

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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PREPARED FOODS is a B2B brand providing market trends, new product opportunities, ingredient formulation and product development solutions for those driving new product development within the food and beverage communities. Subjects covered include business-challenging issues involving ingredient use, consumer trends, news, regulations and product application solutions.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

<p>PREPARED FOODS MAGAZINE</p> <p>6 issues in the period 40,000 average circulation</p>	<p>PREPARED FOODS E-NEWSLETTER</p> <p>26 issued in the period 25,785 average per occurrence</p>	<p>PREPARED FOODS WEBINARS</p> <p>1 webinar in the period 1,955 average registrants 840 average attendees</p>	<p>PREPARED FOODS WEBSITE</p> <p>33,838 average users</p>	<p>PREPARED FOODS SOCIAL MEDIA</p> <p>4,154 Twitter followers 2,989 LinkedIn group members 2,154 Facebook likes</p>
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EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
PREPARED FOODS MAGAZINE (6 issues in the period)	39,995	5	40,000
a. Print	33,724	5	33,729
b. Digital	6,271	-	6,271
1. Requested	5,628	-	5,628
2. Non-Requested	643	-	643
PREPARED FOODS E-NEWSLETTER			
prepared FOODS R&D INSIGHTS (26 issued in the period)	25,785	-	25,785
PREPARED FOODS WEBINARS (1 webinar in the period)			
a. Registrants	1,955	-	1,955
b. Attendees	840	-	840
PREPARED FOODS WEBSITE (Monthly Users with 66,695 average Pageviews)	33,838	-	33,838
PREPARED FOODS SOCIAL MEDIA			
a. Twitter followers	*4,154	-	*4,154
b. LinkedIn group members	*2,989	-	*2,989
c. Facebook likes	*2,154	-	*2,154

*Social Media claims are cumulative figures, not averages.

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3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Year	3 Year				
I. Direct Request:	27,498	7,502	-	29,461	5,539	35,000	87.5
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request):	2,479	-	-	2,363	116	2,479	6.2
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	2,521	-	-	2,517	4	2,521	6.3
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	32,498	7,502	-	34,341	5,659	40,000	100.0
PERCENT	81.2	18.8	-	85.9	14.1	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	167	17	184		Kentucky	416	65	481	
New Hampshire	118	12	130		Tennessee	495	67	562	
Vermont	105	25	130		Alabama	272	34	306	
Massachusetts	620	80	700		Mississippi	225	17	242	
Rhode Island	93	7	100		EAST SO. CENTRAL	1,408	183	1,591	4.0
Connecticut	343	44	387		Arkansas	458	67	525	
NEW ENGLAND	1,446	185	1,631	4.1	Louisiana	242	24	266	
New York	1,952	265	2,217		Oklahoma	233	32	265	
New Jersey	1,289	209	1,498		Texas	1,630	215	1,845	
Pennsylvania	1,533	189	1,722		WEST SO. CENTRAL	2,563	338	2,901	7.3
MIDDLE ATLANTIC	4,774	663	5,437	13.6	Montana	119	14	133	
Ohio	1,392	207	1,599		Idaho	281	32	313	
Indiana	598	73	671		Wyoming	44	3	47	
Illinois	2,471	407	2,878		Colorado	548	61	609	
Michigan	975	123	1,098		New Mexico	101	16	117	
Wisconsin	1,504	260	1,764		Arizona	307	37	344	
EAST NO. CENTRAL	6,940	1,070	8,010	20.0	Utah	261	60	321	
Minnesota	1,110	212	1,322		Nevada	147	18	165	
Iowa	568	98	666		MOUNTAIN	1,808	241	2,049	5.1
Missouri	772	104	876		Alaska	33	2	35	
North Dakota	114	12	126		Washington	698	96	794	
South Dakota	139	22	161		Oregon	500	74	574	
Nebraska	309	49	358		California	3,673	612	4,285	
Kansas	399	70	469		Hawaii	92	11	103	
WEST NO. CENTRAL	3,411	567	3,978	9.9	PACIFIC	4,996	795	5,791	14.5
Delaware	72	5	77		UNITED STATES	31,501	4,618	36,119	90.3
Maryland	422	68	490		U.S. Territories	49	18	67	
Washington, DC	41	6	47		Canada	1,683	462	2,145	
Virginia	528	78	606		Mexico	83	45	128	
West Virginia	91	7	98		Other International	1,025	516	1,541	
North Carolina	730	103	833		APO/FPO	-	-	-	
South Carolina	269	32	301						
Georgia	811	102	913						
Florida	1,191	175	1,366						
SOUTH ATLANTIC	4,155	576	4,731	11.8					
					TOTAL QUALIFIED CIRCULATION	34,341	5,659	40,000	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2019

