

Pizza Today vs. PMQ

A Circulation Analysis
Based on their 6 Month Period Ending
June 2006 BPA Audits

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Over the last several years, I've been asked many times to explain why my sales staff and I make such a big deal about the quality of *Pizza Today's* editorial and circulation. With the strategizing and developing of marketing plans for 2007 upon us, I think now would be an excellent time to do so.

The answer is really quite simple. The quality of the circulation of any publication, whether it's a trade, consumer, business or news is a direct result of the way the targeted reader values that publication's editorial content. Obviously, here at *Pizza Today*, we strive to deliver the best, most appropriate, sought-after editorial we can generate. We've surveyed pizzeria operators and have asked the tough questions ... What type of information is critical to your success? How would you rate *Pizza Today's* editorial in terms of importance? Is it useful ... easy to read? How would you compare it to the competition? Those are just a few that we asked. You probably saw some of the results of the independent editorial study conducted by Butterflies & Castles, Inc. earlier this year. If you haven't seen the results, you really should. You'll feel even better about your investment with us.

You might be thinking ...

Hey Pete, everyone's got an independent study that shows that they're No 1. Isn't there a more black & white method of determining the quality of editorial and circulation?

Absolutely, it's called a circulation audit statement.

Pete, wait a minute ... what does circulation have to do with editorial?

Pizza Today, like our competitor *PMQ* ... and 99% of every other trade publication in the foodservice industry (or any other industry for that matter), are controlled-circulation publications. That means the magazine is sent free-of-charge to those who we have determined should be receiving the magazine based on their potential to buy products from you ... our advertising customers.

Now anyone can buy a list and just send the magazine to the names on the list ... and some publishing companies do. You probably receive magazines in your own office that you look at and think "I didn't subscribe to this." It's not a real big stretch to understand why readership amongst magazines with that type of simple controlled-circulation never get very good readership scores.

How is Pizza Today different?

First of all, as I stated before, through research we know what your market of pizzeria operators need and want to read about. We have our finger on the pulse of the market through *Pizza Today's* interviews, Pizza Expo and the National Association of Pizzeria Operators. We then use what we've learned to develop an editorial package that we know the operators will want to read. There's really no guess work at all.

"Armed" with this type of high quality editorial, we then offer subscriptions asking the potential reader to personally subscribe through writing, telecommunications or e-mail. Although they're not asked to pay to receive the magazine, they're still requesting to receive it ... and it's a lot harder to get them to request it than you might think! If you don't have something the prospective reader wants and needs, it's almost impossible.

How do you compare to PMQ?

That's where the circulation audit statement comes into play. Both *Pizza Today* and *PMQ* are members of BPA Worldwide, an independent circulation auditing bureau. BPA has been around since 1931 and serve more than 2,000 business-to-business publications and another 500 consumer magazines, newspapers, etc.

Imagine BPA as the "watch-dog of the publishing business." They take the "dance" out of the sales pitches and boil it all down to numbers. Through this analysis (they literally come in to your place of business and check your files) ... you either have the numbers ... or you don't.

Now remember, *PMQ* is approximately 10 years old. They have been a member of BPA for at least 2 years, during which time BPA allows for new publications to get their house in order. This summer was the first time BPA actually physically audited *PMQ's* circulation.

Here's how our two audits for the 6 month period ending in June 2006 compare:

Qualification Source / Paragraph 3b. (i.e., the method of obtaining circulation)	<i>Pizza Today</i>	<i>PMQ</i>
Personal direct request from the recipient ...	30,304 / 70.5%	-0-
Request from recipient's firm ...	3,318 / 7.7%	-0-
Communication from recipient or recipient's company (other than request) ...	342 / 0.8%	-0-
Business directories	9,037 / 21.0%	-0-
Other sources	1,277 / 3.0%	40,100

Are you saying that amongst all the copies PMQ sends out each month ... no one receiving it has requested it ... no one?

I'm not saying it ... those are the facts. BPA has audited *PMQ's* circulation file and that's what they've found. That's correct; no one receiving their magazine has requested it. Furthermore, no one receiving the magazine is as a result of a company requesting *PMQ* be sent to some of its employees.

PMQ is sending all 40,100 copies to people on a list from which they won't even state its origin on the audit statement! At least, when *Pizza Today* uses a list, we state it in paragraph 11 on the audit statement ... the American Business List. This is a list compiled from the newest telephone numbers assigned to pizzerias. Although it may not be 100%, the vast majority of pizzerias getting new telephone service are going to be new operations or expansions of existing ones.

Well ... at least we know PMQ is being sent to pizzerias. I'm sure they break down the types of pizzerias receiving ... if not requesting their magazine ... right?

Not really. In paragraph 3a of the BPA statement, they allow the publication to provide an analysis of the types of readers receiving the magazine. Let's compare the two statements:

Pizza Today's paragraph 3a.

* Independent Operators	34,097	79.3%
* Franchise Operators	5,761	13.4%
* Chain Operators	2,527	5.9%
* Manufacturers / Suppliers	99	0.2%
* Others Allied to the Field	517	1.2%
Total Qualified Circulation	43,001	100.0%

PMQ's paragraph 3a.

Independent Operators, franchise operators, chain Operators, manufacturers, distributors, future pizza operators, consultants, associations and others allied to the field ...	40,100	100.0%
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Why did they group all the types of readers into one group?

I'm not sure. In the past *PMQ* claimed to have the highest circulation amongst the independent pizzeria market. Here they had a chance to prove it and they chose not to.

Most likely, the list they purchased to use as their circulation doesn't break down the types of businesses. So, not only do you not know the specific percentages of the types of

companies receiving their magazine ... they probably don't either. If they did, I think they'd want you to know. They'd at least back up some of their claims.

Wouldn't PMQ at least have the names of the people on their circulation list?

Yes, they do know most of the names, but interestingly enough, there are a fairly large number of copies sent to just a company name. Let's take a look at paragraph 3c. in their BPA statement and compare it to *Pizza Today's*.

Paragraph 3c.	<i>Pizza Today</i>	<i>PMQ</i>
* Individuals by name and title and / or function	31,447	25,488
* Individuals by name only	9,747	1,901
* Titles or functions only	1,719	2,345
* Company names only	88	10,366

Over 30% of *PMQ's* circulation is nameless as compared to only 4.2% of *Pizza Today's* circulation.

Well now that you've enlightened us with the comparison of both of your BPA statements ... what about PMQ's claimed international circulation?

I'm not sure how to look at that topic. If you look at the cover of the September issue of *PMQ*, in the top right-hand corner, they claim "World Circulation: 55,000". But if you look at paragraph 4, which is the geographical breakout of qualified circulation, BPA has confirmed that they have no copies sent to U.S. Territories, Canada, Mexico or any Other International countries.

That statement must be referring to their "other" *PMQ* publications (which are far from being audited), but it looks as though they are insinuating something entirely different.

So there you have it. *PMQ* has finally had their circulation audited and the numbers have been reported. If you'd like to see the entire report for yourself, you can ask *PMQ* for a copy ... or log on to www.BPAWW.com and find them for yourself. If you have a problem, give me or your *Pizza Today* sales representative a call and we'll help you.

Finally, delivering high quality editorial is the key. It's the key to attracting the highest quality market for your advertising. It's the key to your having a successful advertising campaign. Here at *Pizza Today*, we will promise always to deliver the highest quality editorial to our pizzeria operators ... and as a result ... the highest quality market for your advertising.

Pizza Today delivers what we claim it'll deliver, nothing more ... nothing less.