Beverage Industry



DIGITAL AUDIENCE PROFILE

ADVERTISE WITH *BEVERAGE INDUSTRY*

Beverage Industry is the best read and most widely distributed magazine covering the entire $265 billion North American beverage marketplace. *Beverage Industry* reports on a wide range of marketing and manufacturing subjects with emphasis on beverage news and trends, new products, research and development, ingredients, packaging, production, distribution, and marketing innovations.

www.bevindustry.com

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Accreditation Letter

Alliance for Audited Media

BNP Media Inc.
Birmingham, MI

Alliance for Audited Media has reviewed the BNP Media audience and media management technology platform and Digital Audience Profile reporting solution for conformance to generally accepted information security management and reporting standards.

Our examination was performed in accordance with generally accepted information security management and reporting standards. Our examination included reviews of Platform Technology, Data Life Cycle Management, System Monitoring, Access Controls, Software Development Life Cycle, Media Production, Media Distribution, Audience Data, Documentation, Reporting, and Disclosures. The examination included those procedures we considered necessary in the circumstances to obtain a reasonable basis for rendering our opinion.

Based on our review, we are not aware of any material modifications that should be made to the BNP Media audience and media management platform and Digital Audience Profile reporting solution for recording, processing, and reporting audience and media data.

The accreditation of the BNP Media audience and media management technology platform and Digital Audience Profile reporting solution is as of April 30, 2026.

This report is intended solely for use by the management of BNP Media and its customers.

Alliance for Audited Media

Alliance for Audited Media
May 29, 2026



Audience Profile

Beverage Industry
As of September 2026

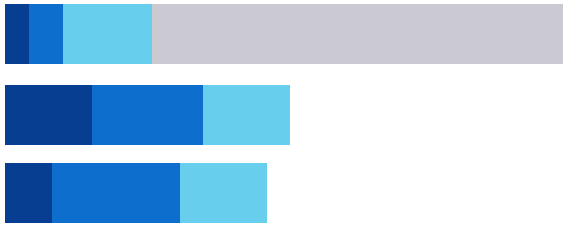
Total Audience

BEVERAGE INDUSTRY is intended for beverage manufacturers, distributors and retailers.

103,680	25,141	75%
Total Audience Reach	Unique Active Audience	Engaged

Core Channels

	Total Channel Audience	Unique to Channel
Website	33,486	1,418
eMagazine	17,170	5,201
Newsletter	15,725	2,828



Unique to Channel · Active in 2 Channels · Active in all 3 Channels · Website Unknown Users

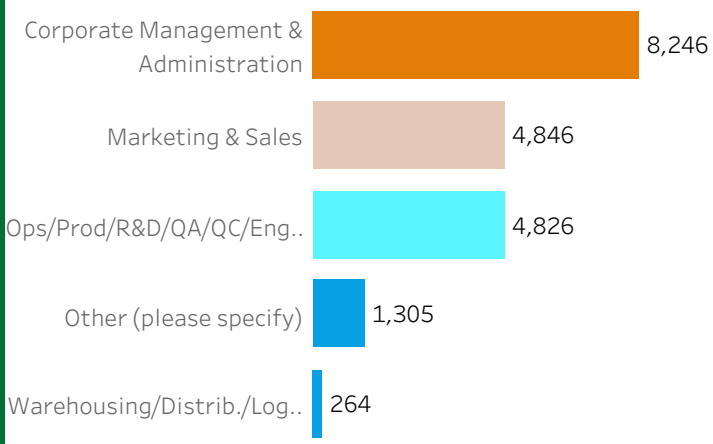
Additional Channels

319	10,751	37,299
Webinar Average Registrants	Standard eBlast Delivery	Social Media Total Followers

Demographics

Job Function

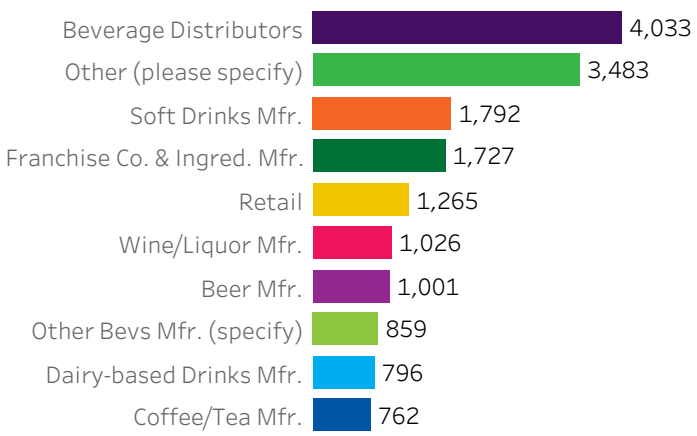
Top 5 shown



19,487 responses

Business Industry

Top 10 shown



18,883 responses

Audience Profile Glossary

UNDERSTANDING AUDIENCE PROFILE DASHBOARD

Time Frame *- As of Last day of Month shown*

- ***Total Audience:***
  Total Audience Reach: Reflects the combined exposure across Website, Newsletter, Social Media Followers, and eMagazine channels. Counts are cumulative and may include overlap between platforms. Only where applicable, also includes Continuing Education user counts.
- ***Unique Active Audience:*** Number of unique active customers with known first-party data active within product specific time frames for all products.
  Engaged: Number of engaged customers with known first-party data within product specific time frames for all products.
  ** Product-specific time frames for each Channel may be found in Table A.*

Core Channels

The three core channels are Website, Newsletter, and eMagazine.

- ***Total Channel Audience:*** Total number of customers for specified product.
- ***Unique to Channel:*** Number of unique customers active only in specified channel.
- ***Active in 2 Channels:*** Number of unique customers active in two channels. Examples: A customer is active within Website and Newsletter channels but not eMagazine. Or a customer is active within Newsletter and eMagazine channels but not the Website.
- ***Active in all 3 Channels:*** Number of unique customers active in all three channels.
- ***Website Unknown Users:*** Number of total users who visited the website within the specified time frame who are not accounted for in the BNP Media database. The number of Unique Website Users may be higher than shown due to the number of unknown users.

Additional Channels

Additional channels may include Webinars, Events, Continuing Education (CE), eBlast, Social Media.

- ***Webinar Average Registrants*** *(if applicable)**:*** Average registrants per webinar.
- ***Unique Event Registrants*** *(if applicable)**:*** Average registrants per event.
- ***CE Active Registered Users*** *(if applicable)**:*** Total active registered users for the Continuing Education Center.
- ***Standard eBlast Delivery*** *(sponsored only)**:*** Delivery count of a typical eBlast within the last 3 months.
- ***Social Media Total Followers*** *(if applicable)**:*** Follower counts by channel for the most recent month.

Demographics

- ***Job Function:*** Top job functions of the Unique Active Audience.
- ***Business Industry:*** Top business industries of the Unique Active Audience.

