

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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Virgo Publishing LLC.
3300 N. Central Ave., Ste. 300
Phoenix, AZ 85012
Tel.: (480) 990-1101
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Official Publication of: None
Established: 1996
Issues Per Year: 13



FIELD SERVED

NATURAL PRODUCTS INSIDER serves Supplement Manufacturers/Marketers, Ingredient Suppliers, Private Label Manufacturers, Food Manufacturers/Marketers, HBC/Personal Care Manufacturers/Marketers, Testing/Analytical Labs, Wholesalers/Distributors, Consulting Services, Packaging/Labeling Equipment/Machinery Supplier, Association/Government Institutions and Others Related to the Natural Products Industry.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include Corporate Management, Sales/Marketing, Production/Manufacturing Management, Other Management and Others in the Natural Products Industry.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	307
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	411
Electronic _____	-
All Other _____	299
TOTAL	1,017

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	12,029	100.0	12,029	100.0	-	-
Sponsored Individually Addressed ____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,029	100.0	12,029	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD																	
2009 Issue	Number Removed	Number Added	Print Version Only (A)	Electronic Version Only (B)	Both Print & Electronic Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Print Version Only (A)	Electronic Version Only (B)	Both Print & Electronic Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified
February 4 _	20	32	8,744	3,190	66			12,000	May 25 _____	25	172	8,983	3,118	46			12,147
March 2 ___	29	29	8,766	3,175	59			12,000	June 22 ____	83	3	8,938	3,086	43			12,067
March 23 ___	20	20	8,793	3,149	58			12,000	TOTAL	232	290						

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 25, 2009
This issue is 1.1% or 138 copies above the average of the other 6 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Version Only (A)	Electronic Version Only (B)	Both Print & Electronic Version (Unduplicated) (C)	Corporate Management (Note 1)	Sales/Marketing (Note 2)	Production/Manufacturing Management (Note 3)	Other Management (Note 4)	Other (Note 5)
Supplement Manufacturer/Marketer ____	4,625	38.1	3,569	1,036	20	2,848	541	999	220	17
Food Manufacturer/Marketer _____	2,927	24.1	2,497	426	4	1,439	240	1,164	76	8
HBC/Personal Care Manufacturer _____	948	7.8	760	188	-	653	98	175	20	2
Private Label Manufacturer _____	552	4.5	407	143	2	326	75	142	9	-
Wholesaler/Distributor _____	767	6.3	557	205	5	519	149	62	33	4
Ingredient Supplier _____	1,506	12.4	908	592	6	741	510	237	16	2
Consulting/Service Company _____	298	2.5	16	279	3	220	26	19	31	2
Packaging/Labeling Supplier _____	95	0.8	80	15	-	33	49	10	3	-
Testing/Analytical Lab _____	184	1.5	135	49	-	85	30	55	10	4
Equipment/Machinery Supplier _____	54	0.4	37	17	-	19	25	8	2	-
Association/Government/Institution ____	97	0.8	5	91	1	33	6	41	14	3
Other _____	94	0.8	12	77	5	34	18	8	15	19
TOTAL QUALIFIED CIRCULATION	12,147	100.0	8,983	3,118	46	6,950	1,767	2,920	449	61
PERCENT	100.0		74.0	25.7	0.4	57.2	14.6	24.0	3.7	0.5

Note 1: Corporate Management includes CEOs, CFOs, COOs, Owners/Partners, Presidents, Vice Presidents, Directors, Chairman/Founders and Other Corporate Management
 Note 2: Sales/Marketing/Business Mgmt includes Vice Presidents, Directors, Managers, Supervisors and Others in the field of Marketing, Sales, Financial, Public Relations, Communications Advertising and Customer Service.

Note 3: Production/Manufacturing Mgmt includes Vice Presidents, Directors, Managers, Supervisors and Others in the field of Production/Manufacturing, Product Development, Purchasing, Research & Development, Quality Control/Assurance, Engineering, Distribution/Material Handling and Food Technology.

Note 4: Other Management includes Regulatory Affairs, Legal, Consultant, Nutritionist, Administrative and Others.

Note 5: Others and non-titled personnel.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 25, 2009

QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Electronic Version Only (B)	Both Print & Electronic Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years							
I. Direct Request: _____	9,689	1,752	-	8,277	3,118	46			11,441	94.2
II. Request from recipient's company: _____	11	-	-	11	-	-			11	0.1
III. Membership Benefit: _____	-	-	-	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	205	-	-	205	-	-			205	1.7
V. TOTAL - Sources other than above (listed alphabetically): _____	490	-	-	490	-	-			490	4.0
Association rosters and directories _____	18	-	-	18	-	-			18	0.1
Business directories _____	-	-	-	-	-	-			-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-			-	-
Other sources _____	472	-	-	472	-	-			472	3.9
VI. Single Copy Sales: _____	-	-	-	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	10,395	1,752	-	8,983	3,118	46			12,147	100.0
PERCENT	85.6	14.4	-	73.9	25.7	0.4			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 25, 2009

MAILING ADDRESS	Print Version Only (A)	Electronic Version Only (B)	Both Print & Electronic Version (Unduplicated) (C)	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____	8,977	3,118	44			12,139	100.0
Individuals by name only _____	2	-	1			3	-
Titles or functions only _____	3	-	1			4	-
Company names only _____	1	-	-			1	-
Multi-Copy Same Addressee copies _____	-	-	-			-	-
Single Copy Sales _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	8,983	3,118	46			12,147	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 25, 2009

