



Audit Bureau of Circulations

**MULTIMEDIA  
PUBLISHER'S STATEMENT**  
Subject to Audit  
For the 6 month period ending  
June 30, 2011

# CHAIN STORE AGE®

THE NEWSMAGAZINE FOR RETAIL EXECUTIVES

Published by: Lebhar-Friedman, Inc.  
Frequency: 9 times per year

**TOTAL AVERAGE CIRCULATION for Six Months Ending June 30, 2011**

Qualified Paid Circulation . . . . .	949	
Qualified Non-Paid Circulation . . . . .	27,055	
<b>TOTAL QUALIFIED CIRCULATION . . . . .</b>		<b>28,004</b>

**CHAINSTOREAGE.COM ACTIVITY for one month ended March 31, 2011**

	Total	Daily Avg.	Mon. to Fri. Avg.	Sat. & Sun. Avg.	
Page Impressions . . . . .	155,642	5,020	6,179	1,689	
Unique Users . . . . .	41,502	1,800	2,207	631	<b>41,502</b>

Website activity audited by ABCi (See Par. 11)

**CSA WEEKLY RETAIL NEWS TALK DISTRIBUTION for the June 24, 2011 Issue**

<b>Net Delivered . . . . .</b>	<b>13,435</b>
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**TECH TALK TUESDAY DISTRIBUTION for the June 28, 2011 Issue**

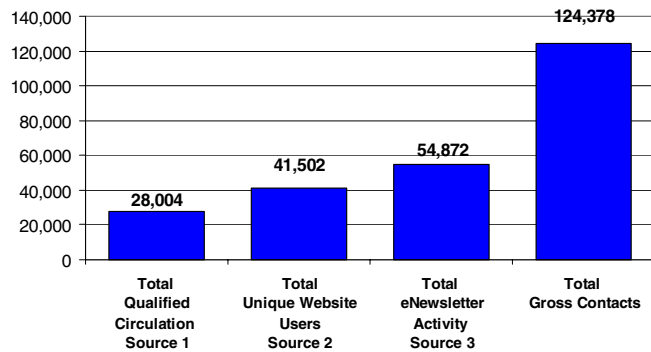
<b>Net Delivered . . . . .</b>	<b>21,697</b>
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**SPECS TALK DISTRIBUTION for the June 15, 2011 Issue**

<b>Net Delivered . . . . .</b>	<b>19,740</b>
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<b>TOTAL GROSS CONTACTS . . . . .</b>	<b>124,378</b>
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**TOTAL GROSS CONTACTS**



- Source 1 Total qualified circulation for six months ending June 30, 2011 of Chain Store Age (subject to audit)
  - Source 2 Total unique users of http://www.chainstoreage.com - one month ended June 24, 2011 ABVS Interactive Audit
  - Source 3 Total eNewsletter Activity for the June 24, 2011 issue of CSA Weekly Retail News Talk; June 28, 2011 Tech Talk Tuesday and June 15, 2011 SPECS Talk - ABVS Interactive Audits
- Gross data are contained in this Multimedia Report. There was no attempt made to eliminate any duplication that may exist.

06-0310-0





**TOTAL AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION 28,004**

<b>1A</b>	<b>AVERAGE QUALIFIED PAID CIRCULATION</b>		
	Print Only, See Par. 11(a) . . . . .	727	
	Digital Only, See Par. 11(b) . . . . .	97	
	Print & Digital (Unduplicated), See Par. 11(c) . . . . .	109	
	Total Individual . . . . .	933	
	Association . . . . .		
	Sponsored Individually Addressed . . . . .		
	Multi-Copy Same Addressee, See Par. 11(d) . . . . .	16	
	Single Copy Sales . . . . .		
	<b>Total Average Qualified Paid Circulation . . . . .</b>		<b>949</b>

<b>1B</b>	<b>AVERAGE QUALIFIED NON-PAID CIRCULATION</b>		
	Print Only, See Par. 11(a) . . . . .	18,953	
	Digital Only, See Par. 11(b) . . . . .	6,239	
	Print & Digital (Unduplicated), See Par. 11(c) . . . . .	1,863	
	Total Individual . . . . .	27,055	
	Association . . . . .		
	Multi-Copy Same Addressee . . . . .		
	<b>Total Average Qualified Non-Paid Circulation . . . . .</b>		<b>27,055</b>

