

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.

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
WEBINAR**



**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) (See Paragraph 3b for Source)	21,122	-	21,122
PREPARED FOODS E-NEWSLETTER			
prepared FOODS R&D INSIGHTS (25 issued in the period)	14,652	-	14,652
PREPARED FOODS WEBINAR (1 webinar in the period)			
a. Registrants	552	-	552
b. Attendees	187	-	187
PREPARED FOODS WEBSITE (Monthly Users with 84,820 average Pageviews)	43,993	-	43,993
PREPARED FOODS SOCIAL MEDIA			
a. Twitter followers	*4,813	-	*4,813
b. LinkedIn group members	*3,027	-	*3,027
c. Facebook likes	*2,413	-	*2,413

*Social Media claims are cumulative figures, not averages.

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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	1,053
Allocated for Trade Shows and Conventions	-
All Other	-
TOTAL	1,053

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	21,122	100.0	21,122	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,122	100.0	21,122	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021	Total Qualified
January	20,514
February	20,329
March	21,112
April	21,186
May	21,982
June	21,606

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2021
This issue is 4.9% or 1,033 copies above the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	CLASSIFICATION BY JOB FUNCTION				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)	3,322	15.1	1,614	1,112	411	185	-	1,983	361	292	686		
PREPARED SPECIALTIES (Including ketchup, sauces, gravies, condiments, peanut butter, seasonings, flavors & syrups, oils, salad dressings, mayonnaise and pickled products, etc)	1,203	5.5	631	370	145	57	-	739	169	107	188		
FRUITS & VEGETABLES	900	4.1	440	279	130	51	-	549	127	86	138		
MEAT, POULTRY, SEAFOOD (Including processed/further processed meat, poultry, seafood, slaughtering, fabricating, cutting, rendering, other meat, poultry, seafood)	2,757	12.6	1,359	884	365	149	-	1,392	350	266	749		
DAIRY FOODS (Including ice cream & frozen desserts, novelties, fluid milk & beverages, cheese products, cultured products, butter or margarine products, powdered products, other dairy foods)	2,300	10.5	1,212	690	299	99	-	1,322	294	175	509		
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)	2,581	11.7	1,390	810	282	99	-	1,588	333	207	453		
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)	2,887	13.1	1,087	1,286	410	104	-	2,083	253	130	421		
SNACK FOODS and CANDY & CONFECTIONERY PRODUCTS (Including chips & pretzels, nuts/trail mix, extruded snacks, other snack foods, candy and confectionery products)	1,524	6.9	737	473	227	87	-	1,013	163	108	240		
MANUFACTURER OF INGREDIENTS/NUTRITIONAL INGREDIENTS and SPECIALTY NUTRITIONAL PRODUCTS	2,444	11.1	1,298	516	555	75	-	1,393	353	199	499		
Sub-Total Food Manufacturers	19,918	90.6	9,768	6,420	2,824	906	-	12,062	2,403	1,570	3,883		
FOODSERVICE	949	4.3	299	371	173	106	-	615	112	60	162		
TESTING LABS, UNIVERSITIES, GOVERNMENT	807	3.7	582	153	58	14	-	443	78	61	225		
Sub-Total	21,674	98.6	10,649	6,944	3,055	1,026	-	13,120	2,593	1,691	4,270		
OTHERS ALLIED TO THE FIELD	308	1.4	125	71	105	7	-	228	19	12	49		
TOTAL QUALIFIED CIRCULATION	21,982	100.0	10,774	7,015	3,160	1,033	-	13,348	2,612	1,703	4,319		
PERCENT	100.0		49.0	31.9	14.4	4.7	-						

