

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 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.

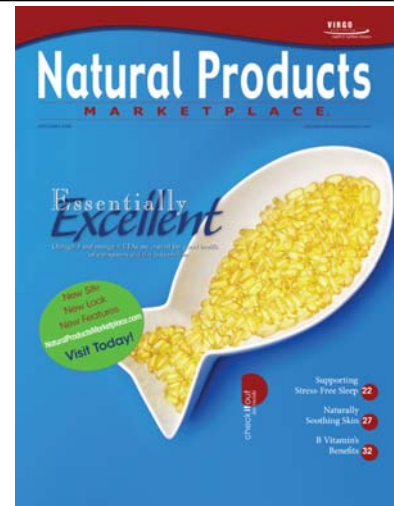
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Natural Products

MARKETPLACE

Virgo Publishing LLC.
3300 N. Central Ave., Ste. 300
Phoenix, AZ 85012
Tel: (480) 990-1101
Fax: (480) 990-0819

Official Publication of: Supplside
Established: 1995
Issues Per Year: 12



FIELD SERVED

Natural Products Marketplace serves the health foods/natural products industry including dietary supplements, personal care products and healthy food products which includes independent health food retailers, chain health food retailers, natural food retailers, grocery stores, supermarkets, herb and botanical retailers, independent pharmacies, chain pharmacies, manufacturers, wholesalers, distributors, brokers, suppliers, nutritionists, holistic practitioners, health and nutrition consultants, health/fitness clubs, independent sales representatives and others related to the natural products industry.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are owners, managers, buyers, merchandisers and other executives at health food stores, supermarkets, grocery stores and pharmacies. In addition, presidents, CEOs, marketing executives, production managers, purchasing agents and other upper-level executives for other companies involved in the manufacturing, supplying and distributing of healthy foods, dietary supplements and personal care products.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	296
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	308
Digital _____	-
All Other _____	250
TOTAL	854

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	15,250	100.0	15,250	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,250	100.0	15,250	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
July _____	13	13			15,250	October _____	24	24			15,250
August _____	7	7			15,250	November _____	2,673	2,673			15,250
September _____	16	16			15,250	December _____	14	14			15,250
						TOTAL	2,747	2,747			

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

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

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Corporate Management (Note 1)	General Management (Note 2)	Buyer/ Merchandiser (Note 3)	Sales/ Marketing Management (Note 4)	Other (Note 5)
Natural/Health Products Retailer/ Herb Botanical Retailer/ Supermarket/ Pharmacy _____	14,524	95.3	8,748	4,460	875	320	121
Manufacturer/ Wholesaler/ Distributor/ Supplier/ Broker _____	660	4.3	406	142	49	57	6
Other _____	66	0.4	45	11	3	4	3
TOTAL QUALIFIED CIRCULATION	15,250	100.0	9,199	4,613	927	381	130
PERCENT	100.0		60.3	30.2	6.1	2.5	0.9

Note 1: Corporate Management includes CEOs, CFOs, COOs, Owners/Partners, Presidents, Vice Presidents, Directors

Note 2: General Mgmt includes Manager, Asst Manager, Supervisor, Pharmacist

Note 3: Buyer/Merchandiser includes Buyers, Merchandisers

Note 4: Sales/Marketing Mgmt includes Account Executive, Customer Service, Marketing

Note 5: Others, and non-titled personnel.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request: _____	7,238	5,040	5			12,283	80.6
II. Request from recipient's company: _____	62	2	-			64	0.4
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	2,903	-	-			2,903	19.0
Association rosters and directories _____	-	-	-			-	-
Business directories _____	-	-	-			-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	2,903	-	-			2,903	19.0
VI. Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	10,203	5,042	5			15,250	100.0
*See Paragraph 9 PERCENT	66.9	33.1	-			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			15,245	100.0
Individuals by name only _____			-	-
Titles or functions only _____			5	-
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			15,250	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2009					
STATE & ZIP CODE	Total Qualified	Percent	STATE & ZIP CODE	Total Qualified	Percent
039-049 Maine _____	123		400-427 Kentucky _____	229	
030-038 New Hampshire _____	107		370-385 Tennessee _____	289	
050-059 Vermont _____	52		350-369 Alabama _____	220	
010-027 Massachusetts _____	243		386-397 Mississippi _____	114	
028-029 Rhode Island _____	48		EAST SO. CENTRAL	852	5.6
060-069 Connecticut _____	161		716-729 Arkansas _____	205	
NEW ENGLAND	734	4.8	700-714 Louisiana _____	245	
100-149 New York _____	964		730-749 Oklahoma _____	242	
070-089 New Jersey _____	512		750-799 Texas _____	928	
150-196 Pennsylvania _____	644		WEST SO. CENTRAL	1,620	10.6
MIDDLE ATLANTIC	2,120	13.9	590-599 Montana _____	117	
430-459 Ohio _____	529		832-838 Idaho _____	135	
460-479 Indiana _____	282		820-831 Wyoming _____	59	
600-629 Illinois _____	585		800-816 Colorado _____	260	
480-499 Michigan _____	518		870-884 New Mexico _____	132	
530-549 Wisconsin _____	358		850-865 Arizona _____	261	
EAST NO. CENTRAL	2,272	14.9	840-847 Utah _____	183	
550-567 Minnesota _____	321		889-898 Nevada _____	121	
500-528 Iowa _____	163		MOUNTAIN	1,268	8.3
630-658 Missouri _____	303		995-999 Alaska _____	52	
580-588 North Dakota _____	108		980-994 Washington _____	378	
570-577 South Dakota _____	67		970-979 Oregon _____	235	
680-693 Nebraska _____	142		900-961 California _____	1,643	
660-679 Kansas _____	197		967-968 Hawaii _____	78	
WEST NO. CENTRAL	1,301	8.5	PACIFIC	2,386	15.6
197-199 Delaware _____	59		UNITED STATES	15,219	99.8
206-219 Maryland _____	245		969 & 004-009 U.S. Territories _____	14	
200-205 Washington, DC _____	18		Canada _____	4	
220-246 Virginia _____	303		Mexico _____	-	
247-268 West Virginia _____	102		Other International _____	13	
270-289 North Carolina _____	374		APO/FPO _____	-	
290-299 South Carolina _____	163		TOTAL QUALIFIED CIRCULATION	15,250	100.0
300-319 Georgia _____	414				
320-349 Florida _____	988				
SOUTH ATLANTIC	2,666	17.5			

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: _____	17,805	18,511	18,515	18,500	17,084	15,250
Qualified Non-Paid: ___	17,805	18,511	18,515	18,500	17,084	15,250
Qualified Paid: _____	-	-	-	-	-	-
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)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

9. ADDITIONAL DATA:

PARAGRAPH 3b:

Other sources include 1 source of circulation for a quantity of 2,903 copies or 19.0%, including the 2009 InfoUSA Health Food Retailers list.

PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.		Date signed	January 8, 2010
Simone Kjolsrud, Executive Director of Marketing & Technology		State	Arizona
Peggy Jackson, Director of Publishing		County	Maricopa
(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	January 8, 2010
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	H164P0D9