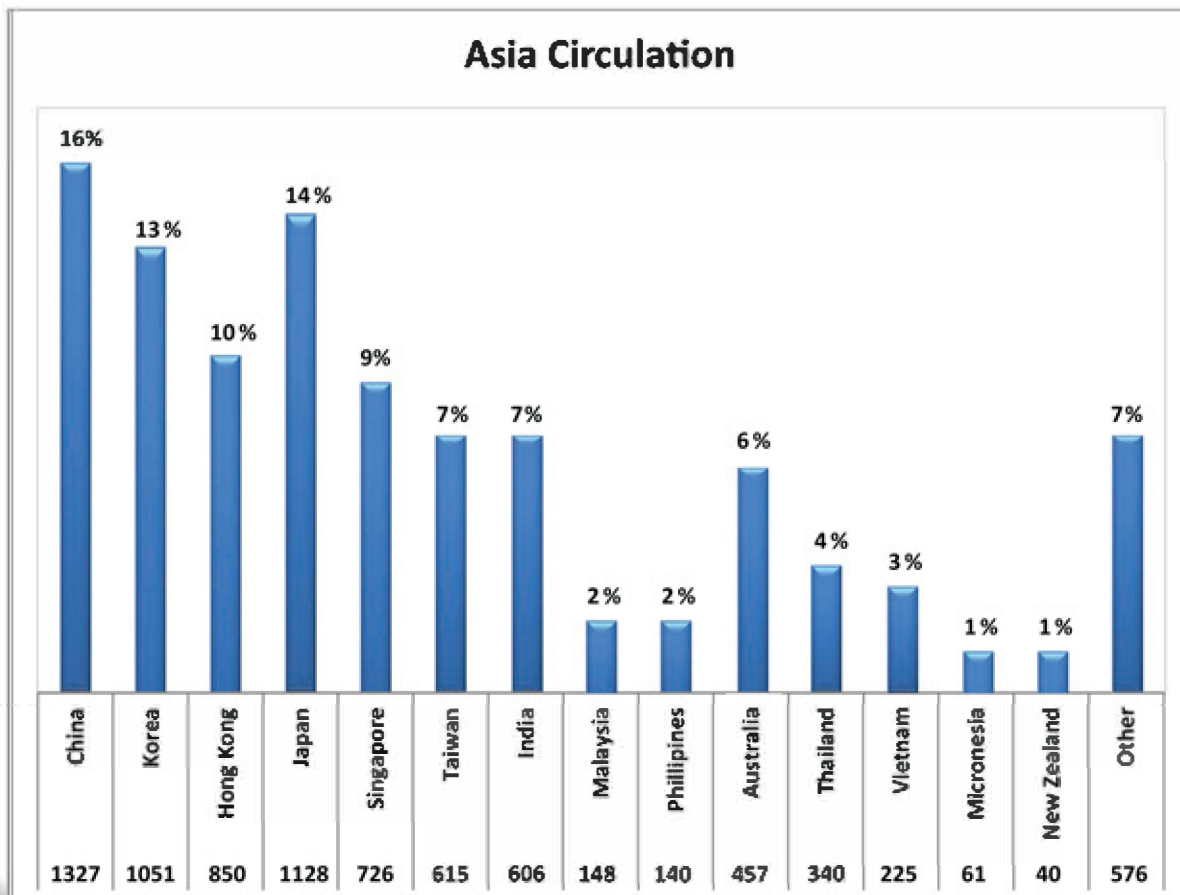


# 2024 Circulation Statement

## Asia Pacific

|           |       |             |     |
|-----------|-------|-------------|-----|
| China     | 1,327 | Malaysia    | 148 |
| Korea     | 1,051 | Philippines | 140 |
| Hong Kong | 850   | Australia   | 457 |
| Japan     | 1,128 | Thailand    | 340 |
| Singapore | 726   | Vietnam     | 225 |
| Taiwan    | 615   | Micronesia  | 61  |
| India     | 606   | New Zealand | 40  |
|           |       | Other       | 576 |

