

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED DECEMBER 2009
(Including Supplementary Data)**

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.

Two Corporate Drive, Ninth Floor
Shelton, CT USA 06484-6259
Phone: +1 203.447.2800
Fax: +1 203.447.2900
www.bpaww.com

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board, databases, wireless and other advertiser-supported media-as well as 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 more than 2,600 advertiser and agency members.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

Nutritional OUTLOOK

Canon Communications LLC
11444 West Olympic Boulevard
Los Angeles, CA 90064
Tel.: (310) 445-4200
Fax: (310) 445-4259
www.nutritionaloutlook.com

Official Publication of: None
Established: 1998
Issues Per Year: 9

FIELD SERVED

Nutritional Outlook serves the fields of manufacturers of dietary supplements (includes botanical/herbal remedies), vitamins/minerals, functional/fortified foods, functional/fortified beverages, contract manufacturing services (including compounding, encapsulation, product development, and packaging), and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are those industry personnel who perform the following functions: research and development/ product development, purchasing, quality control, regulatory affairs, corporate/general management, engineering/production/manufacturing/distribution, marketing, package design, and other functions not identified in the above field.

PURPOSE

The supplemental data reported herein contains a multiple analysis of the respondents who indicated their areas of products manufactured.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	24
Advertiser and Agency _____	967
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	481
Digital _____	-
All Other _____	373
TOTAL	1,845

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	13,048	100.0	13,048	100.0	-	-
Sponsored Individually Addressed __	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	13,048	100.0	13,048	100.0	-	-

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

2009 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified
July/ August ____	181	181	11,567	1,483			13,050	October ____	1,763	1,763	11,199	1,851			13,050
September__	1,558	1,558	11,327	1,723			13,050	November/ December __	1,299	1,289	11,222	1,818			13,040
								TOTAL	4,801	4,791					

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009

This issue is 0.1% or 10 copies below the average of the other 3 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Digital Version Only (B)	R&D/Prod Dev	Purchasing	Quality Control	Regulatory Affairs	Corp/General Mgmt	Engineering/Production/Manufacturing/Distribution	Marketing	Package Design	Other
Dietary Supplements (Note 1)_____	4,588	35.2	4,018	570	1,353	553	350	120	1,508	287	373	44	-
Vitamins/Minerals _____	2,508	19.2	2,152	356	705	352	214	44	617	255	278	43	-
Functional/Fortified Foods _____	3,060	23.5	2,633	427	918	236	241	42	1,049	434	122	18	-
Functional/Fortified Beverages (Note 2) __	1,075	8.2	890	185	331	131	81	18	252	163	80	19	-
Contract Manufacturing/Services Provider (Note 3) _____	1,809	13.9	1,529	280	475	219	159	50	455	236	171	44	-
Others Allied to the Field _____	-	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	13,040	100.0	11,222	1,818	3,782	1,491	1,045	274	3,881	1,375	1,024	168	-
PERCENT	100.0		86.1	13.9	29.0	11.4	8.0	2.1	29.8	10.5	7.9	1.3	-

Note 1: Includes Botanical/Herbal Remedies

Note 2: Category was formerly "Teas/Beverages"

Note 3: Includes Compounding, Encapsulation, Product Development, & Packaging

SUPPLEMENTARY DATA FOR THE ISSUE OF NOVEMBER/DECEMBER 2009

This is a multiple analysis of the 13,040 or 100% of the respondents who indicated their areas of product manufactured. See questionnaire used to elicit these data on the back of the report. Since any one respondent may have checked more than one response, the total for each of these (i.e. product manufactured) should not be added together as the total may exceed the total circulation. These data are presented for statistical and marketing purposes.

