

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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FAX No.: (480) 990-0819

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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/Brokers, Consulting/Service Companies, Packaging/Labeling Suppliers, Equipment/Machinery Suppliers, Association/Government/Institutions and Others Related to the Natural Products Industry.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include Corporate Management, Sales/Marketing/Business Management, 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 _____	492
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	361
Digital _____	-
All Other _____	300
TOTAL	1,153

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	12,004	100.0	12,004	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,004	100.0	12,004	100.0	-	-

2a. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD						
2010 Issue	Number Removed	Number Added	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital (Unduplicated) (C)	Total Qualified
January 4 _____	85	10	8,782	3,215	3	12,000
February 1 _____	34	34	8,808	3,188	4	12,000
March 1 _____	45	45	8,820	3,174	6	12,000
March 24 _____	48	48	8,816	3,177	7	12,000
April 19 _____	157	157	8,780	3,213	7	12,000
May 24 _____	3,135	3,164	8,772	3,222	35	12,029
June 16 _____	64	35	8,786	3,182	32	12,000
TOTAL	3,568	3,493				

2b. WEBSITE ACTIVITY BY MONTH						
Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January _____	83,684	31,852	25,634	1.24	01:18	03:25
February _____	78,690	30,480	24,526	1.24	01:15	03:12
March _____	100,023	41,327	33,462	1.24	01:12	02:55
*April _____	-	-	-	-	-	-
*May _____	-	-	-	-	-	-
June _____	97,195	37,615	28,752	1.31	01:21	03:28
AVERAGE:	89,898	35,319	28,094	1.26	01:17	03:05

*See Paragraph 8

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 24, 2010**This issue is 0.2% or 29 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)	Digital Version Only (B)	Both Print & Digital 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 _	4,220	35.1	2,941	1,263	16	2,651	619	948	-	2
Food Manufacturer/Marketer _____	3,408	28.3	2,744	662	2	1,958	247	1,203	-	-
HBC/Personal Care Manufacturer/Marketer _____	1,063	8.8	832	229	2	580	216	267	-	-
Private Label Manufacturer _____	1,269	10.6	1,053	215	1	616	189	464	-	-
Wholesaler/Distributor/Broker _____	559	4.6	402	155	2	557	-	1	1	-
Ingredient Supplier _____	843	7.0	473	364	6	403	395	-	-	45
Consulting/Service Company _____	481	4.0	213	266	2	480	-	-	1	-
Packaging/Labeling Supplier _____	36	0.3	26	10	-	36	-	-	-	-
Testing/Analytical Lab _____	76	0.6	51	24	1	75	1	-	-	-
Equipment/Machinery Supplier _____	22	0.2	12	9	1	22	-	-	-	-
Association/Government/Institution ___	44	0.4	19	25	-	43	-	-	1	-
Other _____	8	0.1	6	-	2	1	-	-	2	5
TOTAL QUALIFIED CIRCULATION	12,029	100.0	8,772	3,222	35	7,422	1,667	2,883	5	52
PERCENT	100.0		72.9	26.8	0.3	61.7	13.9	24.0	-	0.4

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 24, 2010								
QUALIFICATION SOURCE	Qualified Within			Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
	1 Year	2 Years	3 Years					
I. Direct Request: _____	10,408	1,181	-	8,332	3,222	35	11,589	96.3
II. Request from recipient's company: _____	-	-	-	-	-	-	-	-
III. Membership Benefit: _____	-	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	440	-	-	440	-	-	440	3.7
V. TOTAL - Sources other than above (listed alphabetically): _____	-	-	-	-	-	-	-	-
Association rosters and directories _____	-	-	-	-	-	-	-	-
Business directories _____	-	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-	-	-	-
Other sources _____	-	-	-	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	10,848	1,181	-	8,772	3,222	35	12,029	100.0
PERCENT	90.2	9.8	-	72.9	26.8	0.3	100.0	-