Total Controlled Circulation: 8,290

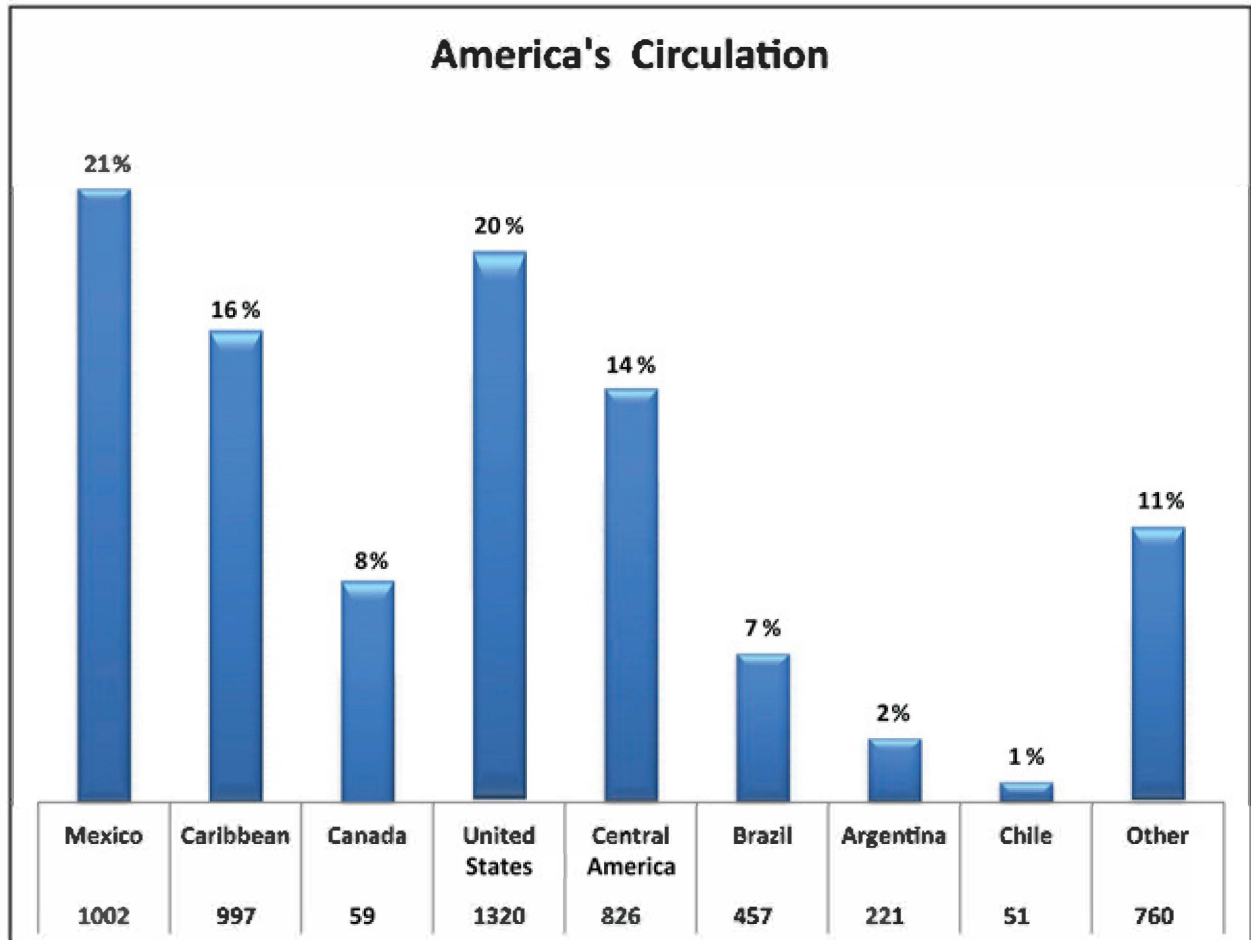


# 2024 Circulation Statement

North America , Canada, Mexico, Caribbean, Brazil, Argentina, Chili

|                 |       |           |     |
|-----------------|-------|-----------|-----|
| Mexico          | 1,002 | Canada    | 591 |
| Central America | 826   | Other     | 760 |
| Caribbean       | 997   | Argentina | 221 |
| United States   | 1,320 | Chile     | 51  |
| Brazil          | 457   |           |     |

