

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.

BNP Media II, LLC  
2401 W. Big Beaver Road  
Suite 700  
Troy, MI 48084-3333  
Tel. No.: (248) 362-3700  
Fax No.: (248) 362-0317  
www.PreparedFoods.com



Scan for Publisher's contact information

**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**

**PREPARED FOODS MAGAZINE**




6 issues in the period  
40,000 average circulation

**PREPARED FOODS E-NEWSLETTER**




26 issued in the period  
23,146 average per occurrence

**PREPARED FOODS WEBSITE**



28,440 average users

**PREPARED FOODS SOCIAL MEDIA**



3,786 Twitter followers  
2,894 LinkedIn group members  
1,918 Facebook likes

**EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
<b>PREPARED FOODS MAGAZINE</b> (6 issues in the period)	39,993	7	40,000
a. Print	34,153	7	34,160
b. Digital	5,840	-	5,840
1. Requested	5,530	-	5,530
2. Non-Requested	310	-	310
<b>PREPARED FOODS E-NEWSLETTER</b>			
PREPARED FOODS E-Newsletter (26 issued in the period)	23,146	-	23,146
<b>PREPARED FOODS WEBSITE</b> (Monthly Users with 54,506 average Pageviews)	28,440	-	28,440
<b>PREPARED FOODS SOCIAL MEDIA</b>			
a. Twitter followers	*3,786	-	*3,786
b. LinkedIn group members	*2,894	-	*2,894
c. Facebook likes	*1,918	-	*1,918

\*Social Media claims are cumulative figures, not averages.

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018**

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Year	3 Year				
I. Direct Request:	27,012	7,982	-	29,778	5,216	34,994	87.5
II. Request from recipient's company:	3	3	-	6	-	6	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request):	2,496	-	-	1,494	1,002	2,496	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:	2,504	-	-	2,504	-	2,504	6.3
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>32,015</b>	<b>7,985</b>	<b>-</b>	<b>33,782</b>	<b>6,218</b>	<b>40,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>80.0</b>	<b>20.0</b>	<b>-</b>	<b>84.5</b>	<b>15.5</b>	<b>100.0</b>	

\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018\***

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	163	15	178		Kentucky	429	69	498	
New Hampshire	128	14	142		Tennessee	464	75	539	
Vermont	136	25	161		Alabama	294	33	327	
Massachusetts	638	81	719		Mississippi	220	16	236	
Rhode Island	93	8	101		<b>EAST SO. CENTRAL</b>	<b>1,407</b>	<b>193</b>	<b>1,600</b>	<b>4.0</b>
Connecticut	364	58	422		Arkansas	476	69	545	
<b>NEW ENGLAND</b>	<b>1,522</b>	<b>201</b>	<b>1,723</b>	<b>4.3</b>	Louisiana	267	30	297	
New York	2,063	247	2,310		Oklahoma	226	33	259	
New Jersey	1,282	218	1,500		Texas	1,750	224	1,974	
Pennsylvania	1,619	199	1,818		<b>WEST SO. CENTRAL</b>	<b>2,719</b>	<b>356</b>	<b>3,075</b>	<b>7.7</b>
<b>MIDDLE ATLANTIC</b>	<b>4,964</b>	<b>664</b>	<b>5,628</b>	<b>14.1</b>	Montana	85	12	97	
Ohio	1,465	235	1,700		Idaho	266	44	310	
Indiana	604	92	696		Wyoming	43	5	48	
Illinois	2,507	478	2,985		Colorado	474	58	532	
Michigan	998	131	1,129		New Mexico	106	11	117	
Wisconsin	1,629	256	1,885		Arizona	276	41	317	
<b>EAST NO. CENTRAL</b>	<b>7,203</b>	<b>1,192</b>	<b>8,395</b>	<b>21.0</b>	Utah	225	58	283	
Minnesota	1,090	228	1,318		Nevada	153	16	169	
Iowa	608	87	695		<b>MOUNTAIN</b>	<b>1,628</b>	<b>245</b>	<b>1,873</b>	<b>4.7</b>
Missouri	818	128	946		Alaska	28	2	30	
North Dakota	100	10	110		Washington	694	99	793	
South Dakota	131	20	151		Oregon	489	61	550	
Nebraska	280	51	331		California	3,477	597	4,074	
Kansas	452	65	517		Hawaii	115	8	123	
<b>WEST NO. CENTRAL</b>	<b>3,479</b>	<b>589</b>	<b>4,068</b>	<b>10.2</b>	<b>PACIFIC</b>	<b>4,803</b>	<b>767</b>	<b>5,570</b>	<b>13.9</b>
Delaware	78	8	86		<b>UNITED STATES</b>	<b>32,116</b>	<b>4,764</b>	<b>36,880</b>	<b>92.2</b>
Maryland	488	59	547		U.S. Territories	62	30	92	
Washington, DC	44	5	49		Canada	1,317	404	1,721	
Virginia	502	63	565		Mexico	35	112	147	
West Virginia	98	6	104		Other International	252	908	1,160	
North Carolina	778	100	878		APO/FPO	-	-	-	
South Carolina	312	39	351						
Georgia	862	124	986						
Florida	1,229	153	1,382						
<b>SOUTH ATLANTIC</b>	<b>4,391</b>	<b>557</b>	<b>4,948</b>	<b>12.3</b>					
					<b>TOTAL QUALIFIED CIRCULATION</b>	<b>33,782</b>	<b>6,218</b>	<b>40,000</b>	<b>100.0</b>

