



THE READERSHIP BREAKDOWN

READERS - WITH PURCHASING POWER

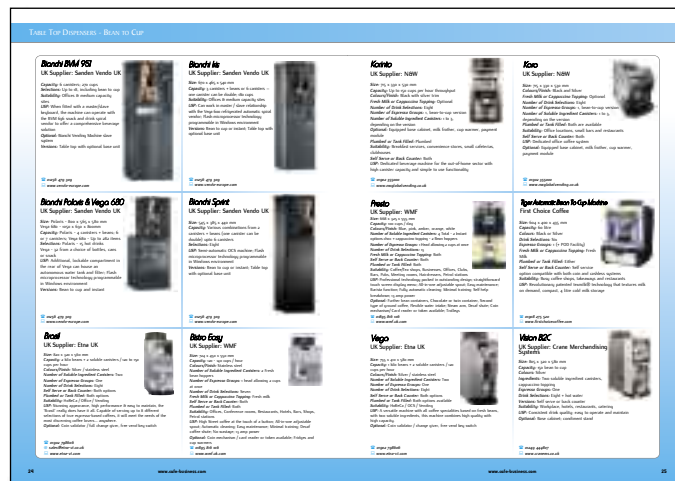
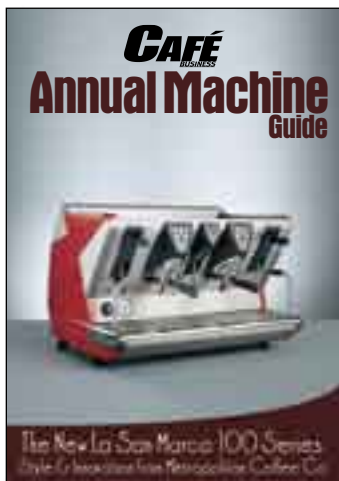
By constantly updating our data base, we guarantee that the recipients are those with true purchasing authority or influence. *Café Business* will be received monthly by over 7,000 named individuals, with direct or indirect decision making authority / influence.

In addition to these primary recipients of *Café Business*, on average each copy is passed on to at least two other colleague - which means that in any issue of *Café Business* your advertising message could be read by as many as 21,000* readers.

MONTHLY DISTRIBUTION

In Store Coffee Shops	251
Hotel Chains & Conf. Centres	362
Specialist Tea & Coffee Outlets	1555
Cafés / Sandwich Shops / Bakeries	1511
Golf / Private Leisure Clubs	598
Restaurants	902
Offices / Workplaces / Facilities Managers	325
Manufacturers / Distributors	449
Pub / Bar Chains	650
Contract Caterers	155
Beverage Service Providers	259
Coffee Roasters / Tea Blenders	111

Total Circulation: 7128



*source - 2007 Café Business reader attitude survey - based on 3 readers per copy