

**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2006**

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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Pizza Today[®]

MacFadden Publishing
333 7th Ave.
New York, NY 10001
Tel. No.: (212) 979-4802
FAX No.: (212) 979-7431

Official Publication of: None
Established: 1983
Issues Per Year: 12

FIELD SERVED

PIZZA TODAY serves the fields of independent operation, franchise, operation, chain operation, manufacturers and suppliers, and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are titled and non-titled individuals involved in the pizza industry within the fields served.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	1,642
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	200
All Other _____	887
TOTAL	2,729

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	44,513	100.0	44,513	100.0	-	-
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	44,513	100.0	44,513	100.0	-	-

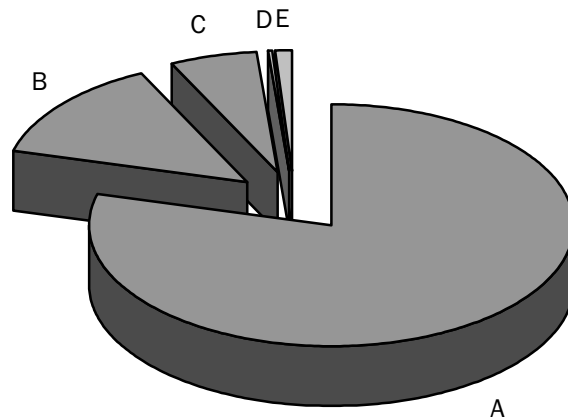
2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2006 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2006 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	1,004	932			47,006	April _____	4,587	595			43,009
February _____	526	532			47,012	May _____	390	382			43,001
March _____	690	679			47,001	June _____	3,607	655			40,049
						TOTAL	10,804	3,775			

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2006
 This issue is 4.0% or 1,814 copies below the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
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

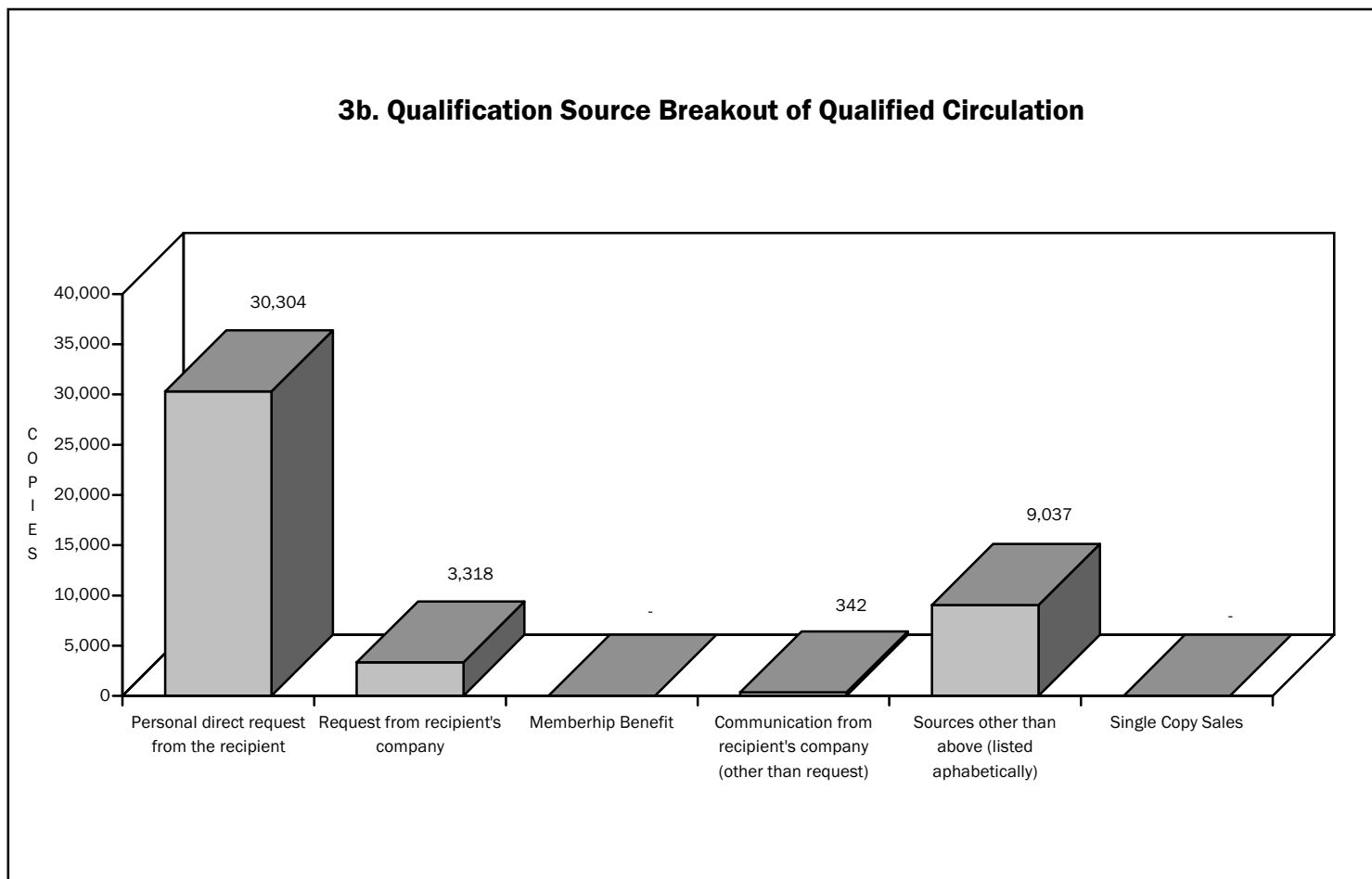
3a. Breakout of Qualified Circulation of Business and Industry