Table A

** BNP Media uses a proprietary algorithm to calculate the number of active and engaged users for each channel based on the time frames listed in the table below.*

	Active Criteria	***Engaged Criteria***
Website	6 Months	6 Months
Newsletter	Included in most recent list	6 Months
eMagazine	Included in most recent list	12 Months
Webinar	12 Months	18 Months
Event	18 Months	18 Months
Continuing Education	13 Months	13 Months
eBlast	Included in most recent list	6 Months



Beverage Industry

July 2026 - September 2026

eMagazine - Summary

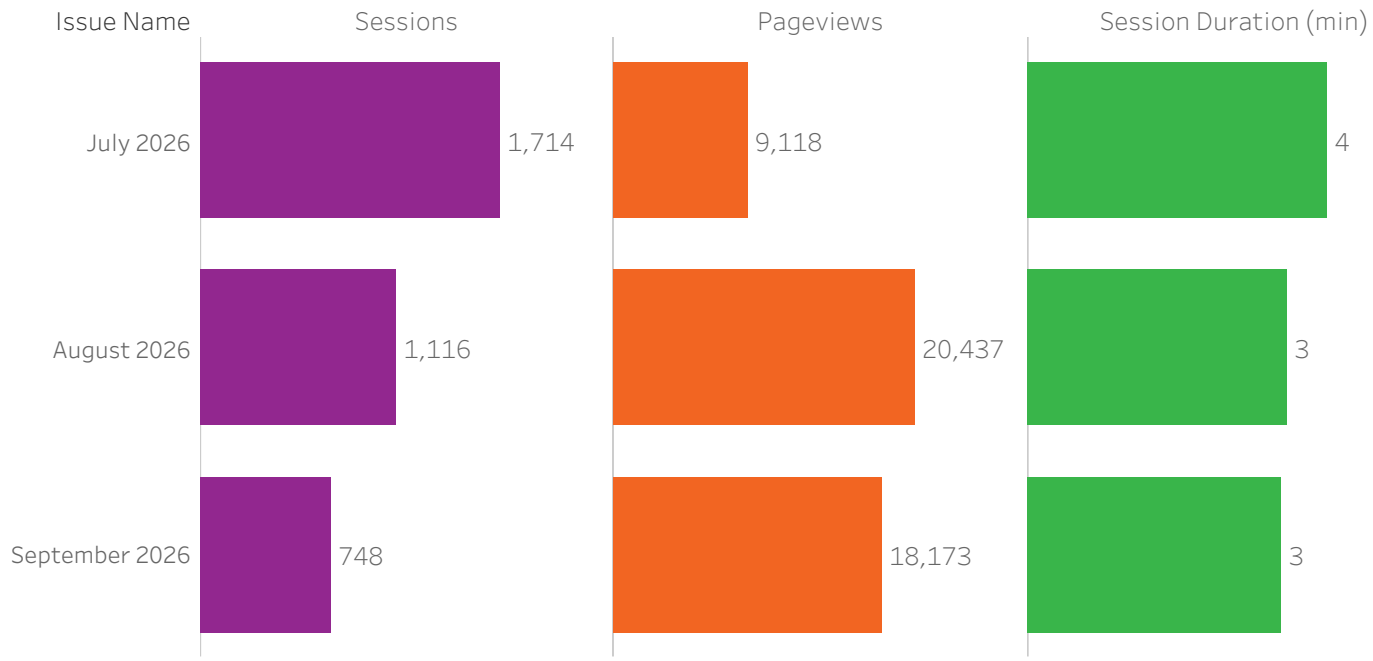
Total Subscribers

17,056

Average Issue Pageviews

15,909

Activity by eMagazine Issue



eMagazine Notification Email Metrics

Issue Name	Sends	Unique Delivered	* Unique Opens	* Open Rate	Total Clicks	CTR
July 2026	4	17,368	8,026	46.2%	621	1.8%
August 2026	4	17,424	10,771	61.8%	679	2.0%
September 2026	4	17,165	8,643	50.4%	547	1.6%

* Due to Apple Mail Privacy enabled on user devices, open rates may be inflated as of November 2021. Clicks are not impacted.



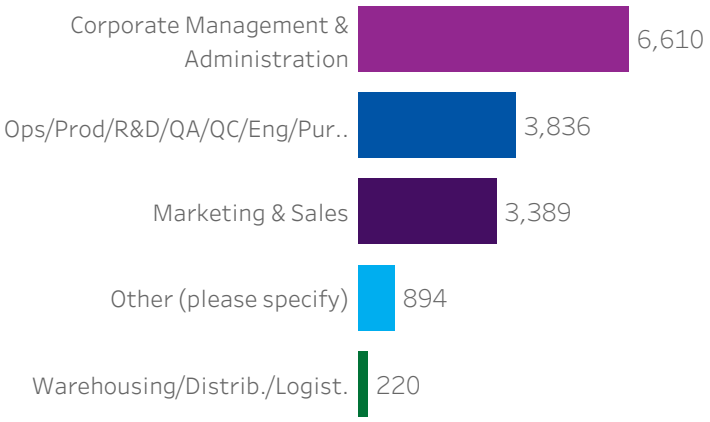
Beverage Industry

July 2026 - September 2026

eMagazine - Subscriber Demographics & Locations

Demographic - Job Function

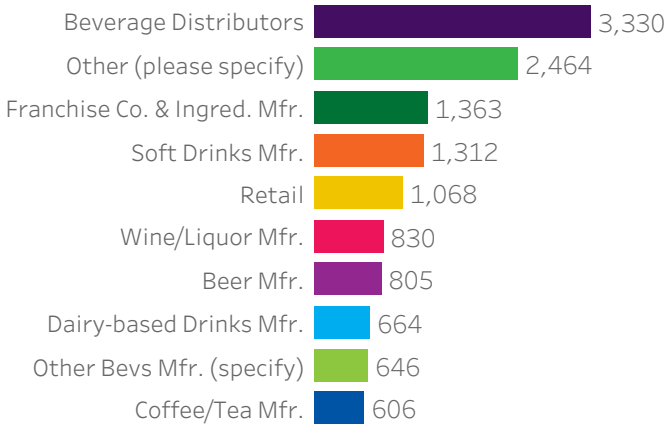
Top 5 Shown



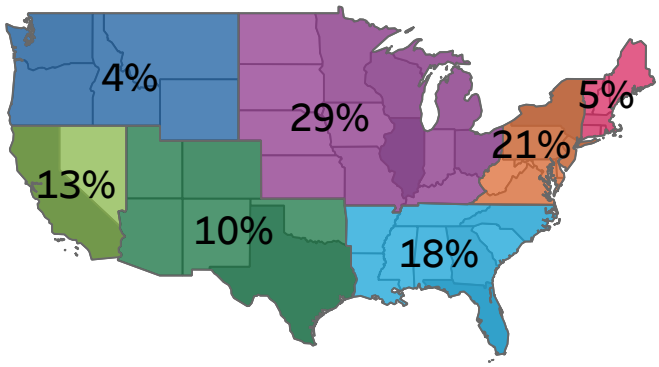
14,949 or 88% of subscribers with responses

