



BRAND REPORT FOR THE 6 MONTH PERIOD ENDED DECEMBER 2012

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.

BNP Media II, LLC
2401 W. Big Beaver Road
Suite 700
Troy, MI 48084-3333
Tel. No.: (248) 362-3700
Fax No.: (248) 362-0317
www.PreparedFoods.com



ABOUT PREPARED FOODS

PREPARED FOODS is a B2B brand providing market trends, new product opportunities, ingredient formulation and product development solutions for those driving new product development within the food and beverage communities. Subjects covered include business-challenging issues involving ingredient use, consumer trends, news, regulations, and product application solutions.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel across multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary.

FIELD SERVED

PREPARED FOODS serves firms that develop, manufacture, process, package & market value-added food & beverage products. Among foods included are prepared foods/meals/side dishes, prepared specialties/ingredients, prepared fruits & vegetables/fruits & vegetables, meat, poultry, seafood, dairy foods, bakery products, cereal & grain-based products, beverages, snack foods, candy & confectionery products, manufacturer of ingredients/nutritional ingredients and specialty nutritional products, R&D center or headquarters of a food and/or beverage manufacturer and foodservice. Also served are research facilities, including testing labs, universities, government and others allied to the field as shown in Paragraph 3a.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are executives, management & staff personnel in research & development/product development, QA/QC, corporate management & administration, marketing/sales and purchasing.

Channels Include:



Prepared Foods Magazine
6 issues in period
40,000 average circulation
Pages 2-4



Prepared Foods E-dition E-Newsletter
11 total deployments
15,068 average distribution
Page 4



Food Master Directory
75,346 total circulation
Page 4



Prepared Foods Website
16,883 average unique browsers
Page 5



Prepared Foods Social Media
818 average Twitter followers
594 average Facebook likes
1,071 average LinkedIn group members
Page 5

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
PREPARED FOODS Magazine (6 Issues in the period)	39,975	25	40,000
a. Print	33,087	25	33,112
b. Digital	6,888	-	6,888
1. Requested	6,888	-	6,888
2. Non-Requested	-	-	-
PREPARED FOODS E-dition E-Newsletter (11 deployments in the period)	15,068	-	15,068
FOOD MASTER Directory (Note 1)	75,346	-	75,346
a. Print	27,100	-	27,100
b. Digital	48,246	-	48,246
PREPARED FOODS Website (Unique Browsers) (Note 2)	16,883	-	16,883
PREPARED FOODS Social Media			
a. Twitter followers	818	-	818
b. Facebook Likes	594	-	594
c. LinkedIn group members	1,071	-	1,071
SIX-MONTH AVERAGE TOTAL	149,755	25	149,780

Note 1: Duplication exists among the print and digital editions of FOOD MASTER. Some subscribers received both versions.

Note 2: Unique Browsers: See Website Glossary in Channel Profile.

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

www.bpaww.com

Proud Partner of www.buysafemedia.com

**CHANNEL PROFILE (CONTINUED)
MAGAZINE (CONTINUED)**

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2012							
QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 year	2 year	3 year				
I. TOTAL - Direct Request:	26,689	7,659	-	27,529	6,819	34,348	85.8
a. Written	1,108	250	-	1,314	44	1,358	3.4
b. Telecommunication	19,653	5,600	-	21,270	3,983	25,253	63.1
c. Electronic	5,928	1,809	-	4,945	2,792	7,737	19.3
II. TOTAL - Request from recipient's company:	611	341	-	951	1	952	2.4
a. Written	17	1	-	18	-	18	0.1
b. Telecommunication	281	168	-	448	1	449	1.1
c. Electronic	313	172	-	485	-	485	1.2
III. TOTAL - Membership Benefit:	-	-	-	-	-	-	-
a. Individual	-	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request):	1,597	-	-	1,597	-	1,597	4.0
a. Written	19	-	-	19	-	19	0.1
b. Telecommunication	1,016	-	-	1,016	-	1,016	2.5
c. Electronic	562	-	-	562	-	562	1.4
V. TOTAL - Sources other than above (listed alphabetically):	3,103	-	-	3,103	-	3,103	7.8
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	3,103	-	-	3,103	-	3,103	7.8
VI. TOTAL - Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	32,000	8,000	-	33,180	6,820	40,000	100.0
PERCENT	80.0	20.0	-	83.0	17.0	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2012				
MAILING ADDRESS	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	33,180	6,820	40,000	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	33,180	6,820	40,000	100.0

