

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
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) (See Paragraph 3b for Source)	20,087	-	20,087
PREPARED FOODS E-NEWSLETTER			
prepared FOODS R&D INSIGHTS (26 issued in the period)	14,386	-	14,386
PREPARED FOODS WEBINARS (7 webinars in the period)			
a. Registrants	328	-	328
b. Attendees	84	-	84
PREPARED FOODS WEBSITE (Monthly Users with 78,439 average Pageviews)	42,049	-	42,049
PREPARED FOODS SOCIAL MEDIA			
a. Twitter followers	*5,059	-	*5,059
c. Facebook likes	*2,441	-	*2,441
b. LinkedIn fans	*1,524	-	*1,524

*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	981
Allocated for Trade Shows and Conventions	-
All Other	-
TOTAL	981

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	20,087	100.0	20,087	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,087	100.0	20,087	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2022	Total Qualified
January	20,226
February	20,055
March	20,687
April	20,605
May	19,638
June	19,310

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2022
 This issue is 2.7% or 539 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)	3,040	15.5	1,309	1,075	417	175	64	1,993	291	225	531		
PREPARED SPECIALTIES (Including ketchup, sauces, gravies, condiments, peanut butter, seasonings, flavors & syrups, oils, salad dressings, mayonnaise and pickled products, etc)	928	4.7	443	308	121	49	7	602	128	77	121		
FRUITS & VEGETABLES	796	4.0	322	278	127	60	9	526	107	68	95		
MEAT, POULTRY, SEAFOOD (Including processed/further processed meat, poultry, seafood, slaughtering, fabricating, cutting, rendering, other meat, poultry, seafood)	2,472	12.6	1,010	901	376	169	16	1,357	299	217	599		
DAIRY FOODS (Including ice cream & frozen desserts, novelties, fluid milk & beverages, cheese products, cultured products, butter or margarine products, powdered products, other dairy foods)	1,980	10.1	902	668	297	85	28	1,210	233	137	400		
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)	2,289	11.7	1,033	833	290	102	31	1,490	270	184	345		
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)	2,390	12.2	739	1,127	417	95	12	1,804	187	101	298		
SNACK FOODS and CANDY & CONFECTIONERY PRODUCTS (Including chips & pretzels, nuts/trail mix, extruded snacks, other snack foods, candy and confectionery products)	1,262	6.4	534	426	193	68	41	851	140	87	184		
MANUFACTURER OF INGREDIENTS/NUTRITIONAL INGREDIENTS and SPECIALTY NUTRITIONAL PRODUCTS	2,258	11.5	1,082	489	582	85	20	1,356	321	168	413		
Sub-Total Food Manufacturers	17,415	88.7	7,374	6,105	2,820	888	228	11,189	1,976	1,264	2,986		
FOODSERVICE	942	4.8	234	409	198	93	8	650	104	60	128		
TESTING LABS, UNIVERSITIES, GOVERNMENT	744	3.8	482	143	81	15	23	449	69	55	171		
Sub-Total	19,101	97.3	8,090	6,657	3,099	996	259	12,288	2,149	1,379	3,285		
OTHERS ALLIED TO THE FIELD	537	2.7	59	203	263	12	-	418	36	17	66		
TOTAL QUALIFIED CIRCULATION	19,638	100.0	8,149	6,860	3,362	1,008	259	12,706	2,185	1,396	3,351		
PERCENT	100.0		41.5	34.9	17.1	5.2	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 MAY 2022

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	13,563	6,075	-	19,638	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	13,563	6,075	-	19,638	100.0
PERCENT	69.1	30.9	-	100.0	

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2022*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	71		Kentucky	192	
New Hampshire	46		Tennessee	225	
Vermont	59		Alabama	133	
Massachusetts	342		Mississippi	84	
Rhode Island	44		EAST SO. CENTRAL	634	3.2
Connecticut	202		Arkansas	213	
NEW ENGLAND	764	3.9	Louisiana	99	
New York	926		Oklahoma	25	
New Jersey	712		Texas	794	
Pennsylvania	762		WEST SO. CENTRAL	1,131	5.8
MIDDLE ATLANTIC	2,400	12.2	Montana	50	
Ohio	706		Idaho	148	
Indiana	338		Wyoming	15	
Illinois	1,281		Colorado	280	
Michigan	505		New Mexico	60	
Wisconsin	797		Arizona	154	
EAST NO. CENTRAL	3,627	18.5	Utah	154	
Minnesota	489		Nevada	85	
Iowa	295		MOUNTAIN	946	4.8
Missouri	400		Alaska	23	
North Dakota	78		Washington	338	
South Dakota	70		Oregon	211	
Nebraska	142		California	1,790	
Kansas	215		Hawaii	54	
WEST NO. CENTRAL	1,689	8.6	PACIFIC	2,416	12.3
Delaware	35		UNITED STATES	15,795	80.4
Maryland	227		U.S. Territories	18	
Washington, DC	28		Canada	2,046	
Virginia	240		Mexico	159	
West Virginia	33		Other International	1,607	
North Carolina	348		APO/FPO	13	
South Carolina	135				
Georgia	421		TOTAL QUALIFIED CIRCULATION	19,638	100.0
Florida	721				
SOUTH ATLANTIC	2,188	11.1			