<b>1C</b>	<b>AVERAGE NON-QUALIFIED CIRCULATION</b>		
	Non-Continuous Market Coverage Copies . . . . .		
	Allocated For Shows & Conventions . . . . .	470	
	Miscellaneous, Including Staff Copies, See Par. 11(e) . . . . .	940	
	<b>Total Average Non-Qualified Circulation . . . . .</b>	1,410	

**1D AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS**  
None

**2 QUALIFIED PAID & NON-PAID CIRCULATION BY ISSUES & QUALIFIED NON-PAID REMOVALS & ADDITIONS**

2011 Issue	Total	Paid Print Only	Paid Digital Only	Paid Print & Digital (Unduplicated)	Total Paid	Qualified Non-Paid Print Only	Qualified Non-Paid Digital Only	Qualified Non-Paid Print & Digital (Unduplicated)	Total Qualified Non-Paid	Qualified Non-Paid Removed	Qualified Non-Paid Added
Jan.	27,532	774	13	101	888	19,742	5,500	1,402	26,644	68	715
Feb.	27,506	753	10	104	867	19,583	5,260	1,796	26,639	54	49
Mar.	28,308	758	101	101	960	19,269	6,281	1,798	27,348	156	865
Apr./May	29,762	762	227	127	1,116	19,231	7,399	2,016	28,646	421	1,719
June/July	26,908	667	135	110	912	16,941	6,753	2,302	25,996	8,692	6,042
									<b>Total</b>	<b>9,391</b>	<b>9,390</b>

THE INFORMATION IN PARAGRAPHS 3A, 3B, 3C AND 4 IS FROM AN ANALYSIS OF THE JUNE/JULY 2011 ISSUE IN WHICH:

- QUALIFIED PAID CIRCULATION WAS 3.9% LESS THAN THE PERIOD AVERAGE
- QUALIFIED NON-PAID CIRCULATION WAS 3.9% LESS THAN THE PERIOD AVERAGE

**3A BUSINESS/OCCUPATIONAL ANALYSIS**

Classification by Business & Industry	Total	%	Paid Print Only	Paid Digital Only	Paid Print & Digital (Unduplicated)	Total Paid	Qualified Non-Paid Print Only	Qualified Non-Paid Digital Only	Qualified Non-Paid Print & Digital (Unduplicated)	Total Qualified Non-Paid
1. Chain Store Headquarters										
(a) Department Stores/General Merchandise Chains .....	3,373	12.5	17	16	1	34	2,132	861	346	3,339
(b) Discount Store Chains.....	1,417	5.3	6	1		7	1,060	221	129	1,410
(c) Drug Chains.....	1,607	6.0	3	1		5	1,048	362	192	1,602
(d) Supermarkets/Convenience Stores.....	5,742	21.3	7	13	1	21	4,816	581	324	5,721
(e) Specialty Store Chains, including Apparel and Accessories; Shoes; Books; Fabrics; Furniture; Jewelry; Sporting Goods; Auto Accessories; Computers.....	9,109	33.9	81	56	46	183	5,071	2,995	860	8,926
(f) Home Center and Hardware Chains .....	1,846	6.9	3	6	1	9	1,217	436	184	1,837
(g) Restaurants .....	1,558	5.8	1	2	1	4	1,308	114	132	1,554
2. Shopping Center Owners and Developers, Real Estate Firms .....	559	2.1	66	8	24	97	11	446	5	462
3. Architects and Design Firms.....	788	2.9	6	6	1	12	278	380	118	776
4. Manufacturers.....	459	1.7	83	21	32	138		310	11	321
5. Schools, Colleges, Libraries and Government Agencies .....	164	0.6	130	5		135		29		29
6. Others Allied to the Field .....	286	1.1	264		3	267		18	1	19
Other Paid Circulation										
Subscriptions .....										
Single Copy Sales .....										
<b>Total Qualified Circulation .....</b>	<b>26,908</b>	<b>100.0</b>	<b>667</b>	<b>135</b>	<b>110</b>	<b>912</b>	<b>16,941</b>	<b>6,753</b>	<b>2,302</b>	<b>25,996</b>