E-NEWSLETTER

2012	Prepared Foods E-edition	2012	Prepared Foods E-edition
July 10	15,323	October 15	15,023
July 23	15,283	October 29	14,957
August 6	14,955	November 12	15,035
August 20	15,086	November 26	15,047
September 4	15,045	*December 10	14,985
September 28	15,007	AVERAGE	15,068

Prepared Foods E-edition E-Newsletter (11 deployments in period).
*Distribution was limited to one issue in December.

DIRECTORY*

	Print	Digital	Total
FOOD MASTER	27,100	48,246	75,346

Duplication exists among the print and digital editions of FOOD MASTER. Some subscribers received both versions.

*See Additional Data

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNEL PROFILE (CONTINUED)

WEBSITE*

Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
July _____	30,510	16,769	14,374	1.17	01:08	02:04
August _____	28,724	17,513	14,758	1.19	01:46	01:08
September _____	35,513	20,110	16,482	1.22	01:40	01:16
October _____	37,946	22,887	19,005	1.20	01:48	01:11
November _____	38,415	23,535	19,764	1.19	01:49	01:09
December _____	29,380	19,398	16,915	1.15	01:56	01:00
AVERAGE:	33,415	20,035	16,883	1.19	01:41	01:18

*See Additional Data

WEBSITE GLOSSARY:

Unique Browsers: An identified and unduplicated Cookied Browser that accesses internet content during a measurement period
Page Impressions: The number of web pages successfully viewed by all browsers within the reporting period
User Sessions: A single continuous set of activity attributable to a browser resulting in one or more pulled text downloads from a site. A period of inactivity of more than 30 minutes terminates the session
Unique Browser Frequency: The average number of user sessions per Unique Browser over the selected reporting period
User Session Duration: The average time a browser remained on the site per session
Page Duration: The average time a browser spent viewing any page(s) on the site

SOCIAL MEDIA

2012	Prepared Foods Social Media		
	 Twitter followers http://twitter.com/PreparedFoods	 Facebook likes http://www.facebook.com/PreparedFoods	 LinkedIn group members http://www.linkedin.com/groups?gid=2785554
July _____	737	543	974
August _____	765	554	1,007
September _____	802	585	1,066
October _____	834	610	1,103
November _____	866	633	1,127
December _____	906	641	1,151
AVERAGE:	818	594	1,071