Demographic - Business/Industry

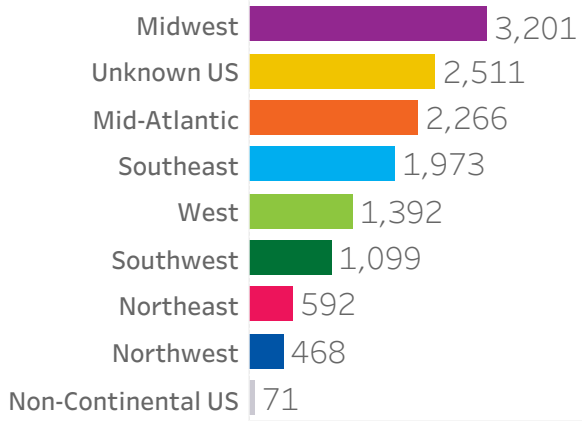
Top 10 Shown



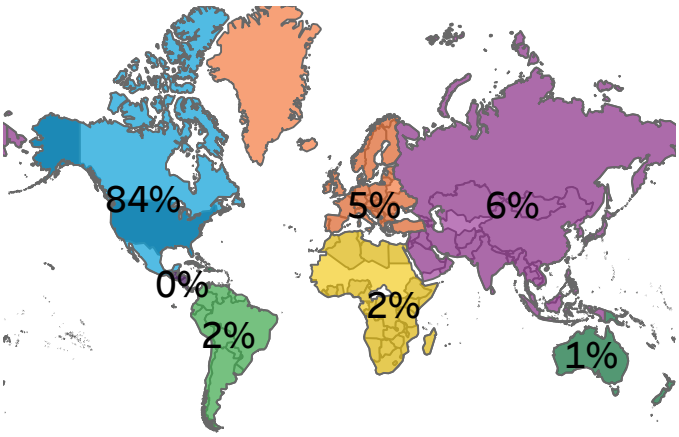
14,791 or 87% of subscribers with responses



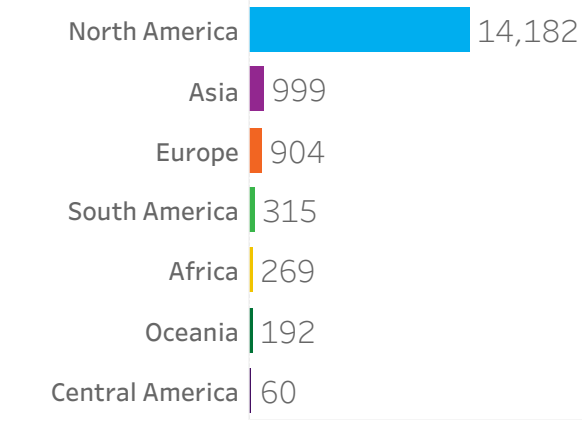
Unique Subscribers by Region



80% of subscribers are located in the US



Unique Subscribers by Region



20% of subscribers are located internationally

Time Frame
3 months

KPIs
- ***Total Qualified Subscribers:*** Active digital subscribers as of the most recent issue.
- ***Average Issue Pageviews:*** The average monthly pageviews on the eMagazines.

Activity by eMagazine Issue
- ***Issue Date:*** eMagazine issue date.
- ***Sessions:*** Number of times users interacted with the eMagazine. Sessions are terminated after 30 minutes of inactivity.
- ***Session Duration (min):*** The average session length.
- ***Pageviews:*** The total number of eMagazine pageviews.

eMagazine Notification Email Metrics
- ***Monthly Sends:*** Total number of notification emails deployed per issue.
- ***Delivered:*** Number of unique email subscriber addresses eMagazine notification emails were delivered to for this issue.
- ***Unique Opens:*** Number of unique subscriber email addresses who opened any notification email for this issue.
- ***Open Rate:*** Ratio of unique Opens to Delivered.
- ***Total Clicks:*** Number of subscribers who clicked a link within a particular notification email.
- ***CTR:*** Click Through Rate is the percentage of subscribers who click on a link within the notification email.



Newsletters

Beverage Industry
July 2026 - September 2026

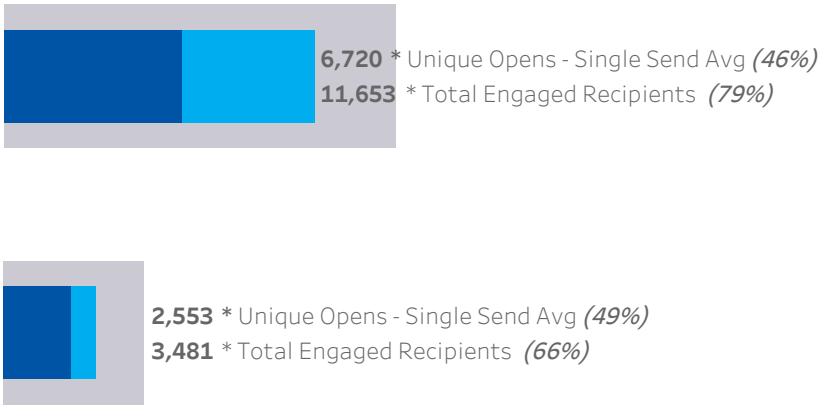
Active Unique Recipients
15,725

% of Recipients Engaged
79%

Sends per Month
5

Recipient Activity by Newsletter Over the Last 3 Months

Newsletter Name	Average Delivered
Beverage Industry Insider	14,671
Beverage Innovations	5,238



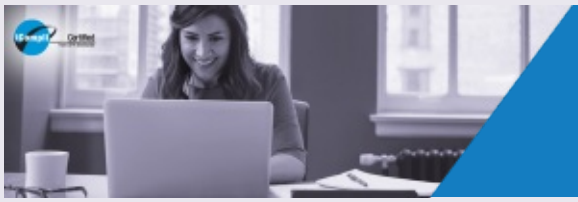
Engaged Recipient: Any recipient who opened at least one email of this type in the report time frame.

Unique Opens - Single Send Avg Unique Opens - All Sends Delivered

Newsletter Activity Averages

Newsletter Name	Monthly Sends	Delivered	* Unique Opens	* Open Rate	Total Clicks	CTR
Beverage Industry Insider	4.3	14,671	6,720	45.8%	467	3.2%
Beverage Innovations	1.0	5,238	2,553	48.7%	204	3.9%

* Due to Apple Mail Privacy enabled on user devices, open rates may be inflated as of November 2021. Clicks are not impacted.



