

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.

MAGAZINE CHANNEL FORMAT – DIGITAL ISSUES

PREPARED FOODS 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
DIGITAL MAGAZINE**

**PREPARED FOODS
E-NEWSLETTER**

**PREPARED FOODS
WEBINARS**

**PREPARED FOODS
WEBSITE**

**PREPARED FOODS
SOCIAL MEDIA**

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
PREPARED FOODS DIGITAL MAGAZINE (6 issues in the period)	20,960	-	20,960
(See Paragraph 3b for Source)			
PREPARED FOODS E-NEWSLETTER			
prepared FOODS R&D INSIGHTS (27 issued in the period)	14,292	-	14,292
PREPARED FOODS WEBINARS (6 webinars in the period)			
a. Registrants	290	-	290
b. Attendees	95	-	95
PREPARED FOODS WEBSITE (Monthly Users with 76,808 average Pageviews)	39,182	-	39,182
PREPARED FOODS SOCIAL MEDIA			
a. Twitter followers	*4,909	-	*4,909
c. Facebook likes	*2,421	-	*2,421
b. LinkedIn fans	*1,377	-	*1,377

*Social Media claims are cumulative figures, not averages.

Proud Partner of www.buysafemedia.com

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	-
Advertiser and Agency	971
Allocated for Trade Shows and Conventions	-
All Other	-
TOTAL	971

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	20,960	100.0	20,960	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,960	100.0	20,960	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021	Total Qualified
July	21,451
August	21,246
September	21,173
October	20,828
November	20,626
December	20,438

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2021
This issue is 1.9% or 401 copies below the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	CLASSIFICATION BY JOB 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)	2,997	14.5	1,405	1,014	378	179	21	1,779	320	258	640		
PREPARED SPECIALTIES (Including ketchup, sauces, gravies, condiments, peanut butter, seasonings, flavors & syrups, oils, salad dressings, mayonnaise and pickled products, etc)	1,084	5.3	558	335	132	53	6	673	150	93	168		
FRUITS & VEGETABLES	835	4.0	386	265	122	51	11	513	123	81	118		
MEAT, POULTRY, SEAFOOD (Including processed/further processed meat, poultry, seafood, slaughtering, fabricating, cutting, rendering, other meat, poultry, seafood)	2,557	12.4	1,196	850	345	145	21	1,307	331	240	679		
DAIRY FOODS (Including ice cream & frozen desserts, novelties, fluid milk & beverages, cheese products, cultured products, butter or margarine products, powdered products, other dairy foods)	2,205	10.7	1,127	666	290	97	25	1,281	270	165	489		
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)	2,386	11.6	1,240	763	260	95	28	1,479	305	198	404		
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)	2,737	13.3	972	1,240	415	96	14	1,999	225	114	399		
SNACK FOODS and CANDY & CONFECTIONERY PRODUCTS (Including chips & pretzels, nuts/trail mix, extruded snacks, other snack foods, candy and confectionery products)	1,425	6.9	648	446	211	80	40	948	155	93	229		
MANUFACTURER OF INGREDIENTS/NUTRITIONAL INGREDIENTS and SPECIALTY NUTRITIONAL PRODUCTS	2,316	11.2	1,165	507	544	75	25	1,342	333	174	467		
Sub-Total Food Manufacturers	18,542	89.9	8,697	6,086	2,697	871	191	11,321	2,212	1,416	3,593		
FOODSERVICE	885	4.3	259	352	161	103	10	574	99	63	149		
TESTING LABS, UNIVERSITIES, GOVERNMENT	772	3.7	534	140	59	12	27	443	72	57	200		
Sub-Total	20,199	97.9	9,490	6,578	2,917	986	228	12,338	2,383	1,536	3,942		
OTHERS ALLIED TO THE FIELD	427	2.1	127	100	161	6	33	348	19	11	49		
TOTAL QUALIFIED CIRCULATION	20,626	100.0	9,617	6,678	3,078	992	261	12,686	2,402	1,547	3,991		
PERCENT	100.0		46.6	32.4	14.9	4.8	1.3						

