



Publisher's Sworn Circulation Statement

Issue: Mid-Winter 2011 Volume 18. No.1

Date of Mailing: Jan. 27, 2011 **Place of Mailing:** Los Angeles, Ca.

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Type of Circulation: Controlled and Paid. Mailed free to executive chefs in California and Nevada, based on a proprietary, compiled mailing list; paid circulation in all other states and internationally.

Circulation Analysis for this Issue (Mid-Winter 2011/February 1, 2011)

<i>By area</i>		<i>By Type of Business</i>	
So. California ¹	4,860	Fine Dining Restaurants ¹	8,630
Las Vegas/Nevada	822	Country Clubs	340
Bay Area & No. Cal.	3640	Hotels	444
Out-of-state	900	Caterers	538
Total	10,222	Education	45
		Media, Suppliers, Others	225
		Total	10,222

1. Southern California includes Santa Barbara County south to San Diego.

1. Where the average cover is \$30.00 or greater, or a chef-owned restaurant serving freshly-prepared gourmet menu items.

Richard J. Neubauer

By: Richard J. Neubauer, Publisher Dated: Jan. 28, 2011

Circulation Analysis for prior issue (Early Winter 2010, December 1,2010)

<i>By area</i>		<i>By Type of Business</i>	
So. California ¹	4,903	Fine Dining Restaurants ¹	8,614
Las Vegas/Nevada	818	Country Clubs	340
Bay Area & No. Cal.	3620	Hotels	458
Out-of-state	861	Caterers	520
Total	10,202	Education	45
		Media, Suppliers, Others	225
		Total	10,202

1. Southern California includes Santa Barbara County south to San Diego.

1. Where the average cover is \$30.00 or greater, or a chef-owned restaurant serving freshly-prepared gourmet menu items.

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