State & Zip Code	Print Version Only (A)	Electronic Version Only (B)	Both Print & Electronic Version (Unduplicated) (C)	Total Qualified	Percent
039-049 Maine _____	42	3	-	45	
030-038 New Hampshire _____	12	12	-	24	
050-059 Vermont _____	35	11	-	46	
010-027 Massachusetts _____	142	36	-	178	
028-029 Rhode Island _____	21	5	-	26	
060-069 Connecticut _____	141	47	-	188	
NEW ENGLAND	393	114	-	507	4.2
100-149 New York _____	786	231	3	1,020	
070-089 New Jersey _____	894	275	2	1,171	
150-196 Pennsylvania _____	320	68	1	389	
MIDDLE ATLANTIC	2,000	574	6	2,580	21.2
430-459 Ohio _____	176	63	-	239	
460-479 Indiana _____	117	21	-	138	
600-629 Illinois _____	411	130	2	543	
480-499 Michigan _____	165	50	-	215	
530-549 Wisconsin _____	223	63	1	287	
EAST NO. CENTRAL	1,092	327	3	1,422	11.7
550-567 Minnesota _____	175	58	-	233	
500-528 Iowa _____	75	20	-	95	
630-658 Missouri _____	170	42	2	214	
580-588 North Dakota _____	17	10	1	28	
570-577 South Dakota _____	22	2	-	24	
680-693 Nebraska _____	36	10	-	46	
660-679 Kansas _____	59	18	-	77	
WEST NO. CENTRAL	554	160	3	717	5.9
197-199 Delaware _____	10	8	-	18	
206-219 Maryland _____	175	58	-	233	
200-205 Washington, DC _____	19	12	-	31	
220-246 Virginia _____	81	20	-	101	
247-268 West Virginia _____	8	2	-	10	
270-289 North Carolina _____	115	31	1	147	
290-299 South Carolina _____	44	10	-	54	
300-319 Georgia _____	152	38	1	191	
320-349 Florida _____	444	140	-	584	
SOUTH ATLANTIC	1,048	319	2	1,369	11.3

State & Zip Code	Print Version Only (A)	Electronic Version Only (B)	Both Print & Electronic Version (Unduplicated) (C)	Total Qualified	Percent
400-427 Kentucky _____	52	13	1	66	
370-385 Tennessee _____	59	19	1	79	
350-369 Alabama _____	26	5	-	31	
386-397 Mississippi _____	11	3	-	14	
EAST SO. CENTRAL	148	40	2	190	1.6
716-729 Arkansas _____	43	12	-	55	
700-714 Louisiana _____	35	5	-	40	
730-749 Oklahoma _____	42	4	-	46	
750-799 Texas _____	381	98	2	481	
WEST SO. CENTRAL	501	119	2	622	5.1
590-599 Montana _____	15	9	-	24	
832-838 Idaho _____	50	14	1	65	
820-831 Wyoming _____	2	1	-	3	
800-816 Colorado _____	146	56	-	202	
870-884 New Mexico _____	32	5	-	37	
850-865 Arizona _____	211	90	-	301	
840-847 Utah _____	349	105	-	454	
889-898 Nevada _____	148	47	-	195	
MOUNTAIN	953	327	1	1,281	10.5
995-999 Alaska _____	5	-	-	5	
980-994 Washington _____	166	58	-	224	
970-979 Oregon _____	148	44	-	192	
900-961 California _____	1,741	524	9	2,274	
967-968 Hawaii _____	23	13	-	36	
PACIFIC	2,083	639	9	2,731	22.5
TOTAL USA	8,772	2,619	28	11,419	94.0
969 & 004-009 U.S. Territories _____	11	3	-	14	
Canada _____	51	134	5	190	
Mexico _____	12	21	1	34	
APO/FPO _____	-	-	-	-	
Other International _____	137	341	12	490	
TOTAL QUALIFIED CIRCULATION	8,983	3,118	46	12,147	100.0

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

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	2005	2006	2007	January - June 2008	July - December 2008	January - June 2009*
Total Audit Average Qualified _____	11,167	11,998	12,012	11,793	11,526	12,029
Qualified Non-Paid Total _____	11,167	11,998	12,012	11,793	11,526	12,029
Print Version Only _____	11,167	11,998	12,012	11,793	10,449	8,844
Electronic Version Only _____	-	-	-	-	1,077	3,135
Both Print & Electronic Version (Unduplicated) _____	-	-	-	-	-	50
Qualified Paid Total _____	-	-	-	-	-	-
Print Version Only _____	-	-	-	-	-	-
Electronic Version Only _____	-	-	-	-	-	-
Both Print & Electronic Version (Unduplicated) _____	-	-	-	-	-	-
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 - June 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)
13	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

9. ADDITIONAL DATA

REVISED STATEMENT:

This Revised June 2009 Circulation Statement dated October 14, 2009 replaces the previously released statement dated July 24, 2009. Due to a clerical error, the information reported in Paragraph 4 was incorrect. The corrected figures appear on Page 3. Please destroy all originally released copies of this report.

METHOD OF DISTRIBUTION:

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

PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.

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 _____	8,844	100.0	8,844	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	8,844	100.0	8,844	100.0	-	-

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

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	3,135	100.0	3,135	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	3,135	100.0	3,135	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - Both Print & Electronic Version

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	50	100.0	50	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	50	100.0	50	100.0	-	-

PUBLISHER'S AFFIDAVIT

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

Peggy Jackson, Publisher
Simone Kjolsrud, Chief Technology 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 July 24, 2009
State Arizona
County Maricopa
Revised October 14, 2009
Type PD
ID Number N167P0J9