GEOGRAPHIC DISTRIBUTION*

State	Prepared Foods Magazine for Issue of November 2012				State	Prepared Foods Magazine for Issue of November 2012			
	Print	Digital	Total	Percent		Print	Digital	Total	Percent
Maine _____	142	24	166		Kentucky _____	451	85	536	
New Hampshire _____	93	20	113		Tennessee _____	510	96	606	
Vermont _____	114	17	131		Alabama _____	272	56	328	
Massachusetts _____	735	113	848		Mississippi _____	165	31	196	
Rhode Island _____	91	11	102		EAST SO. CENTRAL	1,398	268	1,666	4.2
Connecticut _____	340	47	387		Arkansas _____	404	87	491	
NEW ENGLAND	1,515	232	1,747	4.4	Louisiana _____	350	35	385	
New York _____	1,740	307	2,047		Oklahoma _____	221	38	259	
New Jersey _____	1,530	287	1,817		Texas _____	1,618	293	1,911	
Pennsylvania _____	1,664	269	1,933		WEST SO. CENTRAL	2,593	453	3,046	7.6
MIDDLE ATLANTIC	4,934	863	5,797	14.5	Montana _____	77	8	85	
Ohio _____	1,635	291	1,926		Idaho _____	262	38	300	
Indiana _____	652	112	764		Wyoming _____	33	3	36	
Illinois _____	2,712	545	3,257		Colorado _____	462	76	538	
Michigan _____	965	200	1,165		New Mexico _____	85	14	99	
Wisconsin _____	1,609	236	1,845		Arizona _____	229	40	269	
EAST NO. CENTRAL	7,573	1,384	8,957	22.4	Utah _____	285	72	357	
Minnesota _____	1,312	248	1,560		Nevada _____	111	22	133	
Iowa _____	644	91	735		MOUNTAIN	1,544	273	1,817	4.5
Missouri _____	831	175	1,006		Alaska _____	34	7	41	
North Dakota _____	108	27	135		Washington _____	632	106	738	
South Dakota _____	96	13	109		Oregon _____	452	68	520	
Nebraska _____	378	47	425		California _____	3,356	627	3,983	
Kansas _____	452	75	527		Hawaii _____	112	23	135	
WEST NO. CENTRAL	3,821	676	4,497	11.2	PACIFIC	4,586	831	5,417	13.5
Delaware _____	78	15	93		UNITED STATES	32,114	5,731	37,845	94.6
Maryland _____	485	86	571		U.S. Territories _____	112	40	152	
Washington, DC _____	31	11	42		Canada _____	687	536	1,223	
Virginia _____	504	87	591		Mexico _____	40	75	115	
West Virginia _____	69	8	77		Other International _____	226	438	664	
North Carolina _____	699	121	820		AP0/FPO _____	1	-	1	
South Carolina _____	231	40	271						
Georgia _____	915	175	1,090						
Florida _____	1,138	208	1,346						
SOUTH ATLANTIC	4,150	751	4,901	12.3					
					TOTAL	33,180	6,820	40,000	100.0

*See Additional Data

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the Field Served and Definition of Recipient Qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital versions are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue’s content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

MAGAZINE:

PARAGRAPH 3b:

Other sources include 2 sources of circulation for quantities of 891 copies or 2.2% to 2,212 copies or 5.6%.

WEBSITE ACTIVITY:

July data was provided by Nielsen.
 August – December data was provided by Google Analytics.
 All website activity is audited by BPA Worldwide.

GEOGRAPHIC DISTRIBUTION:

Geographic data is not available for E-Newsletter, Directory, Website, or Social Media and therefore, not reported herein.

PUBLISHER’S AFFIDAVIT

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

Catherine M. Ronan, Corporate Audience Audit Manager

Rita M. Fomia, Corporate Strategy Director

(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 12, 2013
State	Michigan
County	Oakland
Received by BPA Worldwide	January 12, 2013
Type	BSJ
ID Number	P118B0D2

About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

CHANNEL PROFILE MAGAZINE



Official Publication of: None
Established: 1895
Issues Per Year: 12

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	120
Advertiser and Agency	999
Rotated or Occasional	-
Allocated for Trade Shows and Conventions	-
Digital	-
All Other	1,312
TOTAL	2,431

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	40,000	100.0	39,975	99.9	25	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	40,000	100.0	39,975	99.9	25	0.1

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD					
2012 Issue	Number Removed	Number Added	Print	Digital	Total Qualified
July	113	113	32,975	7,025	40,000
August	177	177	33,138	6,862	40,000
September	145	145	33,207	6,793	40,000
October	182	182	33,147	6,853	40,000
November	750	750	33,180	6,820	40,000
December	880	880	33,023	6,977	40,000
TOTAL	2,247	2,247			

1. AVERAGE CIRCULATION FOR MAGAZINE FOR THE PERIOD - PRINT						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	33,112	100.0	33,087	99.9	25	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	33,112	100.0	33,087	99.9	25	0.1

1. AVERAGE CIRCULATION FOR MAGAZINE FOR THE PERIOD - DIGITAL						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	6,888	100.0	6,888	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	6,888	100.0	6,888	100.0	-	-