**3B**

**AGE OF SOURCE DATA ANALYSIS**

Source	Print Only	Digital Only	Print & Digital (Unduplicated)	Qualified Within			Total	%
				1 Year	2 Years	3 Years		
Qualified Paid & Qualified Non-Paid Circulation:								
Total Direct request from recipient:	<b>13,121</b>	<b>6,902</b>	<b>2,423</b>	<b>14,193</b>	<b>8,252</b>		<b>22,445</b>	<b>83.4</b>
Written.....	3,574	554	194	2,271	2,051		4,322	16.1
Telecommunication .....	6,930	1,380	463	4,704	4,069		8,773	32.6
Internet and E-mail.....	2,617	4,968	1,766	7,218	2,132		9,350	34.7
Total Direct request from recipient's company:	<b>203</b>			<b>168</b>	<b>36</b>		<b>204</b>	<b>0.8</b>
Written .....	203			168	36		204	0.8
Telecommunication .....								
Internet and E-mail.....								
Total Communication other than request:								
Written.....								
Telecommunication .....								
Internet and E-mail.....								
Association .....								
Business Directories.....								
Lists, See Par. 11(f) .....	4,259			4,259			4,259	15.8
Acquired Circulation .....								
Other Sources .....								
<b>Total Qualified Non-Paid Circulation .....</b>	<b>17,583</b>	<b>6,902</b>	<b>2,423</b>	<b>18,620</b>	<b>8,288</b>		<b>26,908</b>	<b>100.0</b>
<b>Percent .....</b>	<b>65.3</b>	<b>25.7</b>	<b>9.0</b>	<b>69.2</b>	<b>30.8</b>		<b>100.0</b>	
Paid Subscription Circulation.....								
Paid Acquired Circulation .....								
Single Copy Sales .....								
<b>Total Qualified Circulation .....</b>							<b>26,908</b>	

**3C**

**MAILING ADDRESS ANALYSIS**

	Total	%	Paid Print Only	Paid Digital Only	Paid Print & Digital (Unduplicated)	Total Paid	Qualified Non-Paid Print Only	Qualified Non-Paid Digital Only	Qualified Non-Paid Print & Digital (Unduplicated)	Total Qualified Non-Paid
Individual by name only .....	3	0.0	2			2	1			1
Title or occupation only .....	34	0.1	26			26	7	1		8
Company name only .....	173	0.7	168		2	170	1	2		3
Multi-Copy Same Addressee .....	10	0.0	10			10				
<b>Total Qualified Paid Subscription &amp; Non-Paid Circulation .....</b>	<b>26,908</b>	<b>100.0</b>	<b>667</b>	<b>135</b>	<b>110</b>	<b>912</b>	<b>16,941</b>	<b>6,753</b>	<b>2,302</b>	<b>25,996</b>
Single Copy Sales .....										
<b>Total Qualified Circulation .....</b>	<b>26,908</b>									