prepared FOODS R&D INSIGHTS

2019		prepared FOODS R&D INSIGHTS
JANUARY		
January 3		26,546
January 10		26,485
January 17		26,553
January 24		26,408
January 31		26,453
FEBRUARY		
February 7		26,426
February 14		26,656
February 21		26,989
February 28		27,021
MARCH		
March 7		26,978
March 14		27,090
March 21		27,028
March 28		26,175
APRIL		
April 4		27,143
April 11		27,629
April 18		27,621
April 25		27,494
MAY		
May 2		27,501
May 9		27,463
May 16		22,713
May 23		22,607
May 30		22,726
JUNE		
June 6		22,562
June 13		22,671
June 20		22,650
June 27		22,823
AVERAGE:		25,785

prepared FOODS R&D INSIGHTS (26 issued in the period)

WEBINAR CHANNEL

2019	Webinar Name	Registrants*	Attendees*
March 12	Cannabidiol (CBD) 101 for the Food & Beverage Industry	1,955	840

*Registrants and Attendees are reflective of the participants during the live webinar. Additional registrant and attendee counts participating in on-demand showings are not reflected in the counts above and are available from the media owner.

The attendees in this report were verified as having attended the webinar. The webinar was by invitation and registration process. A valid registration was required and verified by the organizer's staff or electronic system upon entry. The entire database was checked and tested by a BPA Worldwide auditor.

WEBSITE CHANNEL

WWW.PREPAREDFOODS.COM

2019	Pageviews	Sessions	Users	Average Session Duration
January	73,385	43,261	36,479	1:15
February	61,562	37,121	31,888	1:07
March	72,151	43,584	36,653	1:09
April	69,455	42,307	34,883	1:12
May	69,286	42,562	35,466	1:15
June	54,332	32,622	27,660	1:08
AVERAGE:	66,695	40,243	33,838	1:11

January – June 2019 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

Sessions: A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Users: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The time visitors remain on a site per session.

SOCIAL MEDIA CHANNEL

Prepared Foods Social Media



Twitter followers

<http://twitter.com/PreparedFoods>



LinkedIn group members

<http://www.linkedin.com/groups/2785554/profile>



Facebook likes

<http://www.facebook.com/PreparedFoods>

2019

Beginning Balance:	3,980	2,934	2,024
January	4,012	2,941	2,040
February	4,041	2,946	2,052
March	4,067	2,953	2,074
April	4,098	2,970	2,097
May	4,119	2,985	2,119
June	4,154	2,989	2,154

ADDITIONAL DATA

MAGAZINE: METHOD OF DISTRIBUTION:

All qualified circulation conforms to the Field Served and Definition of Recipient Qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

PARAGRAPH 3b:

Communication from recipient or recipient's company (other than request): Written includes 4 sources of circulation for quantities of 1 copy or -% to 4 copies or -%; Telecommunication includes 5 sources of circulation for quantities of 6 copies or -% to 710 copies or 1.8%; Electronic includes 5 sources of circulation for quantities of 59 copies or 0.1% to 484 copies or 1.2%. Business directories include 1 source of circulation for a quantity of 2,369 copies or 5.9%. Other sources include 1 source of circulation for a quantity of 152 copies or 0.4%.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter, Webinars, Website and Social Media are not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

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

Catherine M. Ronan, Corporate Audience Audit Manager

Rita M. Fournia, HR & IT Director

(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 brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed July 8, 2019

State Michigan

County Oakland

Received by BPA Worldwide July 8, 2019

Type BJ

ID Number P118B0J9

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.

FIELD SERVED PREPARED FOODS serves firms that develop, manufacture, process, package & market value-added food & beverage products. Among foods included are prepared foods/meals/side dishes, prepared specialties, fruits & vegetables, meat, poultry, seafood, dairy foods, bakery products, cereal & grain-based products and pet foods; beverages, snack foods, candy & confectionery products, manufacturer of ingredients/nutritional ingredients, specialty nutritional products and foodservice. Also served are testing labs, universities, government and others allied to the field as shown in Paragraph 3a.