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL
A Independent Operators ___	34,097	79.3
B Franchise Operators _____	5,761	13.4
C Chain Operators _____	2,527	5.9
D Manufacturers/Suppliers _	99	0.2
E Others Allied to the Field ___	517	1.2



3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2006							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL - Personal direct request from the recipient:	22,997	7,307	-			30,304	70.5
a. Written	10,048	3,812	-			13,860	32.2
b. Telecommunication	10,615	3,487	-			14,102	32.9
c. Internet and E-Mail	2,334	8	-			2,342	5.4
II. TOTAL - Request from recipient's company:	3,318	-	-			3,318	7.7
a. Written	677	-	-			677	1.6
b. Telecommunication	2,641	-	-			2,641	6.1
c. Internet and E-Mail	-	-	-			-	-
III. TOTAL - Membership Benefit:	-	-	-			-	-
a. Individual	-	-	-			-	-
b. Organizational	-	-	-			-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request):	342	-	-			342	0.8
a. Written	342	-	-			342	0.8
b. Telecommunication	-	-	-			-	-
c. Internet and E-Mail	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically):	9,037	-	-			9,037	21.0
Association rosters and directories	-	-	-			-	-
*Business directories	7,760	-	-			7,760	18.0
Independent field reports	-	-	-			-	-
Licenseses - National, State or Local Government	-	-	-			-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-			-	-
*Other sources	1,277	-	-			1,277	3.0
VI. TOTAL - Single Copy Sales:	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	35,694	7,307	-			43,001	100.0
*See Paragraph 11	PERCENT	83.0	17.0	-		100.0	-

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



3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2006				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			31,447	73.1
Individuals by name only _____			9,747	22.7
Titles or functions only _____			1,719	4.0
Company names only _____			88	0.2
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			43,001	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2006									
State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent	State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine _____			308		400-427 Kentucky _____			349	
030-038 New Hampshire _____			277		370-385 Tennessee _____			402	
050-059 Vermont _____			129		350-369 Alabama _____			187	
010-027 Massachusetts _____			1,707		386-397 Mississippi _____			72	
028-029 Rhode Island _____			170		EAST SO. CENTRAL			1,010	2.4
060-069 Connecticut _____			1,133		716-729 Arkansas _____			159	
NEW ENGLAND			3,724	8.7	700-714 Louisiana _____			117	
100-149 New York _____			4,370		730-749 Oklahoma _____			212	
070-089 New Jersey _____			2,487		750-799 Texas _____			1,807	
150-196 Pennsylvania _____			3,898		WEST SO. CENTRAL			2,295	5.3
MIDDLE ATLANTIC			10,755	25.0	590-599 Montana _____			112	
430-459 Ohio _____			2,583		832-838 Idaho _____			147	
460-479 Indiana _____			737		820-831 Wyoming _____			62	
600-629 Illinois _____			3,008		800-816 Colorado _____			425	
480-499 Michigan _____			2,213		870-884 New Mexico _____			181	
530-549 Wisconsin _____			1,016		850-865 Arizona _____			815	
EAST NO. CENTRAL			9,557	22.2	840-847 Utah _____			168	
550-567 Minnesota _____			762		889-898 Nevada _____			472	
500-528 Iowa _____			639		MOUNTAIN			2,382	5.5
630-658 Missouri _____			451		995-999 Alaska _____			56	
580-588 North Dakota _____			75		980-994 Washington _____			553	
570-577 South Dakota _____			124		970-979 Oregon _____			340	
680-693 Nebraska _____			186		900-961 California _____			5,379	
660-679 Kansas _____			251		967-968 Hawaii _____			61	
WEST NO. CENTRAL			2,488	5.6	PACIFIC			6,389	14.9
197-199 Delaware _____			118		UNITED STATES			42,467	98.8
206-219 Maryland _____			380		969 & 004-009 U.S. Territories _____			90	
200-205 Washington, DC _____			63		Canada _____			380	
220-246 Virginia _____			355		Mexico _____			4	
247-268 West Virginia _____			174		Other International _____			57	
270-289 North Carolina _____			519		AP0/FPO _____			3	
290-299 South Carolina _____			238		TOTAL QUALIFIED CIRCULATION			43,001	100.0
300-319 Georgia _____			529						
320-349 Florida _____			1,491						
SOUTH ATLANTIC			3,867	9.2					

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

	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2002	2003	2004	2005	*2006
Total Audit Average Qualified:	40,019	40,022	40,029	41,199	44,513
Qualified Non-Paid: _____	40,019	40,022	40,029	41,199	44,513
Qualified Paid: _____	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: ___	**NC	**NC	**NC	**NC	**NC

***NOTE: 2006 data is unaudited. With each successive year, new data will be added until five years of data is displayed.**

**NC = None Claimed.

10. PAID CIRCULATION DATA

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

11. ADDITIONAL DATA

Business directories include 1 source of circulation for a quantity of 7,760 copies or 18.0%, including American Business Lists.

Other sources include 3 sources of circulation for quantities of 119 copies or 0.3% to 1,158 copies or 2.7%.

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.	Date signed	July 17, 2006
Robert J. Boston, Senior Vice President	State	New York
Pete LaChapelle, Publisher	County	New York
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	July 17, 2006
IMPORTANT NOTE:	Type	PD
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	P080P0J6