



QUALITY ASSURANCE & FOOD SAFETY
 5811 Canal Road
 Valley View, OH 44125 USA
 P: 800-456-0707 | F: 216-525-0517
 www.qualityassurancemag.com

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BUSINESS PUBLICATION CIRCULATION STATEMENT

DESCRIPTION

Quality Assurance & Food Safety serves the food and beverage industries. Qualified recipients are corporate management, plant management, sanitarians, food safety management, quality control/assurance management and others allied to the industry. This sworn statement serves as an additional source of information regarding circulation coverage of *Quality Assurance & Food Safety*.

17,538
 QUALIFIED
 SUBSCRIBERS

10,134
 PRINT
 SUBSCRIBERS

10,089
 DIGITAL
 SUBSCRIBERS

BUSINESS	TOTAL REACH
Food/Beverage Processor	9972
Food Ingredient Mfg/Supplier	3621
Food Service/Retail	1448
Consulting Firm/Service	593
Independent/Control Lab	58
Government Agency/Lab	136
Research & Development	93
University/College Lab	150
Biotechnology Company	38
Packaging	219
Pest Control Company	216
Shipper/Distributor	257
Farm/Agriculture	388
Other	349
TOTAL QUALIFIED	17,538

JOB FUNCTIONS	TOTAL REACH
Quality Control/Assurance	8182
Corporate Management	5087
Food Safety	2308
Plant Manager	836
Sanitarian	132
Purchasing/Buyer	202
Pest Management	174
Food Technologist	141
Lab Manager	93
Other	383
TOTAL QUALIFIED	17,538



BUSINESS PUBLICATION GEOGRAPHIC BREAKOUT

STATE	PRINT	DIGITAL	TOTAL UNIQUE
Maine	41	37	65
New Hampshire	31	25	52
Vermont	67	43	95
Massachusetts	216	187	347
Rhode Island	19	13	26
Connecticut	85	70	131
NEW ENGLAND	459	375	716
New York	509	433	802
New Jersey	339	292	542
Pennsylvania	500	404	766
MID ATLANTIC	1348	1129	2110
Ohio	416	323	627
Indiana	211	151	305
Illinois	633	503	992
Michigan	280	231	449
Wisconsin	406	393	704
E. NO. CENTRAL	1946	1601	3077
Minnesota	265	198	410
Iowa	228	173	340
Missouri	242	198	382
North Dakota	44	30	63
South Dakota	39	37	61
Nebraska	100	83	146
Kansas	132	108	206
W. NO. CENTRAL	1050	827	1608
Delaware	22	21	34
Maryland	128	107	199
District of Columbia	7	12	14
Virginia	171	145	272
West Virginia	17	10	21
North Carolina	249	198	392
South Carolina	101	75	153
Georgia	299	253	476
Florida	383	326	596
S. ATLANTIC	1377	1147	2157

STATE	PRINT	DIGITAL	TOTAL UNIQUE
Kentucky	114	95	175
Tennessee	201	161	304
Alabama	116	73	156
Mississippi	70	52	105
E. SO. CENTRAL	501	381	740
Arkansas	105	110	189
Louisiana	114	57	149
Oklahoma	84	58	118
Texas	556	486	891
W. SO. CENTRAL	859	711	1347
Montana	38	23	49
Idaho	112	103	180
Wyoming	7	8	13
Colorado	186	133	280
New Mexico	37	32	60
Arizona	75	105	155
Utah	115	77	174
Nevada	44	55	83
MOUNTAIN	614	536	994
Alaska	12	13	21
Washington	358	411	630
Oregon	212	132	303
California	1368	1139	2133
Hawaii	16	28	41
PACIFIC	1966	1723	3128
U.S. Territories	1	16	16
Canada	0	335	335
Mexico	0	69	69
Other International	13	1239	1239
APO/FPO	0	0	0
Total Qualified	10,134	10,089	17,538