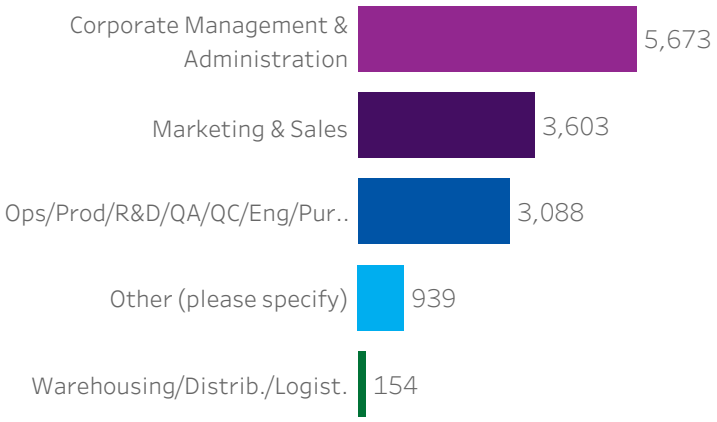
Beverage Industry

July 2026 - September 2026

Newsletters - *Recipient Demographics & Locations*

Demographic - Job Function

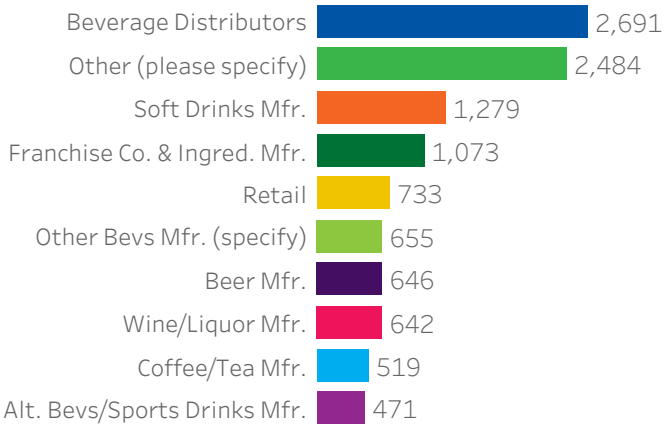
Top 5 Shown



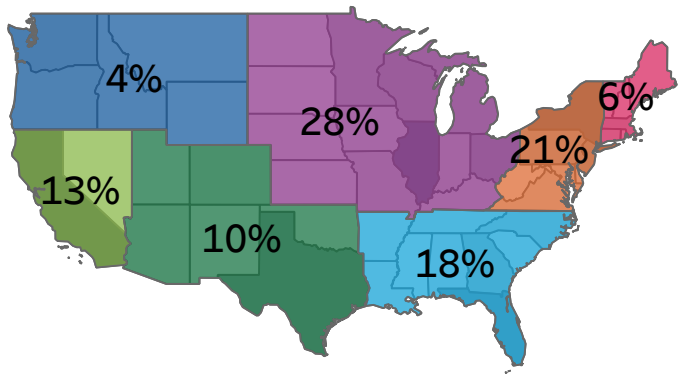
13,454 recipients with responses

Demographic - Business/Industry

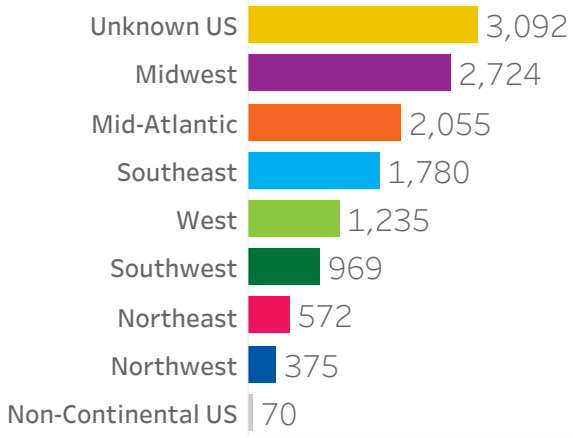
Top 10 Shown



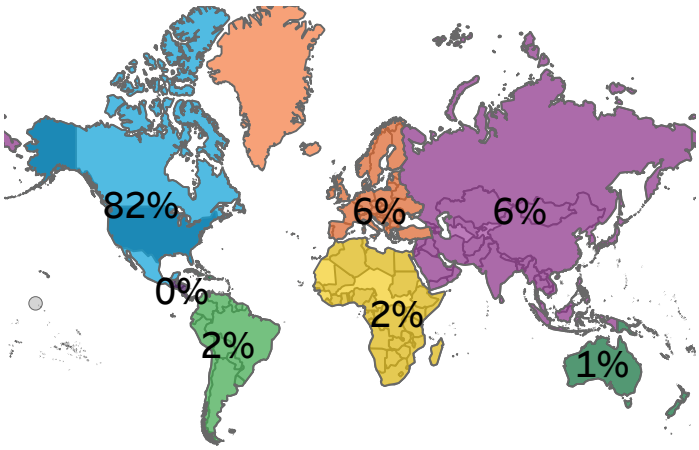
12,600 recipients with responses



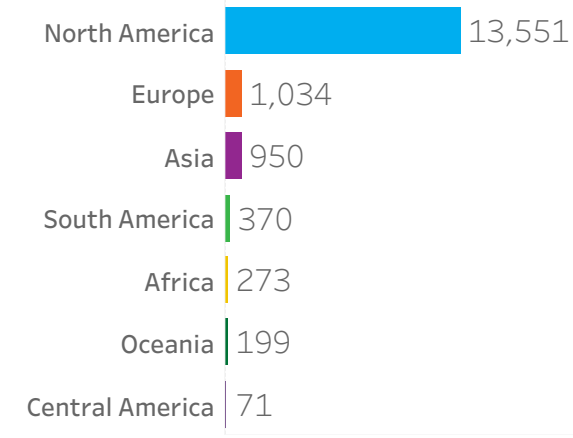
Unique Recipients by Region



78% of recipients are located in the US



Unique Recipients by Region



22% of recipients are located internationally

Newsletter Audience Glossary

UNDERSTANDING NEWSLETTER AUDIENCE DASHBOARD

Time Frame

3 Months

KPIs

- ***Active Unique Recipients:*** Number of unique email addresses that received any brand Newsletter in the 3-month period.
- ***% of Recipients Engaged:*** Percent of recipients who opened* any Newsletter.
- ***Sends / Month:*** Total Newsletters sent per month.

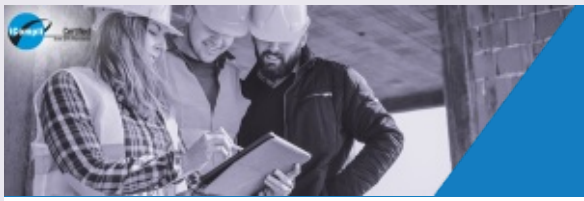
Recipient Activity by Newsletter

- ***Average Delivered:*** The average number of emails delivered per Newsletter.
- ***Unique Opens, Single Send Avg:*** Average unique opens* (uniqueness calculated for each email sent) for all emails sent.
- ***Total Engaged Recipients:*** Number of unique Recipients who have opened* one or more of the delivered emails.

Newsletter Activity Averages

- ***Monthly Sends:*** Total number of Newsletters deployed per month.
- ***Delivered:*** Average number of eMails, per Newsletter, deployed per month.
- ***Unique Opens:*** Average number of unique Recipients (delivered) who opened* a particular Newsletter.
- ***Open Rate:*** The ratio of Unique Opens* to Delivered.
- ***Total Clicks:*** Average number of recipients who clicked a link within a particular Newsletter.
- ***CTR:*** Click Through Rate is the percentage of recipients who click on a link within the Newsletter.