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2012

This issue is equal to the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	CLASSIFICATION BY TITLE				NUMBER OF EMPLOYEES AT COMPANY								
					Research & Development/Product Development/QA/QC	Corporate Management & Administration	Marketing/Sales	Purchasing	1 to 99 Employees (Note 2)	100 to 249 Employees	250 to 499 Employees	500 and Over Employees					
					President/VP of R&D, Food Tech, Chemist, Flavor Room Manager, Lab Tech, Design Manager, Research Chef, Tech Services Manager, Project Manager, Quality Assurance Manager, QA/QC Personnel	President, Owner, Partner, Chairman of the Board, Executive Vice President, General Manager, Secretary-Treasurer, Manager, Assistant Manager, Store/Location Manager (Note 1)	Category/Brand/Product Manager, Marketing Director/Manager, Merchandising Manager, VP Sales, Sales Manager/Director, Account Executive, Vending Manager	VP Purchasing, Purchasing or Procurement Director/Manager/Supervisor, Purchasing Agent, Grocery Buyer, Retail Buyer, Buyer									
FOOD MANUFACTURERS																	
PREPARED FOODS & SPECIALTIES/INGREDIENTS (Note 3) (Including prepared dinners/meals/entrees (incl. ethnic foods); prepared side dishes; baby foods; pizza; ready-to-eat breakfast foods; pet foods; ready-to-mix desserts (incl. gelatin), peanut butter & pasta)	9,650	24.1	8,196	1,454	5,653	2,367	1,036	594	4,848	1,176	828	2,798					
PREPARED FOODS/MEALS/SIDE DISHES (Including prepared products, prepared dinners/meals/entrees, prepared side dishes, baby food, RTE breakfast foods, pizza, cheese snacks, meat snacks, prepared snacks, other prepared products)	776	1.9	620	156	459	177	99	41	302	87	86	301					
PREPARED SPECIALTIES (ketchup, sauces, gravies, condiments, peanut butter, seasonings, flavors & syrups, oils, salad dressings, mayonnaise and pickled products, etc)	306	0.8	233	73	180	69	38	19	161	44	35	66					
PREPARED FRUITS & VEGETABLES/FRUITS & VEGETABLES (Note 4) (Including prepared fruits and vegetables; jams, jellies, preserves; soup & soup mixes; ketchup, sauces, gravies, condiments, seasonings, flavors & syrups; oils, salad dressing & mayonnaise & pickled products)	2,391	6.0	1,935	456	1,480	494	298	119	1,289	323	224	555					
MEAT, POULTRY, SEAFOOD (Note 5) (Including prepared meat, sausage, poultry, eggs & seafood products, processed/further processed meat, poultry, seafood, slaughtering, fabricating, cutting, rendering, other meat, poultry, seafood)	4,636	11.6	3,957	679	2,420	1,368	542	306	2,166	522	510	1,438					
DAIRY FOODS (Note 6) (Including cheese (imitation & natural); whipped toppings; other, including yogurt, dips, cottage cheese, sour cream, milk substitutes, ice cream & frozen desserts, novelties, fluid milk & beverages, cheese products, cultured products, butter or margarine products, powdered products, other dairy foods)	3,764	9.4	3,253	511	2,298	769	476	221	1,831	576	353	1,004					
BAKERY PRODUCTS and CEREAL & GRAIN-BASED PRODUCTS (Note 7) (Including sweet goods/pastries, biscuits; other, including english muffins, bagels, croissants, breadsticks, etc. breads & rolls, waffles, cookies and crackers, snack cakes, pies, donuts, toasted pastries, tortillas, snack bars, other bakery products & cereals, pet foods, prepared flour, pasta, rice and corn milling and other grain-based products)	4,198	10.5	3,507	691	2,379	1,196	409	214	2,488	526	357	827					
BEVERAGES (Note 8) (Including non-carbonated beverages & beverage mixes, fruit & vegetable juices, carbonated beverages, soft drinks, beer, bottled water, alternative beverages/ sports drinks (incl. fortified/nutraceutical), wine/liquor, juice/fruit drinks, coffee/tea, dairy-based drinks, other beverages)	4,323	10.8	3,652	671	2,699	1,044	417	163	2,492	464	319	1,048					
SNACK FOODS and CANDY & CONFECTIONERY PRODUCTS (Note 9) (Including potato chips, corn & other chips, popcorn, granola bars, meat snacks, candy & gum, chocolate, confectionery products, pretzels, nuts/trail mix, extruded snacks, other snack foods)	2,691	6.7	2,285	406	1,514	740	302	135	1,451	300	262	678					
MANUFACTURER OF INGREDIENTS/NUTRITIONAL INGREDIENTS and SPECIALTY NUTRITIONAL PRODUCTS (Note 10) (nutritional supplements, dietary supplements, meal replacements, nutraceuticals, chews & nutritional candy, energy & nutritional shots, sports bars, etc.)	2,484	6.2	1,895	589	1,406	466	511	101	1,126	358	282	718					
R&D CENTER OR HEADQUARTERS OF A FOOD AND/OR BEVERAGE MANUFACTURER (Note 11)	1,610	4.0	1,277	333	1,341	143	91	35	526	163	146	775					
Sub-Total Food Manufacturers	36,829	92.0	30,810	6,019	21,829	8,833	4,219	1,948	18,680	4,539	3,402	10,208					
FOODSERVICE	1,387	3.5	1,058	329	530	466	253	138	729	166	116	376					
Sub-Total	1,387	3.5	1,058	329	530	466	253	138	729	166	116	376					
TESTING LABS, UNIVERSITIES, GOVERNMENT (Note 12)	1,587	4.0	1,139	448	1,277	204	81	25	721	189	117	560					
Sub-Total	39,803	99.5	33,007	6,796	23,636	9,503	4,553	2,111	20,130	4,894	3,635	11,144					
OTHERS ALLIED TO THE FIELD	197	0.5	173	24	182	7	8	-	125	21	9	42					
TOTAL QUALIFIED CIRCULATION	40,000	100.0	33,180	6,820	23,818	9,510	4,561	2,111	20,255	4,915	3,644	11,186					
PERCENT	100.0		83.0	17.0	59.5	23.8	11.4	5.3									