Multiple Business	Total Respondents	PERCENT OF TOTAL
Dietary Supplements _____	6,065	46.5
Vitamins/Minerals _____	5,189	39.8
Functional/Fortified Foods _____	4,970	38.1
Functional/Fortified Beverages _____	2,917	22.4
Contract Manufacturing/Service Providers _____	3,972	30.4
Other _____	-	-

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009									
QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years						
I. Direct Request: _____	11,056	1,956	-	11,194	1,818			13,012	99.8
II. Request from recipient's company: _____	28	-	-	28	-			28	0.2
III. Membership Benefit: _____	-	-	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	-	-	-	-	-			-	-
Association rosters and directories _____	-	-	-	-	-			-	-
Business directories _____	-	-	-	-	-			-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-			-	-
Other sources _____	-	-	-	-	-			-	-
VI. Single Copy Sales: _____	-	-	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	11,084	1,956	-	11,222	1,818			13,040	100.0
PERCENT	85.0	15.0	-	86.1	13.9			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009						
MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	11,222	1,818			13,040	100.0
Individuals by name only _____	-	-			-	-
Titles or functions only _____	-	-			-	-
Company names only _____	-	-			-	-
Multi-Copy Same Addressee copies _____	-	-			-	-
Single Copy Sales _____	-	-			-	-
TOTAL QUALIFIED CIRCULATION	11,222	1,818			13,040	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2009									
State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent	State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Total Qualified	Percent
039-049 Maine _____	33	3	36		400-427 Kentucky _____	65	21	86	
030-038 New Hampshire _____	32	4	36		370-385 Tennessee _____	131	30	161	
050-059 Vermont _____	29	3	32		350-369 Alabama _____	63	6	69	
010-027 Massachusetts _____	206	28	234		386-397 Mississippi _____	43	3	46	
028-029 Rhode Island _____	17	2	19		EAST SO. CENTRAL	302	60	362	2.8
060-069 Connecticut _____	148	23	171		716-729 Arkansas _____	66	12	78	
NEW ENGLAND	465	63	528	4.0	700-714 Louisiana _____	66	11	77	
100-149 New York _____	890	137	1,027		730-749 Oklahoma _____	52	4	56	
070-089 New Jersey _____	893	157	1,050		750-799 Texas _____	415	56	471	
150-196 Pennsylvania _____	527	99	626		WEST SO. CENTRAL	599	83	682	5.2
MIDDLE ATLANTIC	2,310	393	2,703	20.7	590-599 Montana _____	23	4	27	
430-459 Ohio _____	292	40	332		832-838 Idaho _____	63	6	69	
460-479 Indiana _____	160	28	188		820-831 Wyoming _____	8	-	8	
600-629 Illinois _____	606	98	704		800-816 Colorado _____	142	25	167	
480-499 Michigan _____	226	34	260		870-884 New Mexico _____	25	2	27	
530-549 Wisconsin _____	301	48	349		850-865 Arizona _____	183	22	205	
EAST NO. CENTRAL	1,585	248	1,833	14.0	840-847 Utah _____	285	38	323	
550-567 Minnesota _____	257	51	308		889-898 Nevada _____	83	13	96	
500-528 Iowa _____	124	23	147		MOUNTAIN	812	110	922	7.1
630-658 Missouri _____	230	37	267		995-999 Alaska _____	11	2	13	
580-588 North Dakota _____	42	3	45		980-994 Washington _____	164	31	195	
570-577 South Dakota _____	22	-	22		970-979 Oregon _____	111	14	125	
680-693 Nebraska _____	72	10	82		900-961 California _____	2,172	322	2,494	
660-679 Kansas _____	85	18	103		967-968 Hawaii _____	35	6	41	
WEST NO. CENTRAL	832	142	974	7.5	PACIFIC	2,493	375	2,868	22.0
197-199 Delaware _____	28	10	38		UNITED STATES	10,861	1,674	12,535	96.1
206-219 Maryland _____	164	17	181		969 & 004-009 U.S. Territories	75	45	120	
200-205 Washington, DC _____	9	5	14		Canada _____	286	48	334	
220-246 Virginia _____	133	29	162		Mexico _____	-	6	6	
247-268 West Virginia _____	28	3	31		Other International _____	-	45	45	
270-289 North Carolina _____	245	34	279		APO/FPO _____	-	-	-	
290-299 South Carolina _____	121	10	131		TOTAL QUALIFIED CIRCULATION	11,222	1,818	13,040	100.0
300-319 Georgia _____	230	35	265						
320-349 Florida _____	505	57	562						
SOUTH ATLANTIC	1,463	200	1,663	12.8					

7. AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	2006	2007	January - June 2008	July - December 2008	January - June 2009*	July - December 2009*
Total Audit Average Qualified	13,048	13,048	13,048	13,048	13,048	13,048
Qualified Non-Paid Total	13,048	13,048	13,048	13,048	13,048	13,048
Print Version Only	13,048	13,048	13,048	12,710	11,586	11,329
Digital Version Only	-	-	-	338	1,462	1,719
Qualified Paid Total	-	-	-	-	-	-
Print Version Only	-	-	-	-	-	-
Digital Version Only	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: January - December 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

8. PAID CIRCULATION DATA

**NC	Average Annual Subscription Order Price for the Period. (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)

9. ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served of a recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients who request the digital versions are notified via email when the version is available.

PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.

QUESTIONNAIRE USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA :

Nutritional **FREE** OUTLOOK *Subscription*

For immediate subscription service, complete, sign, date, and fax this card to: 651/686-4883

YES! I want to receive/continue to receive **NUTRITIONAL OUTLOOK FREE**. **NO**

How would you like to receive your copy of *Nutritional Outlook*? Digital Print

Signature _____ Date _____

Name _____

Title _____

Company _____ Mail Stop _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____

TO QUALIFY FOR A FREE SUBSCRIPTION, YOU MUST COMPLETE ALL INFORMATION REQUESTED BELOW, SIGN, AND DATE.

1. Type of product manufactured? (Check all that apply.)

1. Dietary Supplements

2. Vitamins/Minerals

3. Functional/Fortified Foods

4. Functional/Fortified Beverages

5. Contract Mfg./Service Providers

99. Other: (Please specify) _____

2. Now please enter the code for your primary responsibility (see 1, above, responses 1 to 5) in this box:

3. What is your job function? (Check only one.)

31. R&D/Product Development

32. Purchasing

33. Quality Control

34. Regulatory Affairs

35. Corp./General Management

36. Engineering/Production/ Distribution

37. Marketing

38. Package Design

99. Other: (Please specify) _____

4. I recommend specify, purchase, or approve the following: (Check all that apply)

40. Ingredients

41. Processing Equipment

42. Packaging

43. Packaging Line Equipment

44. Quality Control Instruments

45. General Plant Equipment

46. None of the Above

5. What do you plan to purchase in the next six months? (Check all that apply)

50. Ingredients

a. vitamins

b. minerals

c. carotenoids

d. lutein

e. lycopene

f. soy

g. dairy proteins

h. amino acids

i. herbs/botanicals:

Specify _____

j. fiber

k. CoQ10

l. Omega-3s

m. ALA

n. sweeteners

o. other _____

51. Packaging

a. bottles

b. blister packs

c. closures

d. labels

e. pouches/bags

f. other _____

52. Packaging Line Equipment

53. Quality Control Instruments

54. General Plant Equipment

55. None of the Above

Publisher reserves the right to reject nonqualified requests. 9991_C_N008

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - Print Version Only

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	11,329	100.0	11,329	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	11,329	100.0	11,329	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - Digital Version Only

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	1,719	100.0	1,719	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	1,719	100.0	1,719	100.0	-	-

PUBLISHER'S AFFIDAVIT

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

Ron Wall, Sr. VP, Publishing Division
Sandra Martin, Director of Circulation

(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 January 14, 2010

State California

County Los Angeles

Received by BPA Worldwide January 14, 2010

Type PD

ID Number N188POD9