\*See Additional Data

## E-NEWSLETTER CHANNEL

2018

PREPARED FOODS E-Newsletter

2018		PREPARED FOODS E-Newsletter
<b>JANUARY</b>		
January 4		18,926
January 11		18,899
January 18		18,683
January 25		21,605
<b>FEBRUARY</b>		
February 1		21,566
February 8		21,652
February 15		20,928
February 22		22,007
<b>MARCH</b>		
March 1		22,478
March 8		22,368
March 15		22,681
March 22		22,873
March 29		23,168
<b>APRIL</b>		
April 5		23,094
April 12		24,231
April 19		24,105
April 26		24,177
<b>MAY</b>		
May 3		25,628
May 10		25,558
May 17		25,548
May 24		25,442
May 31		25,439
<b>JUNE</b>		
June 7		25,262
June 14		25,204
June 21		25,185
June 28		25,097
<b>AVERAGE:</b>		<b>23,146</b>

PREPARED FOODS E-Newsletter (26 issued in the period)

## WEBSITE CHANNEL

WWW.PREPAREDFOODS.COM

2018	Pageviews	Sessions	Users	Average Session Duration
January	48,810	30,551	25,412	1:10
February	49,046	30,306	25,068	1:17
March	57,850	37,114	30,879	1:12
April	63,527	39,921	33,192	1:15
May	55,954	35,172	29,611	1:11
June	51,848	31,323	26,478	1:12
<b>AVERAGE:</b>	<b>54,506</b>	<b>34,065</b>	<b>28,440</b>	<b>1:13</b>

January – June 2018 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>

2018

Beginning Balance:	3,568	2,852	1,757
January	3,614	2,848	1,776
February	3,653	2,867	1,830
March	3,689	2,874	1,863
April	3,732	2,873	1,867
May	3,760	2,889	1,867
June	3,786	2,894	1,918

\*Due to a technical issue, May 2018 data for Facebook repeats April 2018.

## 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 5 sources of circulation for quantities of 2 copies or -% to 6 copies or -%; Telecommunication includes 5 sources of circulation for quantities of 16 copies or -% to 622 copies or 1.6%; Electronic includes 5 sources of circulation for quantities of 56 copies or 0.1% to 813 copies or 2.0%.  
Business directories include 1 source of circulation for a quantity of 1,966 copies or 4.9%.  
Other sources includes 1 source of circulation for a quantity of 538 copies or 1.4%.

### GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter, 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. Foumia, Corporate Strategy 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 9, 2018

State Michigan

County Oakland

Received by BPA Worldwide July 9, 2018

Type BJ

ID Number P118B0J8

### About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.

**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, 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	56
Advertiser and Agency	1,740
Allocated for Trade Shows and Conventions	-
All Other	1,361
<b>TOTAL</b>	<b>3,157</b>

**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	39,993	100.0	7	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,000</b>	<b>100.0</b>	<b>39,993</b>	<b>100.0</b>	<b>7</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2018	Print	Digital	Total Qualified
January	34,440	5,560	40,000
February	34,054	5,946	40,000
March	34,037	5,963	40,000
April	34,691	5,309	40,000
May	33,782	6,218	40,000
June	33,956	6,044	40,000