**GEOGRAPHIC ANALYSIS**

State & ZIP Code	Total	%	Paid Print Only	Paid Digital Only	Paid Print & Digital (Unduplicated)	Total Paid	Qualified Non-Paid Print Only	Qualified Non-Paid Digital Only	Qualified Non-Paid Print & Digital (Unduplicated)	Total Qualified Non-Paid
<b>New England</b>										
ME 039-049 .....	124		1			1	77	38	8	123
NH 030-038 .....	113		1		3	4	64	35	10	109
VT 050-059 .....	49		3			3	32	14		46
MA 010-027 .....	909		27		3	30	578	220	81	879
RI 028-029 .....	259		4			4	170	60	25	255
CT 060-069 .....	294		13		5	18	165	88	23	276
<b>New England</b>	<b>1,748</b>	<b>6.5</b>	<b>49</b>		<b>11</b>	<b>60</b>	<b>1,086</b>	<b>455</b>	<b>147</b>	<b>1,688</b>
<b>Middle Atlantic</b>										
NY 100-149 .....	1,936		96	1	7	104	1,187	483	162	1,832
NJ 070-089 .....	1,053		21		4	25	658	271	99	1,028
PA 150-196 .....	1,414		19	1	2	22	927	336	129	1,392
<b>Middle Atlantic</b>	<b>4,403</b>	<b>16.4</b>	<b>136</b>	<b>2</b>	<b>13</b>	<b>151</b>	<b>2,772</b>	<b>1,090</b>	<b>390</b>	<b>4,252</b>
<b>East N. Central</b>										
OH 430-459 .....	1,581		34	1	4	39	1,004	417	121	1,542
IN 460-479 .....	392		9		4	13	236	109	34	379
IL 600-629 .....	1,522		44		8	52	838	434	198	1,470
MI 480-499 .....	808		25	1	3	29	518	200	61	779
WI 530-549 .....	680		15		4	19	396	202	63	661
<b>East N. Central</b>	<b>4,983</b>	<b>18.5</b>	<b>127</b>	<b>2</b>	<b>23</b>	<b>152</b>	<b>2,992</b>	<b>1,362</b>	<b>477</b>	<b>4,831</b>
<b>West N. Central</b>										
MN 550-567 .....	958		18		3	21	594	232	111	937
IA 500-528 .....	275		5			5	202	48	20	270
MO 630-658 .....	713		15		3	18	466	164	65	695
ND 580-588 .....	60		1			1	37	20	2	59
SD 570-577 .....	62						44	16	2	62
NE 680-693 .....	249		3		1	4	179	49	17	245
KS 660-679 .....	296		6			6	177	74	39	290
<b>West N. Central</b>	<b>2,613</b>	<b>9.7</b>	<b>48</b>		<b>7</b>	<b>55</b>	<b>1,699</b>	<b>603</b>	<b>256</b>	<b>2,558</b>
<b>South Atlantic</b>										
DE 197-199 .....	26		4			4	10	9	3	22
MD 206-219 .....	354		7		2	9	235	91	19	345
DC 200, 202-205 .....	43		7			7	13	23		36
VA 201, 220-246 .....	606		13		1	14	401	146	45	592
WV 247-268 .....	68		1			1	49	14	4	67
NC 270-289 .....	926		14		1	15	679	165	67	911
SC 290-299 .....	186		3		2	5	118	55	8	181
GA 300-319 .....	845		13	1	3	17	533	217	78	828
FL 320-349 .....	1,354		17	1	1	19	828	388	119	1,335
<b>South Atlantic</b>	<b>4,408</b>	<b>16.4</b>	<b>78</b>	<b>2</b>	<b>11</b>	<b>91</b>	<b>2,866</b>	<b>1,108</b>	<b>343</b>	<b>4,317</b>
<b>East S. Central</b>										
KY 400-427 .....	261		5		2	7	182	51	21	254
TN 370-385 .....	642		11		1	12	427	144	59	630
AL 350-369 .....	233		7			7	156	47	23	226
MS 386-397 .....	127		5			5	80	36	6	122
<b>East S. Central</b>	<b>1,263</b>	<b>4.7</b>	<b>28</b>		<b>3</b>	<b>31</b>	<b>845</b>	<b>278</b>	<b>109</b>	<b>1,232</b>
<b>West S. Central</b>										
AR 716-729 .....	598		5		4	9	476	75	38	589
LA 700-714 .....	135		6		1	7	86	34	8	128
OK 730-749 .....	239		5			5	165	54	15	234
TX 750-799 .....	1,884		37		6	43	1,200	474	167	1,841
<b>West S. Central</b>	<b>2,856</b>	<b>10.6</b>	<b>53</b>		<b>11</b>	<b>64</b>	<b>1,927</b>	<b>637</b>	<b>228</b>	<b>2,792</b>
<b>Mountain</b>										
MT 590-599 .....	46						25	18	3	46
ID 832-838 .....	132		1			1	104	18	9	131
WY 820-831 .....	21		1			1	9	9	2	20
CO 800-816 .....	384		4			4	260	100	20	380
NM 870-884 .....	33				1	1	19	11	2	32
AZ 850-865 .....	368		8		3	11	202	118	37	357
UT 840-847 .....	126		2		1	3	72	40	11	123
NV 889-898 .....	76		1			1	45	24	6	75
<b>Mountain</b>	<b>1,186</b>	<b>4.4</b>	<b>17</b>		<b>5</b>	<b>22</b>	<b>736</b>	<b>338</b>	<b>90</b>	<b>1,164</b>
<b>Pacific</b>										
AK 995-999 .....	14						11	3		14
WA 980-994 .....	596		8		1	9	411	129	47	587
OR 970-979 .....	230		4		1	5	155	58	12	225
CA 900-961 .....	2,309		63		17	80	1,372	664	193	2,229
HI 967-968 .....	74						53	16	5	74
<b>Pacific</b>	<b>3,223</b>	<b>12.0</b>	<b>75</b>		<b>19</b>	<b>94</b>	<b>2,002</b>	<b>870</b>	<b>257</b>	<b>3,129</b>
Single Copy Sales .....										
U.S. Unclassified .....										
<b>United States</b>	<b>26,683</b>	<b>99.2</b>	<b>611</b>	<b>6</b>	<b>103</b>	<b>720</b>	<b>16,925</b>	<b>6,741</b>	<b>2,297</b>	<b>25,963</b>
<b>Poss. &amp; Other Areas</b>										
004-009, 969 .....	33	0.1	2			2	14	12	5	31
<b>U.S. &amp; Poss., etc.</b>	<b>26,716</b>	<b>99.3</b>	<b>613</b>	<b>6</b>	<b>103</b>	<b>722</b>	<b>16,939</b>	<b>6,753</b>	<b>2,302</b>	<b>25,994</b>
Canada .....	73	0.3	24	45	4	73				
Mexico .....	2	0.0	1	1		2				
Military or Civilian Personnel Overseas .....	2	0.0					2			2
Other International .....	115	0.4	29	83	3	115				
<b>Total International</b>	<b>192</b>	<b>0.7</b>	<b>54</b>	<b>129</b>	<b>7</b>	<b>190</b>	<b>2</b>			<b>2</b>
E-Mail Address Only .....										
Other Unclassified .....										
<b>Grand Total</b>	<b>26,908</b>	<b>100.0</b>	<b>667</b>	<b>135</b>	<b>110</b>	<b>912</b>	<b>16,941</b>	<b>6,753</b>	<b>2,302</b>	<b>25,996</b>