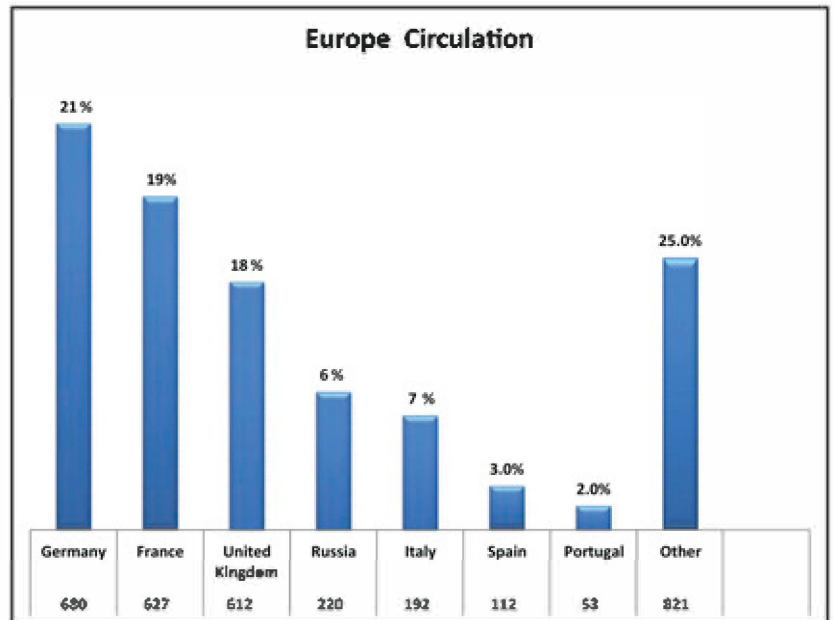
Total Controlled Circulation: 6,225



# 2024 Circulation Statement

## Europe

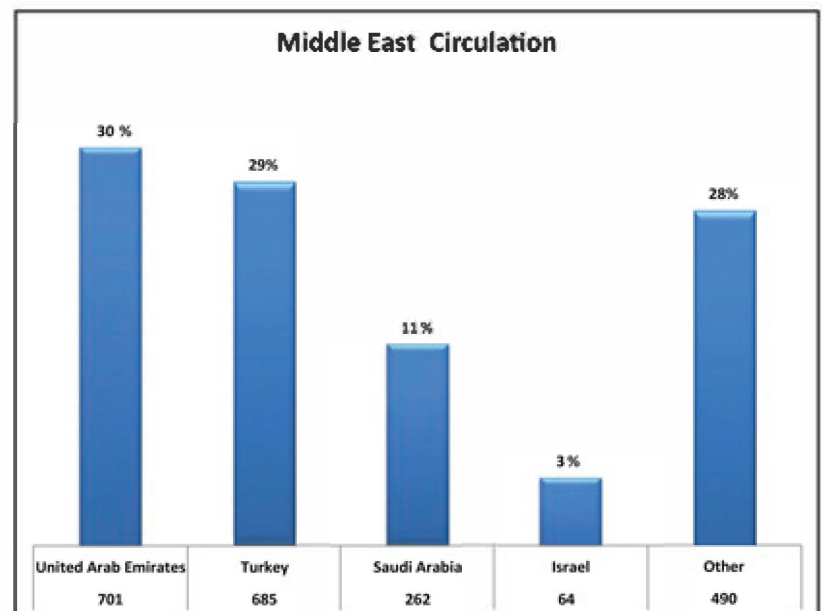
|                |     |
|----------------|-----|
| Germany        | 680 |
| France         | 627 |
| United Kingdom | 612 |
| Italy          | 220 |
| Russia         | 192 |
| Spain          | 112 |
| Portugal       | 53  |
| Other          | 821 |