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 MAY 2021

Qualification Source	Total Qualified	Percent
I. Direct Request:	21,982	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	21,982	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 MAY 2021*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	87		Kentucky	250	
New Hampshire	61		Tennessee	260	
Vermont	64		Alabama	143	
Massachusetts	391		Mississippi	104	
Rhode Island	61		EAST SO. CENTRAL	757	3.4
Connecticut	222		Arkansas	246	
NEW ENGLAND	886	4.0	Louisiana	129	
New York	1,099		Oklahoma	52	
New Jersey	799		Texas	915	
Pennsylvania	856		WEST SO. CENTRAL	1,342	6.1
MIDDLE ATLANTIC	2,754	12.5	Montana	53	
Ohio	802		Idaho	177	
Indiana	360		Wyoming	18	
Illinois	1,532		Colorado	305	
Michigan	592		New Mexico	81	
Wisconsin	955		Arizona	185	
EAST NO. CENTRAL	4,241	19.3	Utah	157	
Minnesota	606		Nevada	91	
Iowa	341		MOUNTAIN	1,067	4.9
Missouri	454		Alaska	14	
North Dakota	75		Washington	398	
South Dakota	88		Oregon	255	
Nebraska	158		California	2,126	
Kansas	250		Hawaii	51	
WEST NO. CENTRAL	1,972	9.0	PACIFIC	2,844	12.9
Delaware	40		UNITED STATES	18,455	83.9
Maryland	287		U.S. Territories	41	
Washington, DC	28		Canada	1,875	
Virginia	300		Mexico	147	
West Virginia	39		Other International	1,463	
North Carolina	432		APO/FPO	-	
South Carolina	170		Email Only	1	
Georgia	517		TOTAL QUALIFIED CIRCULATION	21,982	100.0
Florida	779				
SOUTH ATLANTIC	2,592	11.8			

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2021*

Region/Country	Total Qualified	Percent	Region/Country	Total Qualified	Percent
ASIA	406	1.8	CARIBBEAN	25	0.1
MIDDLE EAST	59	0.3	CENTRAL AMERICA	55	0.3
EUROPE	408	1.9	SOUTH AMERICA	273	1.2
AFRICA	130	0.6	ASIA PACIFIC	107	0.5
NORTH AMERICA			Email Only	1	-
Canada	1,875		TOTAL QUALIFIED CIRCULATION	21,982	100.0
Mexico	147				
United States	18,455				
U.S. Territories and APO/FPO	41				
Subtotal	20,518	93.3			

*See Additional Data

E-NEWSLETTER CHANNEL

2021

prepared FOODS R&D INSIGHTS

2021	prepared FOODS R&D INSIGHTS
JANUARY	
January 7	14,224
January 14	14,626
January 21	14,673
January 28	14,599
FEBRUARY	
February 4	14,546
February 11	14,408
February 18	14,531
February 25	14,322
MARCH	
March 4	14,819
March 11	14,829
March 18	14,800
March 25	14,834
APRIL	
April 1	14,783
April 8	14,764
April 15	14,742
April 22	14,869
April 29	14,827
MAY	
May 6	14,822
May 13	14,820
May 20	14,716
May 27	14,653
JUNE	
June 3	14,556
June 10	14,435
June 17	14,366
June 24	14,731
AVERAGE:	14,652

prepared FOODS R&D INSIGHTS (25 issued in the period)

WEBINAR CHANNEL

2021

Webinar Name

Registrants**

Attendees/****

April 21	*Great Science Will Fuel the Next Blockbuster Functional Beverage Products	552	187
AVERAGE:		552	187

*Webinar serving PREPARED FOODS and BEVERAGE INDUSTRY.

**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
January	79,767	50,790	42,820	1:19
February	102,031	63,548	54,397	1:10
March	90,881	56,513	46,700	1:23
April	82,950	51,900	42,750	1:16
May	73,533	47,656	39,722	1:13
June	79,758	45,611	37,570	1:13
AVERAGE:	84,820	52,670	43,993	1:16

January – June 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 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>

2021

Beginning Balance:	4,722	3,019	2,360
January	4,726	3,019	2,360
February	4,759	3,019	2,368
March	4,788	3,016	2,373
April	4,808	3,017	2,411
May	4,803	3,020	2,413
June	4,813	3,027	2,413

ADDITIONAL DATA

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter, Webinar, 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

July 13, 2021

State

Michigan

County

Oakland

Received by BPA Worldwide

July 13, 2021

Type

BJ

ID Number

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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.