

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.

PUBLICATION FORMAT – DIGITAL

Effective with the August 2020 issue, **PREPARED FOODS** has converted to an only digital format. It is produced in a digital format and is written and designed for the digital reading experience, which may be accessed by a computer, mobile phone, or tablet. This digital format includes features such as videos and surveys allowing for user interaction with the brand.

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



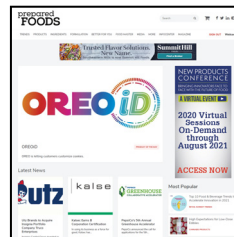
6 issues in the period
22,778 average
circulation

PREPARED FOODS E-NEWSLETTER



27 issued in the period
15,706 average per
occurrence

PREPARED FOODS WEBSITE



45,743 average users

PREPARED FOODS SOCIAL MEDIA



4,722 Twitter followers
3,019 LinkedIn group
members
2,360 Facebook likes

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)	22,778	-	22,778
PREPARED FOODS E-NEWSLETTER			
prepared FOODS R&D INSIGHTS (27 issued in the period)	15,706	-	15,706
PREPARED FOODS WEBSITE (Monthly Users with 93,774 average Pageviews)	45,743	-	45,743
PREPARED FOODS SOCIAL MEDIA			
a. Twitter followers	*4,722	-	*4,722
b. LinkedIn group members	*3,019	-	*3,019
c. Facebook likes	*2,360	-	*2,360

*Social Media claims are cumulative figures, not averages.

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3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2020

Qualification Source	Total Qualified	Percent
I. Direct Request:	21,004	100.0
II. Request from recipient's company:	-	-
III. Membership Benefit:	-	-
IV. Communication (other than request):	-	-
V. Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	-	-
VI. Single Copy Sales:	-	-
TOTAL QUALIFIED CIRCULATION	21,004	100.0
PERCENT	100.0	

Note: Although age is not reported, all qualified circulation must be sourced within 36 months of the analyzed issue.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2020*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	90		Kentucky	257	
New Hampshire	66		Tennessee	247	
Vermont	66		Alabama	135	
Massachusetts	347		Mississippi	93	
Rhode Island	56		EAST SO. CENTRAL	732	3.5
Connecticut	217		Arkansas	234	
NEW ENGLAND	842	4.0	Louisiana	116	
New York	1,077		Oklahoma	75	
New Jersey	780		Texas	884	
Pennsylvania	815		WEST SO. CENTRAL	1,309	6.2
MIDDLE ATLANTIC	2,672	12.7	Montana	44	
Ohio	771		Idaho	162	
Indiana	336		Wyoming	18	
Illinois	1,522		Colorado	290	
Michigan	544		New Mexico	68	
Wisconsin	923		Arizona	184	
EAST NO. CENTRAL	4,096	19.5	Utah	144	
Minnesota	582		Nevada	80	
Iowa	316		MOUNTAIN	990	4.7
Missouri	437		Alaska	11	
North Dakota	66		Washington	396	
South Dakota	73		Oregon	256	
Nebraska	161		California	2,018	
Kansas	236		Hawaii	52	
WEST NO. CENTRAL	1,871	8.9	PACIFIC	2,733	13.0
Delaware	48		UNITED STATES	17,757	84.5
Maryland	282		U.S. Territories	52	
Washington, DC	28		Canada	1,689	
Virginia	277		Mexico	138	
West Virginia	37		Other International	1,368	
North Carolina	410		APO/FPO	-	
South Carolina	165				
Georgia	509		TOTAL QUALIFIED CIRCULATION	21,004	100.0
Florida	756				
SOUTH ATLANTIC	2,512	12.0			

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2020*

Region/Country	Total Qualified	Percent	Region/Country	Total Qualified	Percent
ASIA	349	1.7	CARIBBEAN	31	0.1
MIDDLE EAST	51	0.2	CENTRAL AMERICA	45	0.2
EUROPE	388	1.9	SOUTH AMERICA	281	1.3
AFRICA	121	0.6	ASIA PACIFIC	102	0.5
NORTH AMERICA					
Canada	1,689				
Mexico	138				
United States	17,757				
unspecified North America	52				
Subtotal	19,636	93.5	TOTAL QUALIFIED CIRCULATION	21,004	100.0

*See Additional Data

E-NEWSLETTER CHANNEL
2020
prepared FOODS R&D INSIGHTS

2020		prepared FOODS R&D INSIGHTS
JULY		
July 2		16,962
July 9		16,907
July 16		16,836
July 23		16,747
July 30		16,631
AUGUST		
August 6		16,522
August 13		16,392
August 20		16,306
August 27		16,185
SEPTEMBER		
September 3		15,995
September 10		15,840
September 17		15,801
September 24		15,571
OCTOBER		
October 1		15,477
October 8		15,434
October 15		15,478
October 22		15,363
October 29		15,393
NOVEMBER		
November 5		15,274
November 12		15,214
November 19		15,157
November 25		15,115
DECEMBER		
December 3		14,025
December 10		14,903
December 17		14,878
December 23		14,833
December 30		14,819
	AVERAGE:	15,706

prepared FOODS R&D INSIGHTS (27 issued in the period)