Total Controlled Circulation: 3,317

## Middle East

|                      |     |
|----------------------|-----|
| United Arab Emirates | 701 |
| Turkey               | 685 |
| Israel               | 64  |
| Saudi Arabia         | 262 |
| Other:               | 490 |
| Jordan               | 40  |
| Iran                 | 6   |
| Kuwait               | 31  |
| Pakistan             | 45  |
| Iraq                 | 40  |

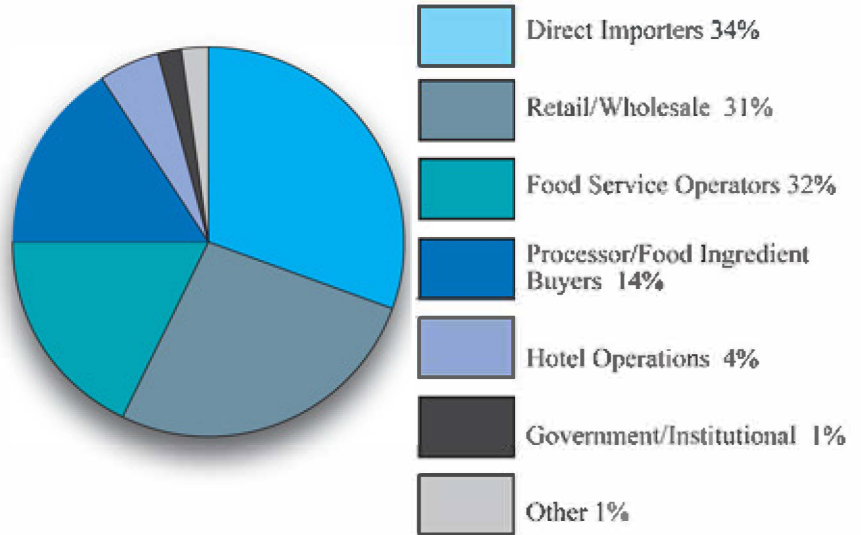


Total Controlled Circulation: 2,359



## 2024 Readership Breakdown

|                          |     |
|--------------------------|-----|
| Direct Importer          | 34% |
| Retailers/Wholesalers    | 31% |
| Food Service Operators   | 32% |
| Food Ingredient Buyers   | 14% |
| Hotel Operators          | 4%  |
| Government/Institutional | 1%  |
| Other                    | 1%  |



Based on total circulation

## TOP 12 Product Categories-That most interest our readers

|  |     |
|--|-----|
| Dried Fruit and Nuts                           | 35% |
| Grocery Products (Branded & Private Label)     | 31% |
| Natural Foods                                  | 27% |
| Rice   | 26% |
| Snack Foods                                    | 25% |
| Grains and Bakery Products                     | 24% |
| Fresh Fruits and Vegetable                     | 24% |
| Beverage Products(Alcoholic and Non Alcoholic) | 23% |
| Processed Meat Products                        | 20% |
| Poultry  | 17% |
| Beans, Lentils, Soybeans                       | 11% |
| Dairy Products(includes Cheese)                | 10% |
| Frozen Foods                                   | 9%  |

Other 2% Government/Institutional 2% Hotel Operators 4% Processor/Food Ingredient Buyers 16%  
 Food Service Operators 18% Retail/Wholesale 27% Direct Importers 31% Direct Importers 31%  
 Retail/Wholesale 27% Food Service Operators 18% Processor/Food Ingredient Buyers 16%  
 Hotel Operations 4% Government/Institutional 2% Other 2