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

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2021

Qualification Source	Total Qualified	Percent
I. Direct Request:	20,626	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	20,626	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 2021*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	78		Kentucky	229	
New Hampshire	58		Tennessee	245	
Vermont	59		Alabama	134	
Massachusetts	362		Mississippi	91	
Rhode Island	47		EAST SO. CENTRAL	699	3.4
Connecticut	207		Arkansas	230	
NEW ENGLAND	811	4.0	Louisiana	113	
New York	1,043		Oklahoma	45	
New Jersey	743		Texas	834	
Pennsylvania	793		WEST SO. CENTRAL	1,222	5.9
MIDDLE ATLANTIC	2,579	12.5	Montana	49	
Ohio	734		Idaho	168	
Indiana	329		Wyoming	16	
Illinois	1,434		Colorado	309	
Michigan	549		New Mexico	73	
Wisconsin	893		Arizona	179	
EAST NO. CENTRAL	3,939	19.1	Utah	159	
Minnesota	551		Nevada	82	
Iowa	308		MOUNTAIN	1,035	5.0
Missouri	419		Alaska	14	
North Dakota	72		Washington	362	
South Dakota	82		Oregon	236	
Nebraska	143		California	1,979	
Kansas	245		Hawaii	45	
WEST NO. CENTRAL	1,820	8.8	PACIFIC	2,636	12.8
Delaware	38		UNITED STATES	17,100	82.9
Maryland	254		U.S. Territories	32	
Washington, DC	24		Canada	1,789	
Virginia	274		Mexico	163	
West Virginia	32		Other International	1,535	
North Carolina	382		APO/FPO	-	
South Carolina	155		Email Only	7	
Georgia	464		TOTAL QUALIFIED CIRCULATION	20,626	100.0
Florida	736				
SOUTH ATLANTIC	2,359	11.4			

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2021*

Region/Country	Total Qualified	Percent	Region/Country	Total Qualified	Percent
ASIA	447	2.2	CARIBBEAN	26	0.1
MIDDLE EAST	64	0.3	CENTRAL AMERICA	60	0.3
EUROPE	414	2.0	SOUTH AMERICA	299	1.5
AFRICA	135	0.7	ASIA PACIFIC	90	0.4
NORTH AMERICA			Email Only	7	-
Canada	1,789		TOTAL QUALIFIED CIRCULATION	20,626	100.0
Mexico	163				
United States	17,100				
U.S. Territories and APO/FPO	32				
Subtotal	19,084	92.5			

*See Additional Data

E-NEWSLETTER CHANNEL

2021

prepared FOODS R&D INSIGHTS

2021		prepared FOODS R&D INSIGHTS
JULY		
July 1		14,706
July 8		14,603
July 15		14,548
July 22		14,546
July 29		14,484
AUGUST		
August 5		14,429
August 12		14,388
August 19		14,342
August 26		14,323
SEPTEMBER		
September 2		14,299
September 9		14,265
September 16		14,257
September 23		14,163
September 30		14,138
OCTOBER		
October 7		14,080
October 14		14,032
October 21		14,010
October 28		14,291
NOVEMBER		
November 4		14,270
November 11		14,187
November 18		14,217
November 24		14,199
DECEMBER		
December 2		14,062
December 9		14,091
December 16		14,316
December 23		14,339
December 30		14,304
AVERAGE:		14,292

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

WEBINAR CHANNEL

2021	Webinar Name	Registrants*	Attendees*/**
July 1	Viscous Product Processing – a Developer's Guide to Lab UHT & HTST Processing	227	75
July 28	Prepared Foods' 19th Annual Spirit of Innovation Awards	181	71
August 4	Family First: How to Formulate With Probiotics for Whole-Body Whole Family Benefits	206	50
September 28	Elevate Your Plant-Based Foods With Enzymes	351	109
October 5	Pudding Temperatures and the Influence of Milk Alternatives on Starch	243	71
November 9	"The Clean Label" Evolution: Meeting Consumer Demands for Authenticity & Transparency	531	193
AVERAGE:		290	95

*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.

**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

2021	Pageviews	Sessions	Users	Average Session Duration
July	91,017	45,303	36,818	1:11
August	85,896	47,609	39,232	1:15
September	77,252	50,625	41,921	1:07
October	73,299	49,712	41,507	1:08
November	71,149	48,082	40,095	1:08
December	62,232	42,555	35,520	1:07
AVERAGE:	76,808	47,314	39,182	1:09

July – December 2021 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 Cookied 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

2021	 Twitter followers	 Facebook likes	 LinkedIn fans
	https://twitter.com/PreparedFoods	https://www.facebook.com/PreparedFoods	https://linkedin.com/company/prepared-foods-magazine
Beginning Balance:	4,813	2,413	1,245
July	4,827	2,416	1,270
August	4,835	2,416	1,300
September	4,844	2,411	1,325
October	4,868	2,412	1,347
November	4,904	2,413	1,360
December	4,909	2,421	1,377

*Effective July 1, 2021 LinkedIn Company Page data is reported.

ADDITIONAL DATA

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

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, 2022

State Michigan

County Oakland

Received by BPA Worldwide January 15, 2022

Type BJ

ID Number P118B0D1

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.