b>-</b>
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. <b>TOTAL</b> - Communication from recipient or recipient's company (other than request): _____	<b>34</b>	<b>-</b>	<b>16</b>			<b>50</b>	<b>0.1</b>
a. Written _____	-	-	-			-	-
b. Telecommunication _____	33	-	-			33	0.1
c. Electronic _____	1	-	16			17	-
V. <b>TOTAL</b> - Sources other than above (listed alphabetically): _____	<b>34,484</b>	<b>391</b>	<b>54</b>			<b>34,929</b>	<b>86.9</b>
Association rosters and directories _____	-	-	-			-	-
*Business directories _____	34,178	-	-			34,178	85.1
Independent field reports _____	-	-	-			-	-
Licensees - National, State or Local Government _____	-	-	-			-	-
*Manufacturer's, distributor's and wholesaler's lists _____	305	391	2			698	1.7
*Other sources _____	1	-	52			53	0.1
VI. <b>TOTAL</b> - Single Copy Sales: _____	<b>-</b>	<b>-</b>	<b>-</b>			<b>-</b>	<b>-</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>35,937</b>	<b>2,865</b>	<b>1,369</b>			<b>40,171</b>	<b>100.0</b>
<b>*See Paragraph 11</b>	<b>PERCENT</b>	<b>89.5</b>	<b>7.1</b>	<b>3.4</b>		<b>100.0</b>	<b>-</b>

Paid Source Information can be reported at the option of the publisher.

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007**

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			30,004	74.7
Individuals by name only _____			8,941	22.3
Titles or functions only _____			650	1.6
Company names only _____			287	0.7
Multi-Copy Same Addressee copies _____			289	0.7
Single Copy Sales _____			-	-
<b>TOTAL QUALIFIED CIRCULATION</b>			<b>40,171</b>	<b>100.0</b>

**4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007**

State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine _____			225	
030-038 New Hampshire _____			399	
050-059 Vermont _____			153	
010-027 Massachusetts _____			1,915	
028-029 Rhode Island _____			319	
060-069 Connecticut _____			1,260	
<b>NEW ENGLAND</b>			<b>4,271</b>	<b>10.6</b>
100-149 New York _____			5,211	
070-089 New Jersey _____			2,732	
150-196 Pennsylvania _____			3,512	
<b>MIDDLE ATLANTIC</b>			<b>11,455</b>	<b>28.5</b>
430-459 Ohio _____			2,941	
460-479 Indiana _____			756	
600-629 Illinois _____			2,034	
480-499 Michigan _____			2,016	
530-549 Wisconsin _____			871	
<b>EAST NO. CENTRAL</b>			<b>8,618</b>	<b>21.5</b>
550-567 Minnesota _____			565	
500-528 Iowa _____			407	
630-658 Missouri _____			406	
580-588 North Dakota _____			71	
570-577 South Dakota _____			87	
680-693 Nebraska _____			164	
660-679 Kansas _____			198	
<b>WEST NO. CENTRAL</b>			<b>1,898</b>	<b>4.7</b>
197-199 Delaware _____			233	
206-219 Maryland _____			1,010	
200-205 Washington, DC _____			101	
220-246 Virginia _____			1,165	
247-268 West Virginia _____			409	
270-289 North Carolina _____			1,123	
290-299 South Carolina _____			276	
300-319 Georgia _____			427	
320-349 Florida _____			1,627	
<b>SOUTH ATLANTIC</b>			<b>6,371</b>	<b>15.9</b>
400-427 Kentucky _____			367	
370-385 Tennessee _____			348	
350-369 Alabama _____			161	
386-397 Mississippi _____			72	
<b>EAST SO. CENTRAL</b>			<b>948</b>	<b>2.4</b>
716-729 Arkansas _____			178	
700-714 Louisiana _____			131	
730-749 Oklahoma _____			164	
750-799 Texas _____			1,022	
<b>WEST SO. CENTRAL</b>			<b>1,495</b>	<b>3.7</b>
590-599 Montana _____			74	
832-838 Idaho _____			115	
820-831 Wyoming _____			31	
800-816 Colorado _____			311	
870-884 New Mexico _____			83	
850-865 Arizona _____			270	
840-847 Utah _____			118	
889-898 Nevada _____			156	
<b>MOUNTAIN</b>			<b>1,158</b>	<b>2.9</b>
995-999 Alaska _____			58	
980-994 Washington _____			507	
970-979 Oregon _____			359	
900-961 California _____			3,006	
967-968 Hawaii _____			27	
<b>PACIFIC</b>			<b>3,957</b>	<b>9.8</b>
<b>UNITED STATES</b>			<b>40,171</b>	<b>100.0</b>
969 & 004-009 U.S. Territories _____			-	
Canada _____			-	
Mexico _____			-	
Other International _____			-	
APQ/FPO _____			-	
<b>TOTAL QUALIFIED CIRCULATION</b>			<b>40,171</b>	<b>100.0</b>

**9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

	Audited Data	Audited Data	Circulation Claim
	2005	2006	*2007
Total Audit Average Qualified: _____	40,153	40,100	40,842
Qualified Non-Paid: _____	39,219	38,941	40,483
Qualified Paid: _____	934	1,159	359
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC

**10. PAID CIRCULATION DATA**

\$25.00	Average Annual Subscription Order Price for the Period Required (includes promotional incentive value, if any)
9	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

**\*NOTE: 2007 data is unaudited. With each successive year, new data will be added until five years of data is displayed.**

\*\*NC = None Claimed.

**11. ADDITIONAL DATA**

**ISSUES PER YEAR:**

Effective with the January 2007 issue, this publication changed its frequency from 8 to 9 issues per year.

**PARAGRAPH 2:**

Additions and removals are not required for paid circulation.

**PARAGRAPH 3b:**

Business directories include 1 source of circulation for quantities of 34,178 copies or 85.1%, including Info USA.

Manufacturer's, distributor's and wholesaler's lists include 3 sources of circulation for quantities of 2 copies or 0.0% to 391 copies or 1.0%.

Other sources include 1 source of circulation for a quantity of 53 copies or 0.1%.

**PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.**

**PUBLISHER'S AFFIDAVIT**

We hereby make oath and say that all data set forth in this statement are true.

Steve Green, Publisher

Sherlyn Clark, Circulation Manager

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

**IMPORTANT NOTE:**

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed September 25, 2007

State Mississippi

County Oxford

Received by BPA Worldwide September 25, 2007

Type PJ

ID Number P500POJ7