

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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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  
35,000 average  
circulation

### PREPARED FOODS E-NEWSLETTER



26 issued in the period  
22,834 average per  
occurrence

### PREPARED FOODS WEBINARS



2 webinars in the period  
258 average registrants  
65 average attendees

### PREPARED FOODS WEBSITE



30,683 average users

### PREPARED FOODS SOCIAL MEDIA



4,399 Twitter followers  
2,982 LinkedIn group  
members  
2,238 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)	34,999	1	35,000
a. Print	25,756	1	25,757
b. Digital	9,243	-	9,243
1. Requested	7,850	-	7,850
2. Non-Requested	1,393	-	1,393
<b>PREPARED FOODS E-NEWSLETTER</b>			
prepared FOODS R&D INSIGHTS (26 issued in the period)	22,834	-	22,834
<b>PREPARED FOODS WEBINARS</b> (2 webinar in the period)			
a. Registrants	258	-	258
b. Attendees	65	-	65
<b>PREPARED FOODS WEBSITE</b> (Monthly Users with 61,596 average Pageviews)	30,683	-	30,683
<b>PREPARED FOODS SOCIAL MEDIA</b>			
a. Twitter followers	*4,399	-	*4,399
b. LinkedIn group members	*2,982	-	*2,982
c. Facebook likes	*2,238	-	*2,238

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

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

Qualification Source	Qualified Within					Total Qualified	Percent
	1 Year	2 Year	3 Year	Print	Digital		
I. Direct Request:	24,061	6,564	-	22,720	7,905	30,625	87.5
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request):	2,169	-	-	892	1,277	2,169	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:	2,206	-	-	2,115	91	2,206	6.3
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>28,436</b>	<b>6,564</b>	<b>-</b>	<b>25,727</b>	<b>9,273</b>	<b>35,000</b>	<b>100.0</b>
<b>PERCENT</b>	<b>81.2</b>	<b>18.8</b>	<b>-</b>	<b>73.5</b>	<b>26.5</b>	<b>100.0</b>	

\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2019\***

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	123	25	148		Kentucky	326	98	424	
New Hampshire	83	19	102		Tennessee	372	121	493	
Vermont	80	31	111		Alabama	207	44	251	
Massachusetts	493	129	622		Mississippi	172	34	206	
Rhode Island	69	11	80		EAST SO. CENTRAL	1,077	297	1,374	3.9
Connecticut	258	66	324		Arkansas	375	99	474	
NEW ENGLAND	1,106	281	1,387	4.0	Louisiana	172	46	218	
New York	1,492	430	1,922		Oklahoma	172	47	219	
New Jersey	992	353	1,345		Texas	1,235	358	1,593	
Pennsylvania	1,169	303	1,472		WEST SO. CENTRAL	1,954	550	2,504	7.2
MIDDLE ATLANTIC	3,653	1,086	4,739	13.5	Montana	69	19	88	
Ohio	1,021	347	1,368		Idaho	214	54	268	
Indiana	437	130	567		Wyoming	24	5	29	
Illinois	1,871	656	2,527		Colorado	398	122	520	
Michigan	736	191	927		New Mexico	77	22	99	
Wisconsin	1,171	385	1,556		Arizona	221	76	297	
EAST NO. CENTRAL	5,236	1,709	6,945	19.8	Utah	199	78	277	
Minnesota	799	313	1,112		Nevada	101	32	133	
Iowa	439	138	577		MOUNTAIN	1,303	408	1,711	4.9
Missouri	619	164	783		Alaska	22	11	33	
North Dakota	69	15	84		Washington	532	152	684	
South Dakota	96	29	125		Oregon	382	100	482	
Nebraska	208	75	283		California	2,840	909	3,749	
Kansas	285	101	386		Hawaii	68	22	90	
WEST NO. CENTRAL	2,515	835	3,350	9.6	PACIFIC	3,844	1,194	5,038	14.4
Delaware	59	9	68		UNITED STATES	23,849	7,275	31,124	88.9
Maryland	330	112	442		U.S. Territories	39	24	63	
Washington, DC	34	11	45		Canada	1,532	501	2,033	
Virginia	406	109	515		Mexico	20	120	140	
West Virginia	59	7	66		Other International	287	1,353	1,640	
North Carolina	564	151	715		APO/FPO	-	-	-	
South Carolina	206	53	259						
Georgia	613	175	788						
Florida	890	288	1,178						
SOUTH ATLANTIC	3,161	915	4,076	11.6					
					<b>TOTAL QUALIFIED CIRCULATION</b>	<b>25,727</b>	<b>9,273</b>	<b>35,000</b>	<b>100.0</b>

\*See Additional Data

## E-NEWSLETTER CHANNEL

2019

prepared FOODS R&D INSIGHTS

2019		prepared FOODS R&D INSIGHTS
<b>JULY</b>		
July 3		22,781
July 11		22,689
July 18		22,746
July 25		22,740
<b>AUGUST</b>		
August 1		22,673
August 8		22,633
August 15		22,670
August 22		22,619
August 29		22,573
<b>SEPTEMBER</b>		
September 5		22,749
September 12		22,123
September 19		22,868
September 26		22,848
<b>OCTOBER</b>		
October 3		22,886
October 10		22,846
October 17		22,788
October 24		22,847
October 31		22,822
<b>NOVEMBER</b>		
November 7		22,836
November 14		22,789
November 21		23,063
November 27		23,113
<b>DECEMBER</b>		
December 5		23,100
December 12		23,295
December 19		23,288
December 26		23,302
<b>AVERAGE:</b>		<b>22,834</b>