**Due to Apple Mail Privacy enabled on user devices, opens/open rates may be inflated as of November 2021. Clicks are not impacted.*



Beverage Industry

July 2026 - September 2026

Website - *www.bevindustry.com*

Average Monthly Users

35,375

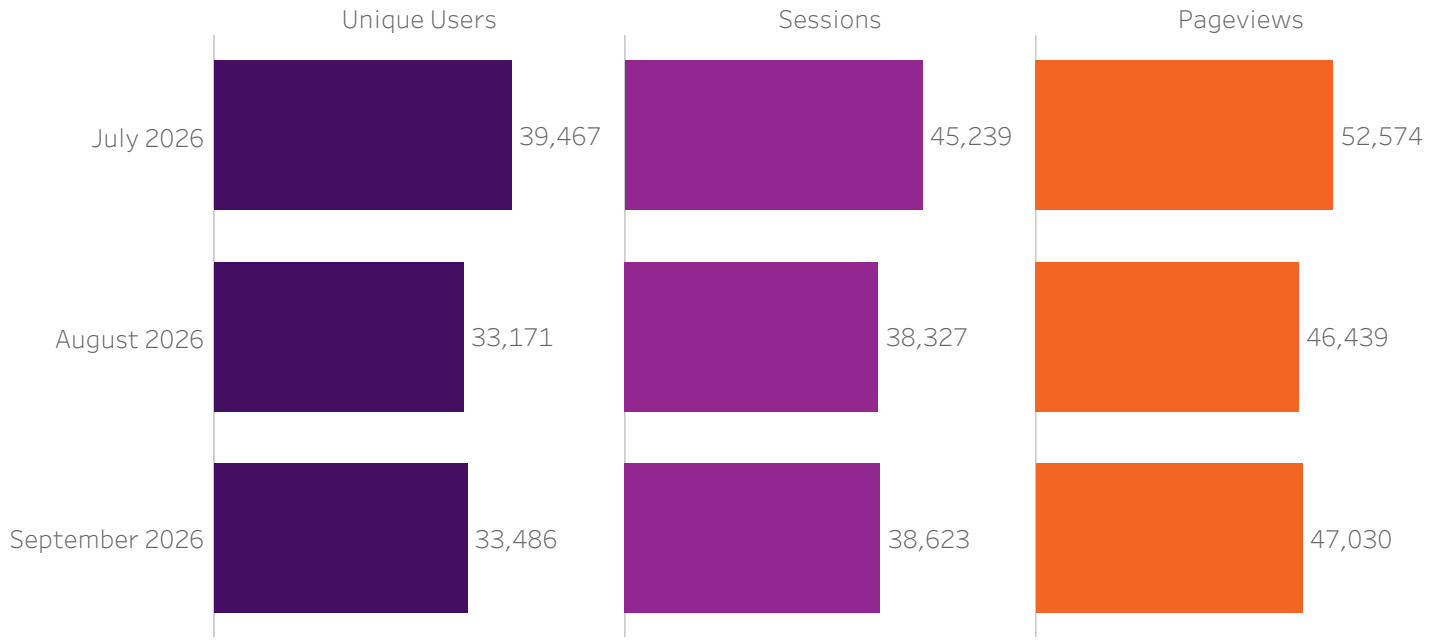
Average Monthly Sessions

40,730

Average Monthly Pageviews

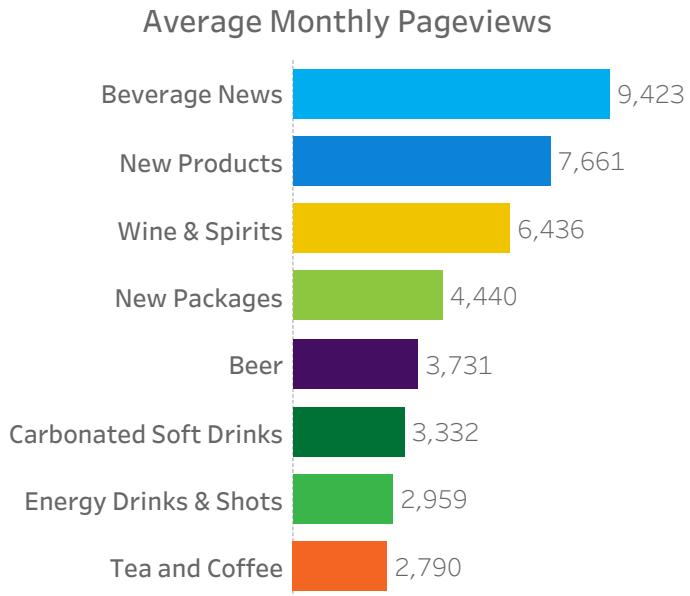
48,681

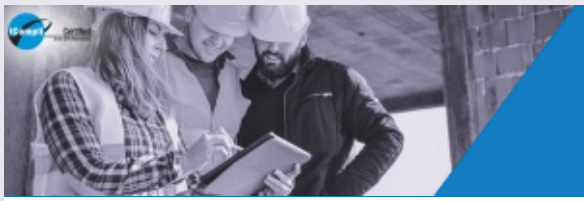
Monthly Website Statistics