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2022*

Region/Country	Total Qualified	Percent	Region/Country	Total Qualified	Percent
ASIA	511	2.6	CARIBBEAN	31	0.2
MIDDLE EAST	77	0.4	CENTRAL AMERICA	51	0.3
EUROPE	425	2.2	SOUTH AMERICA	280	1.4
AFRICA	128	0.6	ASIA PACIFIC	104	0.5
NORTH AMERICA			Email Only	13	-
Canada	2,046				
Mexico	159		TOTAL QUALIFIED CIRCULATION	19,638	100.0
United States	15,795				
U.S. Territories and APO/FPO	18				
Subtotal	18,018	91.8			

*See Additional Data

E-NEWSLETTER CHANNEL

2022

prepared FOODS R&D INSIGHTS

2022		prepared FOODS R&D INSIGHTS
JANUARY		
January 6		14,260
January 13		14,259
January 20		14,160
January 27		13,905
FEBRUARY		
February 3		14,055
February 10		14,006
February 17		14,194
February 24		14,381
MARCH		
March 3		14,353
March 10		14,445
March 17		14,362
March 24		14,440
March 31		14,373
APRIL		
April 7		14,349
April 14		14,405
April 21		14,621
April 28		14,543
MAY		
May 5		14,741
May 12		14,700
May 19		14,691
May 26		14,628
JUNE		
June 2		14,440
June 9		14,464
June 16		14,444
June 23		14,405
June 30		14,401
AVERAGE:		14,386

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

WEBINAR CHANNEL

2022	Webinar Name	Registrants*	Attendees*/**
January 27	Bakery & Snacks Meet Consumers' Evolving Preferences: What's Ahead for 2022 and Beyond	354	110
February 10	The Benefits of a Structured Data Approach for R&D and QC Teams	254	61
March 31	Growth Stock: Plant-Based Food Trends, Technologies Poised for More Fast-Paced Growth in 2022, Beyond	439	122
April 7	Smarten Up Your Sweets: Plant Based Desserts With Biogums	227	49
April 13	Exploring the Trend of Tart: Why Sour Hits the Sweet Spot for Product Development	150	42
April 21	Improve Formability, Moisture, Texture and More in Meat and Dairy Alternatives With Enzyme Technology	372	66
May 24	The Sweet Life! Sugar Reduction Trends & Technologies for 2022 and Beyond	503	137
AVERAGE:		328	84

*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

2022	Pageviews	Sessions	Users	Average Session Duration
January	79,782	49,547	41,292	1:12
February	75,405	48,576	40,617	1:07
March	86,608	55,351	45,404	1:12
April	79,939	52,673	43,734	1:06
May	75,619	49,783	41,305	1:07
June	73,282	48,052	39,944	1:08
AVERAGE:	78,439	50,664	42,049	1:09

January – July 2022 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



Facebook likes



LinkedIn fans

2022

<https://twitter.com/PreparedFoods>

<https://www.facebook.com/PreparedFoods>

<https://linkedin.com/company/prepared-foods-magazine>

Beginning Balance:	4,909	2,421	1,377
January	4,934	2,420	1,408
February	4,957	2,424	1,438
March	4,984	2,431	1,470
April	4,997	2,439	1,492
May	5,030	2,442	1,499
June	5,059	2,441	1,524

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

July 15, 2022

State

Michigan

County

Oakland

Received by BPA Worldwide

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BJ

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About BPA Worldwide.

BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Performing nearly 1,000 annual audits of media channels in 19 countries, BPA is a trusted resource for compliance and assurance services.

MAGAZINE CHANNEL FORMAT: This magazine is produced in digital format.

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