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

## WEBINAR CHANNEL

2019	Webinar Name	Registrants*	Attendees*
October 1	Plant-Based Foods From All Angles: Investment Ingredients and Innovation	308	85
October 1	Facilitating Innovation! Sneak Peek at Tomorrow's R&D Center!	208	45
<b>Average</b>		<b>258</b>	<b>65</b>

\*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
July	60,694	36,106	29,822	1:10
August	61,295	35,759	30,080	1:13
September	80,266	50,241	42,789	1:01
October	64,509	37,779	31,084	1:11
November	54,680	32,398	26,563	1:16
December	48,133	28,308	23,762	1:15
<b>AVERAGE:</b>	<b>61,596</b>	<b>36,765</b>	<b>30,683</b>	<b>1:11</b>

July – December 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:	4,154	2,989	2,154
July	4,201	2,992	2,162
August	4,250	2,990	2,174
September	4,293	2,988	2,202
October	4,329	3,000	2,221
November	4,370	3,007	2,230
December	4,399	2,982	2,238

## 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 5 copies or -% to 621 copies or 1.8%; Electronic includes 5 sources of circulation for quantities of 52 copies or 0.1% to 424 copies of 1.2%. Business directories include 1 source of circulation for 2,073 copies or 5.9%. Other sources include 1 source of circulation for 133 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. Foumia, 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

January 10, 2020

State

Michigan

County

Oakland

Received by BPA Worldwide

January 10, 2020

Type

BJ

ID Number

P118B0D9

#### 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	41
Advertiser and Agency	1,860
Allocated for Trade Shows and Conventions	-
All Other	926
<b>TOTAL</b>	<b>2,827</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	35,000	100.0	34,999	100.0	1	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>35,000</b>	<b>100.0</b>	<b>34,999</b>	<b>100.0</b>	<b>1</b>	<b>-</b>

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

	2019	Print	Digital	Total Qualified
	July		25,887	9,113
August		25,784	9,216	35,000
September		25,878	9,122	35,000
October		25,846	9,154	35,000
November		25,727	9,273	35,000
December		25,419	9,581	35,000

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 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	Print	Digital	CLASSIFICATION BY TITLE				NUMBER OF EMPLOYEES AT COMPANY					
					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, Secy-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)	4,705	13.4	3,578	1,127	2,815	1,028	516	346	2,603	533	382	1,187		
<b>PREPARED SPECIALTIES</b> (Including ketchup, sauces, gravies, condiments, peanut butter, seasonings, flavors & syrups, oils, salad dressings, mayonnaise and pickled products, etc)	1,963	5.6	1,509	454	1,270	402	185	106	1,150	264	177	372		
<b>FRUITS &amp; VEGETABLES</b>	1,444	4.1	1,104	340	952	262	134	96	820	205	124	295		
<b>MEAT, POULTRY, SEAFOOD</b> (Including processed/further processed meat, poultry, seafood, slaughtering, fabricating, cutting, rendering, other meat, poultry, seafood)	4,839	13.8	3,790	1,049	2,969	1,038	501	331	2,416	493	441	1,489		
<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)	3,490	10.0	2,536	954	2,143	724	414	209	1,802	469	309	910		
<b>BAKERY PRODUCTS and CEREAL &amp; GRAIN-BASED PRODUCTS and PET FOODS</b> (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)	4,663	13.3	3,542	1,121	3,097	934	411	221	2,704	582	399	978		
<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)	4,988	14.3	3,674	1,314	2,730	1,436	602	220	3,425	451	274	838		
<b>SNACK FOODS and CANDY &amp; CONFECTIONERY PRODUCTS</b> (Including chips & pretzels, nuts/trail mix, extruded snacks, other snack foods, candy and confectionery products)	2,940	8.4	2,095	845	1,926	569	265	180	1,654	283	188	815		
<b>MANUFACTURER OF INGREDIENTS/NUTRITIONAL INGREDIENTS and SPECIALTY NUTRITIONAL PRODUCTS</b>	3,256	9.3	2,055	1,201	2,049	468	616	123	1,716	458	326	756		
Sub-Total Food Manufacturers	32,288	92.2	23,883	8,405	19,951	6,861	3,644	1,832	18,290	3,738	2,620	7,640		
<b>FOODSERVICE</b>	1,288	3.7	997	291	532	402	224	130	795	134	93	266		
<b>TESTING LABS, UNIVERSITIES, GOVERNMENT</b>	1,074	3.1	736	338	837	126	83	28	578	122	60	314		
Sub-Total	34,650	99.0	25,616	9,034	21,320	7,389	3,951	1,990	19,663	3,994	2,773	8,220		
<b>OTHERS ALLIED TO THE FIELD</b>	350	1.0	111	239	199	62	82	7	259	21	15	55		
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>35,000</b>	<b>100.0</b>	<b>25,727</b>	<b>9,273</b>	<b>21,519</b>	<b>7,451</b>	<b>4,033</b>	<b>1,997</b>	<b>19,922</b>	<b>4,015</b>	<b>2,788</b>	<b>8,275</b>		
<b>PERCENT</b>			<b>73.5</b>	<b>26.5</b>	<b>61.5</b>	<b>21.3</b>	<b>11.5</b>	<b>5.7</b>						

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