**ANALYSIS OF THE SALES OF TOTAL NEW AND RENEWAL SUBSCRIPTIONS  
Sold During 6 Month Period Ended June 30, 2011**

**5 PRICE DATA** See Par. 11(g)  
 Basic Prices: Subscriptions: U.S., 1 yr. \$75.00 (in the field served); 1 yr. \$119.00 (out of the field served).  
 Canada, 1 yr. \$129.00. International, 1 yr. \$225.00  
 Single Copy: \$18.00  
 Sales include Premium Values  
 Basic & higher than basic: .....  
 75% - 99% of basic: .....  
 50% - 74% of basic: .....  
 25% - 49% of basic: ..... Reporting  
 Less than 25% of basic: ..... not  
**Total** ..... required

**6 TERM DATA** Reporting not required

**7 SALES CHANNELS** Reporting not required

**8 PREMIUM USAGE** Reporting not required

**ADDITIONAL CIRCULATION INFORMATION**

**9 POST EXPIRATION COPIES INCLUDED IN PAID CIRCULATION**  
Reporting not required

**10 RENEWAL ANALYSIS OF PAID CIRCULATION**  
Reporting not required

**11 EXPLANATORY**  
 Audit Cycle: June Ending.  
 (a) Print Only individual subscriptions, averaging 727 paid copies and 18,953 qualified non-paid copies per issue, represent copies served to individuals receiving the print version only of CHAIN STORE AGE.  
 (b) Digital Only individual subscriptions, averaging 97 paid copies and 6,239 qualified non-paid copies per issue, represent copies served to individuals receiving the digital version only. The digital version of CHAIN STORE AGE is made available to subscribers through an email sent to recipients notifying them of the availability of each issue.  
 (c) Print and Digital (Unduplicated) individual subscriptions, averaging 109 paid copies and 1,863 qualified non-paid copies per issue, represent copies served to individuals receiving both a print and digital version of CHAIN STORE AGE. The digital version of CHAIN STORE AGE is made available to subscribers through an email sent to recipients notifying them of the availability of each issue.  
 (d) Multi-Copy Same Addressee subscriptions, averaging 16 copies per issue, represent copies sold in quantities of 2 to 6 to individuals at 1 yr. at basic prices. Copies were mailed by publisher in bulk to purchasers for distribution.  
 (e) Miscellaneous includes checking and promotion copies, averaging 940 copies per issue, served to advertisers and agencies.  
 (f) Lists represent copies served to subscribers obtained from recognized lists.  
 (g) Authorized prices with 5% or more of total subscription sales:  
 Reporting not required