Top 8 Content Topics Viewed







Beverage Industry

July 2026 - September 2026

Website - *Known User Activity*

Active Registered Users

2,555

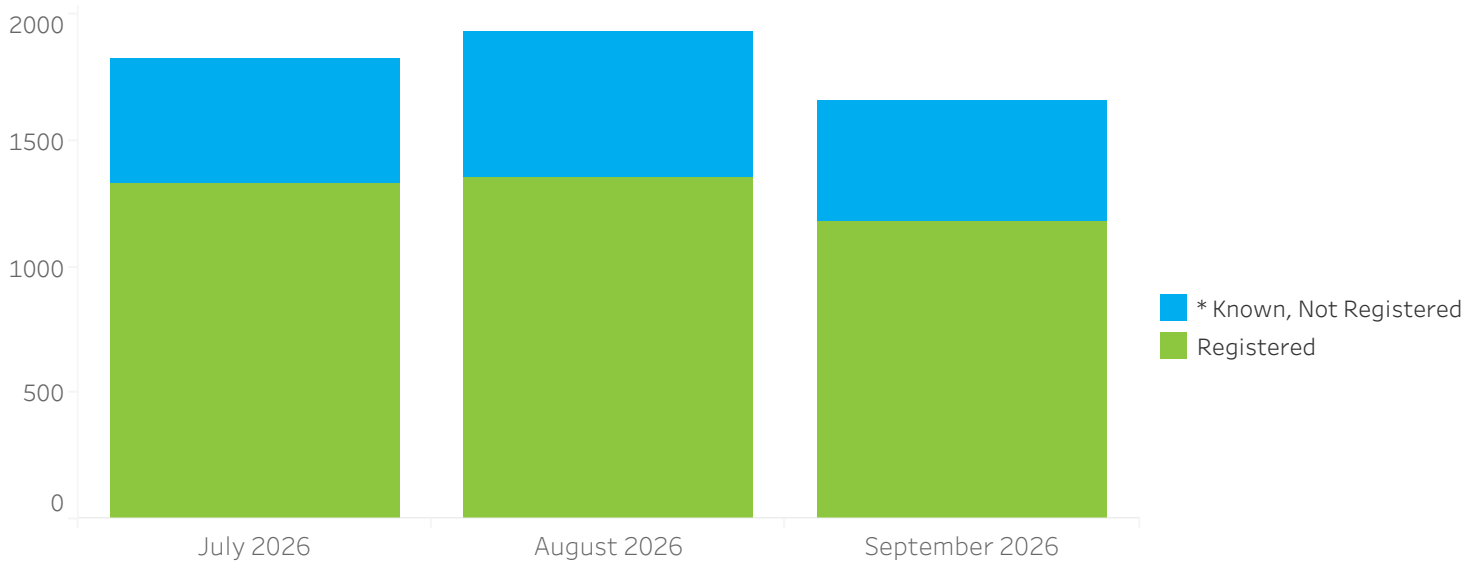
Active Known Users

3,650

Average Visits per User

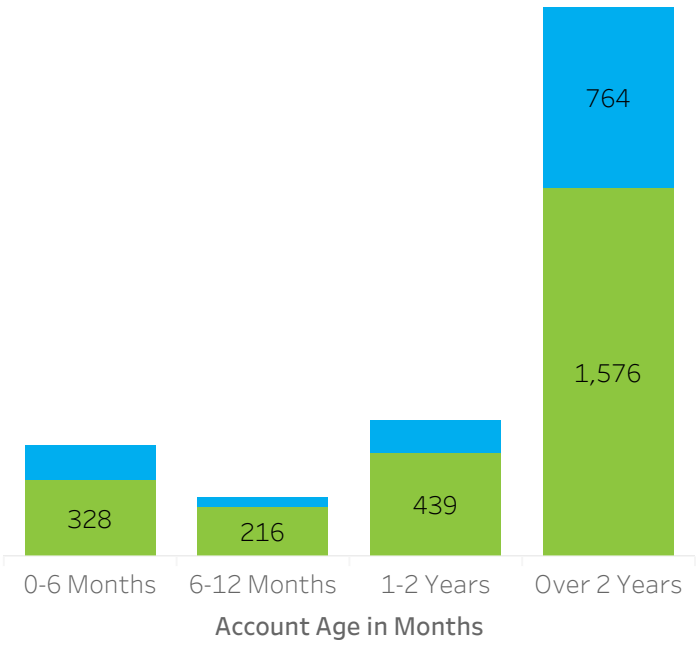
14.5

Website Users

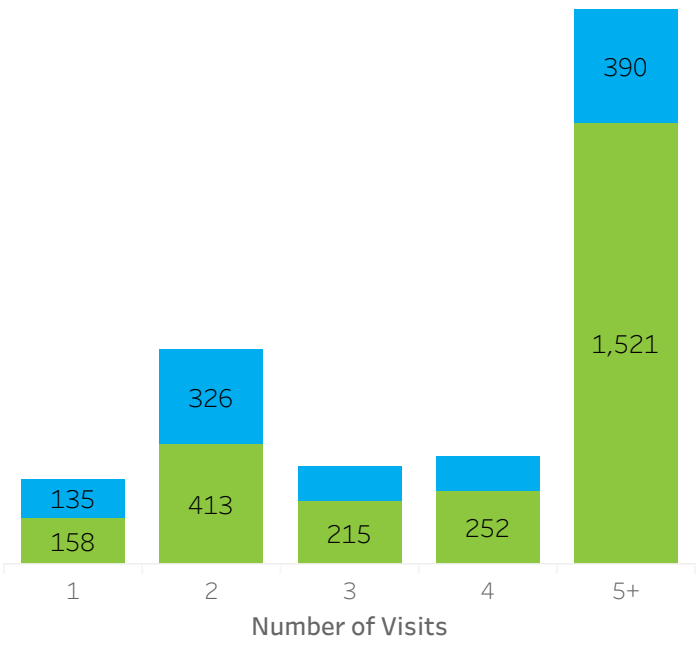


* Users that are identified in the BNP Media database but are not registered with this website

