

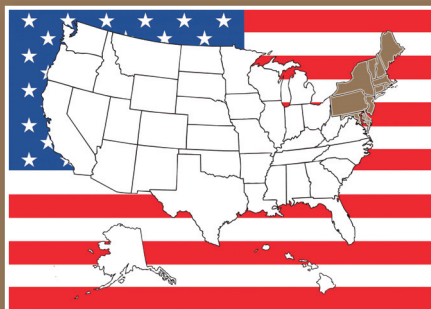
THE SHELBY REPORT OF THE NORTHEAST

Month	Closes	Features	Profile	Conventions <i>(Bonus Distribution!)</i>
January	November 30, 2011	<ul style="list-style-type: none"> Distributors Disaster Preparedness, Part I 	Maine	NASFT Winter Fancy Food Show 1/15-17 FMI Midwinter Executive Conference 1/29-31
February	January 12, 2012	<ul style="list-style-type: none"> Wholesalers & Independent Grocers Disaster Preparedness, Part II 	Delaware	The N.G.A. Show 2/12-15 AWMA Conference & Expo 2/15-17
March	February 8, 2012	<ul style="list-style-type: none"> Ethnic Merchandising 	New Hampshire/ Vermont	AG New England Spring Show 3/7 Mexican American Grocers Association Conference 3/9-11 Int'l Home & Housewares Show 3/11-13 International Boston Seafood Show 3/11-13 New England Food Show 3/11-13 C&S Spring Show 3/13-14 Bozzuto's Trade Show 3/13-15 Chex Finer Foods Trade Show TBD
April	March 7, 2012	<ul style="list-style-type: none"> Equipment, Services & Technology Inside the Mind of the Grocery Buyer, Part I 	Connecticut	NARMS Spring Conference 4/14-17 Non-Foods Marketing Spring Expo 4/15-17 NECSA Annual Show 4/27 AMI Convention & Expo } 4/30-5/3 United Fresh } FMI Show }
May	April 4, 2012	<ul style="list-style-type: none"> Candy & Snacks Inside the Mind of the Grocery Buyer, Part II 	N/A	Sweets & Snacks Expo 5/8-10 SIAL Canada Expo 5/11-13 ROFDA Spring Conference 5/19-22 Pennsylvania Food Merchants Association Conference 5/15-16 IFBA Top to Top Conference TBD
June	May 2, 2012	<ul style="list-style-type: none"> Dairy/Deli/Bakery 	Massachusetts	IDDBA Dairy-Deli-Bake 6/10-12 KeHE Holiday Show 6/12-14 NASFT Summer Fancy Food Show 6/17-19 Rhode Island Food Dealers Annual Convention 6/21-24
July	June 6, 2012	<ul style="list-style-type: none"> Organized Retail Crime, Part I 	New York	
August	July 11, 2012	<ul style="list-style-type: none"> Meat/Seafood/Poultry Organized Retail Crime, Part II 	Rhode Island	Expo Comida Latina 8/12-14 C&S Wholesale Grocers Show 8/21-22 GMA Executive Conference 8/25-28
September	August 8, 2012	<ul style="list-style-type: none"> Top 25 	Pennsylvania	Vermont Grocers Assoc. Convention & Expo 9/14-16 Southeast Produce Council Conference 9/20-22
October	September 5, 2012	<ul style="list-style-type: none"> C-Stores Produce Xtra 	New Jersey	NACS Show 10/1-4 FIANY Trade Summit 10/13-14 National Frozen & Refrigerated Convention 10/22-25 PMA Fresh Summit 10/26-29 IFDA Convention & Expo 10/29-31
November	October 3, 2012	<ul style="list-style-type: none"> Grocers & Social Media, Part I 	Maryland	NEWFDA Convention 11/10-13 PLMA Private Label Trade Show 11/10-13 ROFDA Fall Conference 11/10-13 Eastern Produce Council/New York Produce Show TBD
December	October 31, 2012	<ul style="list-style-type: none"> State of the Northeast Grocers & Social Media, Part II 	N/A	

NORTHEAST Circulation

Business Classifications

Supermarket Headquarters	43.4%	6,088
Supermarket Store Mgrs.	26.4%	3,697
Manufacturers	12.4%	1,739
C-Store Headquarters	4.1%	573
Wholesale Headquarters	9.0%	1,258
Food Brokers	4.0%	561
Others	.7%	103
TOTAL	100%	14,019



Connecticut	825
Delaware	174
Maine	408
Maryland	872
Massachusetts	1,888
New Hampshire	589
New Jersey	1,679
New York	3,122
Pennsylvania	2,401
Rhode Island	291
Vermont	172
Other U.S.	1,598
TOTAL	14,019