DEFINITION OF RECIPIENT QUALIFICATION
Qualified recipients are executives, management & staff personnel in research & development/product development, QA/QC, corporate management & administration, marketing/sales and purchasing as shown in Paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	39
Advertiser and Agency	1,811
Allocated for Trade Shows and Conventions	-
All Other	1,469
TOTAL	3,319

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	40,000	100.0	39,995	100.0	5	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	40,000	100.0	39,995	100.0	5	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019	Print	Digital	Total Qualified
January	34,432	5,568	40,000
February	33,871	6,129	40,000
March	34,009	5,991	40,000
April	34,144	5,856	40,000
May	34,341	5,659	40,000
June	31,579	8,421	40,000

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019
This issue is equal to the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	CLASSIFICATION BY TITLE		NUMBER OF EMPLOYEES AT COMPANY							
			Print	Digital	1 to 99 Employees (Note 1)	100 to 249 Employees	250 to 499 Employees	500 and Over Employees				
FOOD MANUFACTURERS												
PREPARED FOODS/MEALS/SIDE DISHES (Including prepared products, baby food, RTE breakfast foods, pizza, cheese snacks, meat snacks, prepared snacks, other prepared products)	5,277	13.2	4,578	699	2,791	1,471	672	343	3,040	591	400	1,246
PREPARED SPECIALTIES (Including ketchup, sauces, gravies, condiments, peanut butter, seasonings, flavors & syrups, oils, salad dressings, mayonnaise and pickled products, etc)	2,231	5.6	1,897	334	1,318	565	241	107	1,320	306	183	422
FRUITS & VEGETABLES	1,640	4.1	1,432	208	964	385	188	103	979	219	135	307
MEAT, POULTRY, SEAFOOD (Including processed/further processed meat, poultry, seafood, slaughtering, fabricating, cutting, rendering, other meat, poultry, seafood)	5,763	14.4	5,090	673	3,080	1,646	698	339	3,124	566	473	1,600
DAIRY FOODS (Including ice cream & frozen desserts, novelties, fluid milk & beverages, cheese products, cultured products, butter or margarine products, powdered products, other dairy foods)	3,959	9.9	3,382	577	2,181	1,008	557	213	2,144	520	319	976
BAKERY PRODUCTS and CEREAL & GRAIN-BASED PRODUCTS and PET FOODS (Including breads & rolls, waffles, cookies and crackers, snack cakes, pies, donuts, toasted pastries, tortillas, snack bars, other baker products, cereals, prepared flour, pasta, rice and corn milling and other grain-based products, pet foods)	5,392	13.5	4,724	668	3,236	1,380	551	225	3,291	642	423	1,036
BEVERAGES (Including soft drinks, beer, bottled water, alternative beverages/sports drinks (incl. fortified/nutraceutical), wine/liquor, juice/fruit drinks, coffee/tea, dairy-based drinks, other beverages)	5,978	14.9	5,236	742	2,820	2,081	857	220	4,260	529	287	902
SNACK FOODS and CANDY & CONFECTIONERY PRODUCTS (Including chips & pretzels, nuts/trail mix, extruded snacks, other snack foods)	3,307	8.3	2,846	461	1,981	764	386	176	1,937	303	208	859
MANUFACTURER OF INGREDIENTS/NUTRITIONAL INGREDIENTS and SPECIALTY NUTRITIONAL PRODUCTS	3,525	8.8	2,765	760	2,001	626	779	119	1,905	498	323	799
Sub-Total Food Manufacturers	37,072	92.7	31,950	5,122	20,372	9,926	4,929	1,845	22,000	4,174	2,751	8,147
FOODSERVICE	1,492	3.7	1,307	185	522	545	295	130	957	163	98	274
Sub-Total	1,492	3.7	1,307	185	522	545	295	130	957	163	98	274
TESTING LABS, UNIVERSITIES, GOVERNMENT	1,129	2.8	910	219	830	168	102	29	628	123	62	316
Sub-Total	39,693	99.2	34,167	5,526	21,724	10,639	5,326	2,004	23,585	4,460	2,911	8,737
OTHERS ALLIED TO THE FIELD	307	0.8	174	133	307	-	-	-	196	25	17	69
TOTAL QUALIFIED CIRCULATION	40,000	100.0	34,341	5,659	22,031	10,639	5,326	2,004	23,781	4,485	2,928	8,806
PERCENT			85.9	14.1	55.1	26.6	13.3	5.0				

Note 1: Includes individuals who did not respond to the question as each company is assumed to have at least one employee.