Note 1: Formerly named General Management and Administration. Renamed Corporate Management & Administration in May 2012.
 Note 2: Includes individuals who did not respond to the question as each company is assumed to have at least one employee.
 Note 3: Prepared Foods & Specialties/Ingredients was removed from the qual form in May 2012 and split into Prepared Foods/Meals/Side Dishes and Prepared Specialties. This category will appear until subscribers have reclassified themselves.
 Note 4: Prepared Fruits & Vegetables/Ingredients was removed from the qual form in May 2012 and replaced with Fruits & Vegetables. This category will appear until subscribers have reclassified themselves.
 Note 5: Formerly named Prepared Meat, Poultry, Seafood/Ingredients. Renamed Meat, Poultry, Seafood in May 2012.
 Note 6: Formerly Dairy Foods/Ingredients. Renamed Dairy Foods in May 2012.
 Note 7: Formerly named Bakery Foods/Ingredients. Renamed Bakery Products in May 2012. Cereal & Grain-Based Products was added to the form May 2012. Categories will be reported together until subscribers have reclassified themselves.
 Note 8: Formerly Beverages/Ingredients. Renamed Beverages in May 2012.
 Note 9: Snack Foods/Candy/Ingredients was renamed and split into Snack Foods and Candy & Confectionery Products in May 2012. The categories will be combined until subscribers have reclassified themselves.
 Note 10: Manufacturer of Nutritional Supplements, Nutraceuticals and/or Ingredients was split into Manufacturer of Ingredients/Nutritional Ingredients and Specialty Nutritional Products in May 2012. The categories will be combined until subscribers have reclassified themselves.
 Note 11: R&D Center or Headquarters of a Food and/or Beverage Manufacturer was removed from the qual form in May 2012. A separate question regarding Headquarters locations was added. This category will be reported in the primary product breakout until subscribers have reclassified themselves.
 Note 12: Independent R&D Labs, Government, Universities was renamed Testing Labs, Universities, Government in May 2012.

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.