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018**

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	Research & Development/Product Development/QA/QC President/VP of R&D, Food Tech, Chemist, Flavor Room Manager, Lab Tech, Design Manager, Research Chef, Tech Services Manager, Project Manager, Quality Assurance Manager, Quality Control Manager, QA/QC Personnel, Professor	Corporate Management & Administration President, Owner, Partner, Chairman of the Board, Executive VP, Vice President, General Manager, Secretary-Treasurer, Manager, Assistant Manager, Store/Location Manager	Marketing/Sales Category/Brand/Product Manager, Marketing Director/Manager, Merchandising Manager, VP Sales, Sales Manager/Director, Account Executive, Vending Manager	Purchasing VP Purchasing, Purchasing or Procurement Director/Manager/Supervisor, Purchasing Agent, Grocery Buyer, Retail Buyer, Buyer	1 to 99 Employees (Note 1)	100 to 249 Employees	250 to 499 Employees	500 and Over Employees	
<b>FOOD MANUFACTURERS</b>													
<b>PREPARED FOODS/MEALS/SIDE DISHES</b> (Including prepared products, baby food, RTE breakfast foods, pizza, cheese snacks, meat snacks, prepared snacks, other prepared products)	5,198	13.0	4,434	764	2,846	1,384	589	379	2,726	612	396	1,464	
<b>PREPARED SPECIALTIES</b> (Including ketchup, sauces, gravies, condiments, peanut butter, seasonings, flavors & syrups, oils, salad dressings, mayonnaise and pickled products, etc)	2,304	5.8	1,957	347	1,353	599	229	123	1,342	328	168	466	
<b>FRUITS &amp; VEGETABLES</b>	1,608	4.0	1,390	218	862	456	197	93	975	229	117	287	
<b>MEAT, POULTRY, SEAFOOD</b> (including processed/further processed meat, poultry, seafood, slaughtering, fabricating, cutting, rendering, other meat, poultry, seafood)	5,952	14.9	5,239	713	3,176	1,755	660	361	3,187	589	456	1,720	
<b>DAIRY FOODS</b> (Including ice cream & frozen desserts, novelties, fluid milk & beverages, cheese products, cultured products, butter or margarine products, powdered products, other dairy foods)	4,227	10.6	3,538	689	2,353	1,022	620	232	2,173	552	340	1,162	
<b>BAKERY PRODUCTS and CEREAL &amp; GRAIN-BASED PRODUCTS</b> (Including breads & rolls, waffles, cookies and crackers, snack cakes, pies, donuts, toasted pastries, tortillas, snack bars, other bakery products, cereals, pet foods, prepared flour, pasta, rice and corn milling and other grain-based products)	5,262	13.1	4,472	790	3,056	1,422	544	240	3,166	611	395	1,090	
<b>BEVERAGES</b> (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)	5,707	14.3	4,824	883	2,970	1,655	872	210	3,962	517	266	962	
<b>SNACK FOODS and CANDY &amp; CONFECTIONERY PRODUCTS</b> (Including chips & pretzels, nuts/trail mix, extruded snacks, other snack foods)	3,363	8.4	2,770	593	1,972	811	401	179	2,023	319	211	810	
<b>MANUFACTURER OF INGREDIENTS/NUTRITIONAL INGREDIENTS and SPECIALTY NUTRITIONAL PRODUCTS</b>	3,651	9.1	2,838	813	1,989	741	782	139	1,849	497	344	961	
Sub-Total Food Manufacturers	37,272	93.2	31,462	5,810	20,577	9,845	4,894	1,956	21,403	4,254	2,693	8,922	
<b>FOODSERVICE</b>	1,419	3.5	1,274	145	440	570	260	149	853	168	93	305	
Sub-Total	1,419	3.5	1,274	145	440	570	260	149	853	168	93	305	
<b>TESTING LABS, UNIVERSITIES, GOVERNMENT</b>	1,117	2.8	901	216	814	182	94	27	559	110	73	375	
Sub-Total	39,808	99.5	33,637	6,171	21,831	10,597	5,248	2,132	22,815	4,532	2,859	9,602	
<b>OTHERS ALLIED TO THE FIELD</b>	192	0.5	145	47	170	9	12	1	112	23	11	46	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>40,000</b>	<b>100.0</b>	<b>33,782</b>	<b>6,218</b>	<b>22,001</b>	<b>10,606</b>	<b>5,260</b>	<b>2,133</b>	<b>22,927</b>	<b>4,555</b>	<b>2,870</b>	<b>9,648</b>	
<b>PERCENT</b>			<b>84.5</b>	<b>15.5</b>	<b>55.0</b>	<b>26.5</b>	<b>13.2</b>	<b>5.3</b>					

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