Known Users by Account Age



Known Users by Visit Frequency





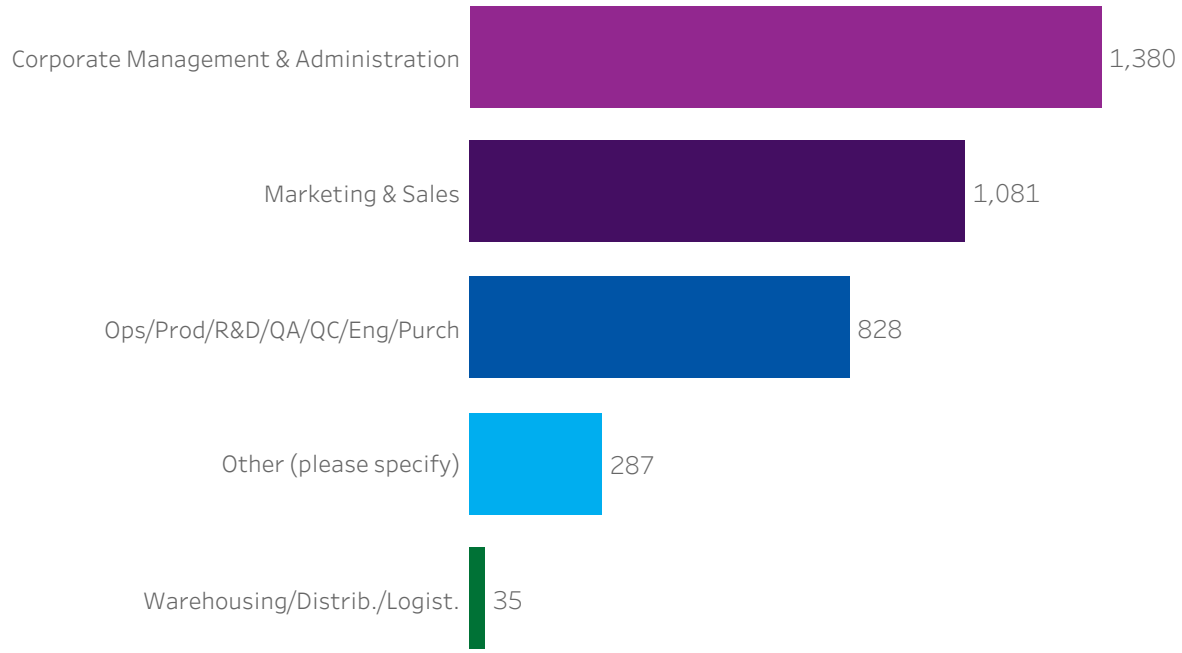
Beverage Industry

July 2026 - September 2026

Website *- User Demographics*

Demographic - Job Function

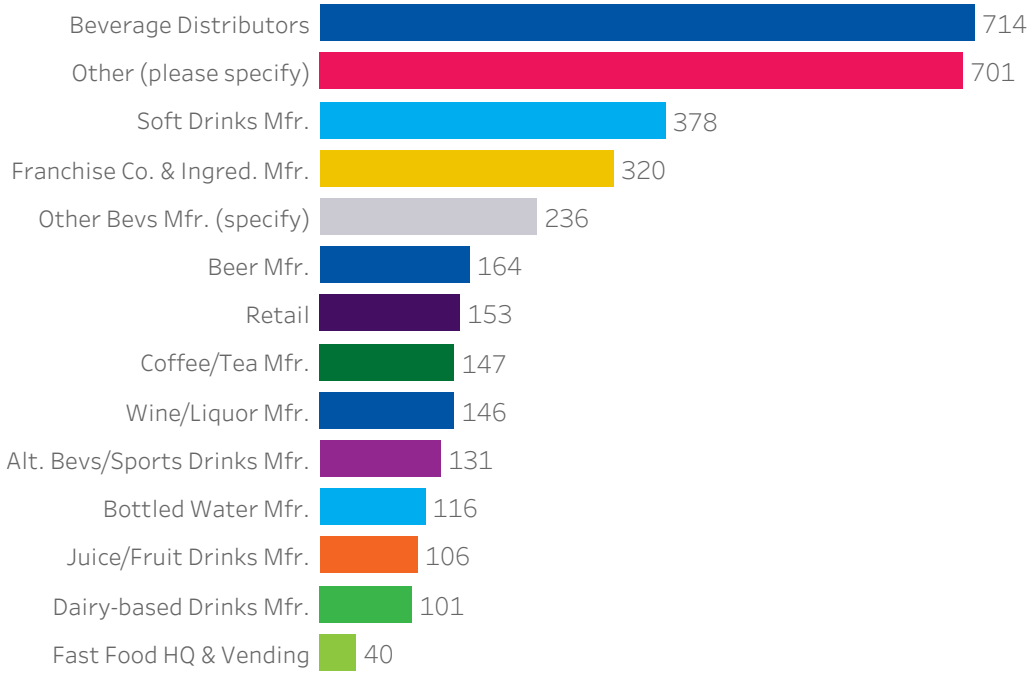
Top 5 Shown



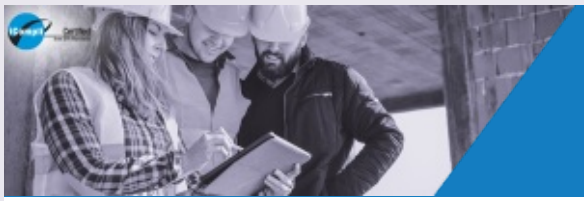
3,611 or 99% of users with responses

Demographic - Business/Industry

Top 14 Shown



3,453 or 95% of users with responses



Beverage Industry

July 2026 - September 2026

Website *- User Locations*

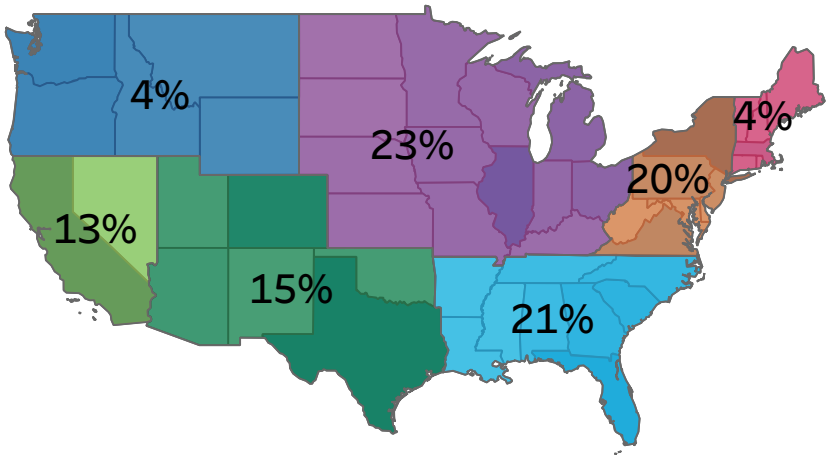
% of Users Based in US

84%

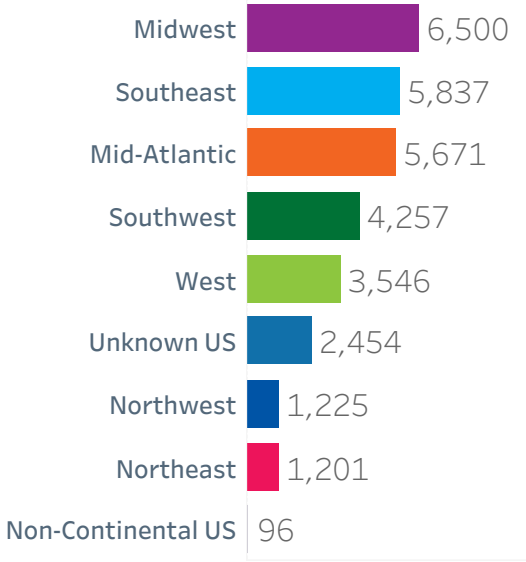
Average Monthly Users Based in US

30,787

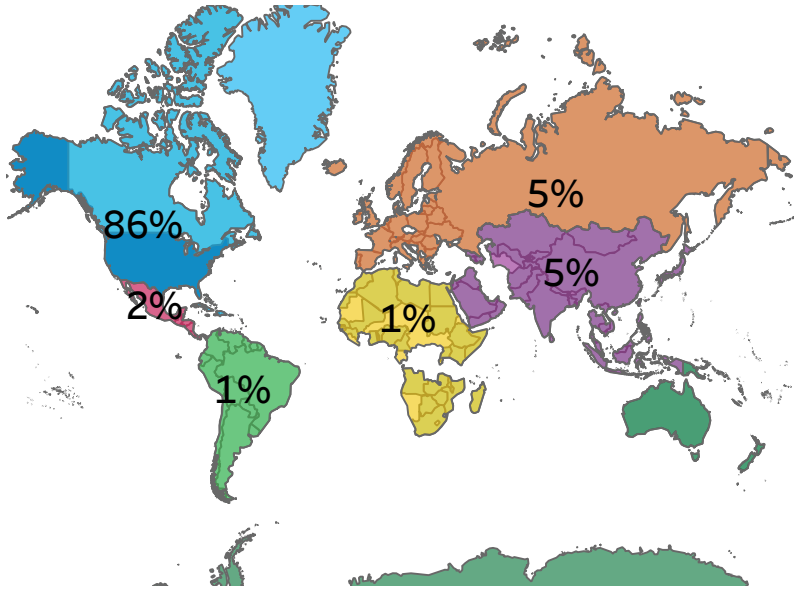
Geographic - US Regions



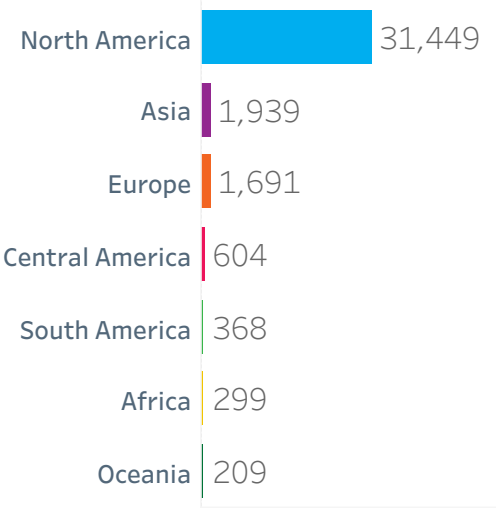
Unique Users by Region



Geographic - World Regions



Unique Users by Region



Website Audience Glossary

UNDERSTANDING WEBSITE AUDIENCE DASHBOARD

Time Frame

3-months

User Classifications

- ***Registered:*** Users that have completed the registration form for this website.
- ***Known, Not Registered:*** Users that are identified in the BNP Media database but are not registered with this website.