**11**

**EXPLANATORY (Continued)**

**Field Served:**

CHAIN STORE AGE serves executives in headquarters and regional offices of the retail chain store industry responsible for capital spending programs for technology, networking, supply chain, electronic retailing, finance, payment systems, security, operations, marketing, human resources, construction, display and design, planning, facilities management, real estate, leasing, and corporate strategies of department stores, general merchandise stores, discount stores, dollar stores, drug stores, supermarkets, convenience stores, voluntary and cooperative headquarters and other grocery chains, warehouse wholesale clubs, specialty stores (apparel and accessories, shoes, books, hobby, fabrics, furniture, soft home furnishings, pet stores, jewelry, sporting goods, auto accessories, computers and electronics), home centers and hardware stores; also served are restaurants, shopping center owners and developers, real estate firms, architects and design firms, manufacturers, schools, colleges, libraries, government agencies, and others allied to the field (security analysts, brokerage firms, insurance companies and other financial institutions).

This is an independent publication not directly related to or affiliated with any association.

**Definition of Recipient Qualification:**

Qualified recipients are: Chairmen, Presidents, CEOs, COOs, CFOs, CIOs, CTOs, CMOs, EVPs, SVPs, Owners, Partners, VPs, Directors, Architects, and Headquarter Managers with a primary function in Corporate Management, Financial Management, IT/IS/Supply Chain/Electronic Retailing Management, Store Planning/Construction/Facilities Management, Real Estate Management, Operations Management, Marketing/Merchandising Management, Loss Prevention/Risk Management, Human Resource Management, and Others Allied to the Field.

**Website Activity**

**Primary URL:** <http://www.chainstoreage.com>

**Audit Period:** one month ended March 31, 2011

	Page Impressions	Unique Users
Total	155,642	41,502
Daily Avg.	5,020	1,800
Mon. to Fri. Avg.	6,179	2,207
Sat. & Sun. Avg.	1,689	631

SOURCE: one month ended March 31, 2011 ABVS Interactive Audit

Not included in the Page Impressions shown in Paragraphs 1, 3 and 5 of this report are a total of 42,765 RSS Feeds delivered during the period to enabled readers and aggregators. The RSS feeds contained headlines and/or article summaries from the Chain Store Age RSS channel.

**ABC Interactive Definitions:**

**Page Impressions:** The combination of one or more files presented to a viewer as a single document as a result of a single request received by the server.

**Unique Users:**

This site uses the cookie-based method to measure unique users. If cookies are not accepted, then the IP address & user-agent in combination based method is used to measure unique users.

**Note:** The Total number of Unique Users is adjusted to remove duplicate visits by the same user. In other words, regardless of the number of times that a user visited the site, they were considered a single Unique User for the period. The Daily average represents the number of Unique Users that visited the site each day added together and then divided by the number of days in the period. The Mon. to Fri. and the Sat. & Sun. averages are calculated in the same manner as the Daily average but limited to weekdays and weekends respectively.



**11**

**EXPLANATORY (Continued)**

**eNewsletter Activity**

**Newsletter Date:** CSA Weekly Retail News Talk - June 24, 2011

Gross Sent	13,623
Undeliverable	-188
Net Deliverable	13,435

Gross Sent: Total number of emails that were attempted to be delivered.

Undeliverable: Recipients with email address delivery failures.

Net Deliverable: Gross Sent less Undeliverable.

SOURCE: June 24, 2011 - CSA Weekly Retail News Talk - ABVS Interactive Audit

**Newsletter Date:** Tech Talk Tuesday - June 28, 2011

Gross Sent	21,105
Undeliverable	-408
Net Deliverable	21,697

Gross Sent: Total number of emails that were attempted to be delivered.

Undeliverable: Recipients with email address delivery failures.

Net Deliverable: Gross Sent less Undeliverable.

SOURCE: June 28, 2011 - Tech Talk Tuesday - ABVS Interactive Audit

**Newsletter Date:** SPECS Talk - June 15, 2011

Gross Sent	20,290
Undeliverable	-550
Net Deliverable	19,740

Gross Sent: Total number of emails that were attempted to be delivered.

Undeliverable: Recipients with email address delivery failures.

Net Deliverable: Gross Sent less Undeliverable.

SOURCE: June 15, 2011 - SPECS Talk - ABVS Interactive Audit

**We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Audit Bureau of Circulations' Bylaws and Rules**

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