WEBSITE CHANNEL

WWW.PREPAREDFOODS.COM

2020	Pageviews	Sessions	Users	Average Session Duration
July	99,149	54,142	43,210	2:33
August	104,857	59,183	46,223	2:00
September	104,418	63,202	49,620	1:32
October	106,173	72,259	55,944	1:00
November	78,560	50,396	42,433	1:04
December	69,487	43,953	37,030	1:05
AVERAGE:	93,774	57,189	45,743	1:33

July – December 2020 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

2020	 Twitter followers http://twitter.com/PreparedFoods	 LinkedIn group members http://www.linkedin.com/groups/2785554/profile	 Facebook likes http://www.facebook.com/PreparedFoods
	Beginning Balance:	4,633	3,002
July	4,651	3,001	2,294
August	4,662	3,003	2,306
September	4,674	3,006	2,318
October	4,687	3,011	2,330
November	4,698	3,011	2,346
December	4,722	3,019	2,360

ADDITIONAL DATA

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 Ronan, Corporate Audience Audit Manager

Nikki Smith, Online Development 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 15, 2021

State

Michigan

County

Oakland

Received by BPA Worldwide

January 15, 2021

Type

BJ

ID Number

P118B0D0

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, purchasing and other as shown in Paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	6
Advertiser and Agency	1,267
Allocated for Trade Shows and Conventions	-
All Other	87
TOTAL	1,360

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	22,778	100.0	22,778	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	22,778	100.0	22,778	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

	2020	Print	Digital	Total Qualified
July		14,674	20,326	35,000
August		-	19,686	19,686
September		-	19,478	19,478
October		-	20,465	20,465
November		-	21,004	21,004
December		-	21,036	21,036

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2020
This issue is 9.2% or 2,129 copies below 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						
			Research & Development/Product Development/QA/QC President/VP of R&D, Food Tech, Chemist, FlavorRoom 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	Other	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)	3,243	15.4	1,676	899	477	191	-	1,854	358	291	740		
PREPARED SPECIALTIES (Including ketchup, sauces, gravies, condiments, peanut butter, seasonings, flavors & syrups, oils, salad dressings, mayonnaise and pickled products, etc)	1,167	5.6	678	305	137	47	-	669	170	104	224		
FRUITS & VEGETABLES	826	3.9	463	205	106	52	-	477	116	87	146		
MEAT, POULTRY, SEAFOOD (Including processed/further processed meat, poultry, seafood, slaughtering, fabricating, cutting, rendering, other meat, poultry, seafood)	2,629	12.5	1,458	657	364	150	-	1,231	340	256	802		
DAIRY FOODS (Including ice cream & frozen desserts, novelties, fluid milk & beverages, cheese products, cultured products, butter or margarine products, powdered products, other dairy foods)	2,223	10.6	1,258	545	308	112	-	1,160	284	185	594		
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)	2,452	11.7	1,439	633	287	93	-	1,403	329	225	495		
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)	2,749	13.1	1,194	1,045	412	98	-	1,896	263	141	449		
SNACK FOODS and CANDY & CONFECTIONERY PRODUCTS (Including chips & pretzels, nuts/trail mix, extruded snacks, other snack foods, candy and confectionery products)	1,464	7.0	757	393	215	99	-	919	170	112	263		
MANUFACTURER OF INGREDIENTS/NUTRITIONAL INGREDIENTS and SPECIALTY NUTRITIONAL PRODUCTS	2,267	10.8	1,276	423	488	80	-	1,194	327	202	544		
Sub-Total Food Manufacturers	19,020	90.6	10,199	5,105	2,794	922	-	10,803	2,357	1,603	4,257		
FOODSERVICE	889	4.2	307	320	163	99	-	566	98	57	168		
TESTING LABS, UNIVERSITIES, GOVERNMENT	783	3.7	587	126	54	16	-	422	77	56	228		
Sub-Total	20,692	98.5	11,093	5,551	3,011	1,037	-	11,791	2,532	1,716	4,653		
OTHERS ALLIED TO THE FIELD	312	1.5	-	-	-	-	312	312	-	-	-		
TOTAL QUALIFIED CIRCULATION	21,004	100.0	11,093	5,551	3,011	1,037	312	12,103	2,532	1,716	4,653		
PERCENT			52.8	26.4	14.4	4.9	1.5						

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