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 24, 2010					
MAILING ADDRESS	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
Individuals by name and title and/or function _____	8,767	3,222	34	12,023	100.0
Individuals by name only _____	1	-	-	1	-
Titles or functions only _____	3	-	1	4	-
Company names only _____	1	-	-	1	-
Multi-Copy Same Addressee copies _____	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	8,772	3,222	35	12,029	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 24, 2010											
State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent	State & Zip Code	Print Version Only (A)	Digital Version Only (B)	Both Print & Digital Version (Unduplicated) (C)	Total Qualified	Percent
039-049 Maine _____	35	5	-	40		400-427 Kentucky _____	53	13	-	66	
030-038 New Hampshire _____	23	9	-	32		370-385 Tennessee _____	76	17	-	93	
050-059 Vermont _____	32	8	-	40		350-369 Alabama _____	24	2	-	26	
010-027 Massachusetts _____	158	37	-	195		386-397 Mississippi _____	12	-	-	12	
028-029 Rhode Island _____	15	4	-	19		EAST SO. CENTRAL	165	32	-	197	1.6
060-069 Connecticut _____	114	37	-	151		716-729 Arkansas _____	46	9	1	56	
NEW ENGLAND	377	100	-	477	4.0	700-714 Louisiana _____	35	4	-	39	
100-149 New York _____	761	185	7	953		730-749 Oklahoma _____	37	3	-	40	
070-089 New Jersey _____	756	168	2	926		750-799 Texas _____	360	96	-	456	
150-196 Pennsylvania _____	278	64	1	343		WEST SO. CENTRAL	478	112	1	591	4.9
MIDDLE ATLANTIC	1,795	417	10	2,222	18.5	590-599 Montana _____	24	6	-	30	
430-459 Ohio _____	245	41	-	286		832-838 Idaho _____	54	11	1	66	
460-479 Indiana _____	111	20	-	131		820-831 Wyoming _____	1	1	-	2	
600-629 Illinois _____	463	104	1	568		800-816 Colorado _____	155	43	-	198	
480-499 Michigan _____	200	41	-	241		870-884 New Mexico _____	31	10	-	41	
530-549 Wisconsin _____	282	50	-	332		850-865 Arizona _____	202	79	1	282	
EAST NO. CENTRAL	1,301	256	1	1,558	13.0	840-847 Utah _____	314	97	2	413	
550-567 Minnesota _____	205	40	-	245		889-898 Nevada _____	122	39	-	161	
500-528 Iowa _____	66	12	-	78		MOUNTAIN	903	286	4	1,193	9.9
630-658 Missouri _____	163	27	-	190		995-999 Alaska _____	2	2	-	4	
580-588 North Dakota _____	14	4	1	19		980-994 Washington _____	185	50	-	235	
570-577 South Dakota _____	17	3	-	20		970-979 Oregon _____	168	25	-	193	
680-693 Nebraska _____	38	4	-	42		900-961 California _____	1,684	466	4	2,154	
660-679 Kansas _____	49	12	-	61		967-968 Hawaii _____	14	9	-	23	
WEST NO. CENTRAL	552	102	1	655	5.4	PACIFIC	2,053	552	4	2,609	21.7
197-199 Delaware _____	9	4	-	13		UNITED STATES	8,602	2,110	23	10,735	89.3
206-219 Maryland _____	141	35	-	176		969 & 004-009 U.S. Territories _____	15	1	-	16	
200-205 Washington, DC _____	25	4	-	29		Canada _____	64	318	2	384	
220-246 Virginia _____	81	16	1	98		Mexico _____	4	37	-	41	
247-268 West Virginia _____	6	1	-	7		Other International _____	87	756	10	853	
270-289 North Carolina _____	114	21	1	136		APO/FPO _____	-	-	-	-	
290-299 South Carolina _____	43	8	-	51		TOTALS	8,772	3,222	35	12,029	100.0
300-319 Georgia _____	149	47	-	196							
320-349 Florida _____	410	117	-	527							
SOUTH ATLANTIC	978	253	2	1,233	10.3						

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
	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009	January - June 2010*
Total Audit Average Qualified _____	12,012	11,793	11,526	12,028	12,039	12,004
Qualified Non-Paid Total _____	12,012	11,793	11,526	12,028	12,039	12,004
Print Version Only _____	12,012	11,793	10,449	8,843	8,776	8,795
Digital Version Only _____	-	-	1,077	3,135	3,238	3,196
Both Print & Digital Version (Unduplicated) _____	-	-	-	50	25	13
Qualified Paid Total _____	-	-	-	-	-	-
Print Version Only _____	-	-	-	-	-	-
Digital Version Only _____	-	-	-	-	-	-
Both Print & Digital Version (Unduplicated) _____	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price _____	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: January-June 2010 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

8. ADDITIONAL DATA**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 digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Replica - Editorial and design are unchanged from the original print edition.

PARAGRAPH 2b:

On April 8, 2010, the NaturalProductsInsider.com website was modified and the BPA tags were altered on the site's web pages. As a result the website traffic counts for April and May are inaccurate and are not reported herein. The error was corrected on May 16, 2010

Paragraphs 3c and 7 are reported at the option of the publisher.

WEBSITE GLOSSARY:

Unique Browsers: An identified and unduplicated Cookie Browser that accesses internet content during a measurement period. Each browser visiting a site instrumented with SiteCensus code is assigned a unique cookie id to help determine browser uniqueness

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

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 _____	8,795	100.0	8,795	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	8,795	100.0	8,795	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - DIGITAL VERSION ONLY

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	3,196	100.0	3,196	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	3,196	100.0	3,196	100.0	-	-

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD - BOTH PRINT & DIGITAL VERSION

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	13	100.0	13	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	13	100.0	13	100.0	-	-

PUBLISHER'S AFFIDAVIT

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

Simone Kjolsrud, Executive Director of Marketing & Technology

Peggy Jackson, Vice President, Health & Nutrition Division

(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 19, 2010

State Arizona

County Maricopa

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