KPIs

- ***Active Registered Users:*** Number of unique users who registered on the website, at any time, and visited the website within the 3-month time frame.
- ***Active Known Users:*** Number of unique users with known first-party data, regardless of website registration status, who visited the website within the 3-month time frame.
- ***Average Visits per User:*** The ratio of visits, by known users, to the number of known users.

Web Users

- Number of users who were active on the website each month, colored by user classification.

Known Users by Account Age

- Number of users who visited the website within the 3-month time frame and have been in the BNP Media database for the account age listed, colored by user classification.

Known Users by Visit Frequency

- Number of times users visited the website within the 3-month time frame, colored by user classification.

Website Audience Glossary

UNDERSTANDING WEBSITE KNOWN USERS DASHBOARD

Time Frame

3-months

KPIs

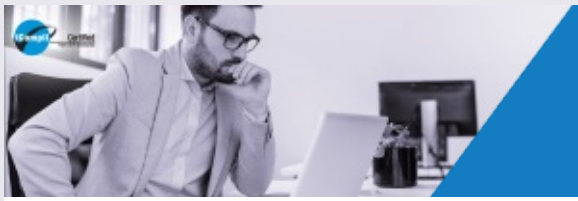
- ***Average Monthly Users:*** Average number of monthly users who have had at least one session on the website.
- ***Average Monthly Sessions:*** Average number of monthly sessions on the website. A session is anytime a user has interacted with the website.
- ***Average Monthly Pageviews:*** Average number of total monthly pageviews on the website.

Web Visitors

- ***Users:*** Number of Users per month.
- ***Sessions:*** Number of times users interacted with the digital edition. Sessions are terminated after 30 minutes of inactivity.
- ***Pageviews:*** Number of Pageviews per month.

Top 8 Content Topics

- Average monthly pageviews for the top 8 content topics on the website.



Beverage Industry

July 2026 - September 2026

Sponsored eBlasts

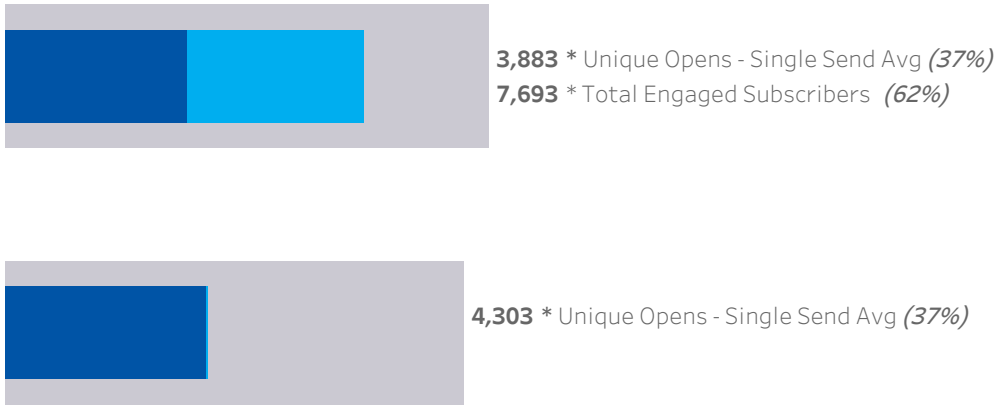
Total Average Delivered
10,447

% of Recipients Engaged
64%

Sends per Month
5

Activity by eBlast

Sponsorship Type	Avg Delivered
Exclusive	10,366
Multi-Sponsored	11,666



Engaged Subscriber: Any subscriber who opened at least one email of this type in the report time frame.

Unique Recipients | Unique Opens - Single Send Avg | Unique Opens - All Sends

eBlast Activity Averages

eBlast Name	Sponsorship Type	Monthly Sends	Delivered	* Unique Opens	* Open Rate	Total Clicks	CTR
Beverage Industry	Multi-Sponsored	0.3	11,666	4,303	36.9%	218	1.9%
	Exclusive	5.0	10,366	3,883	37.5%	94	0.9%

* Due to Apple Mail Privacy enabled on user devices, opens/open rates may be inflated as of November 2021. Clicks are not impacted.



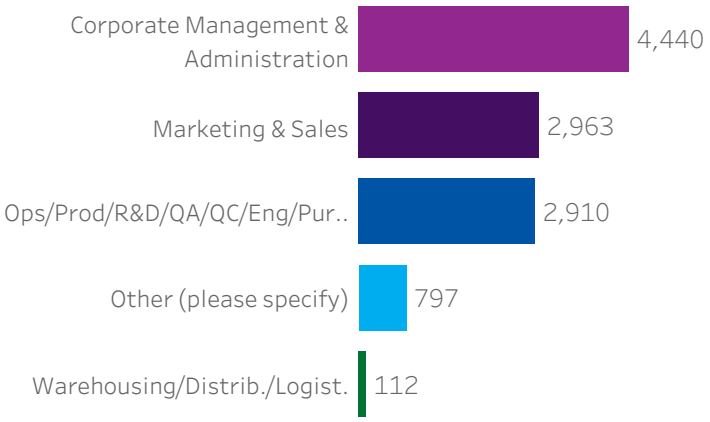
Beverage Industry

July 2026 - September 2026

Sponsored eBlasts *- Recipient Demographics & Locations*

Demographic - Job Function

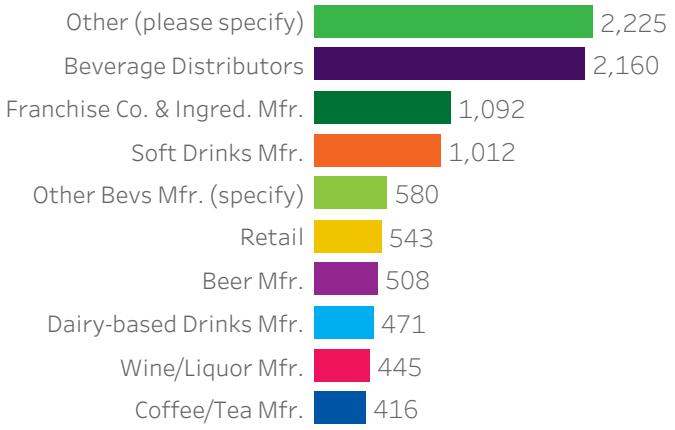
Top 5 Shown



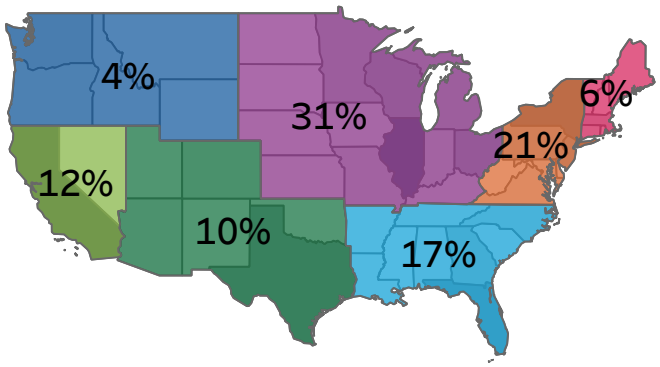
11,222 or 83% of recipients with responses

Demographic - Business/Industry

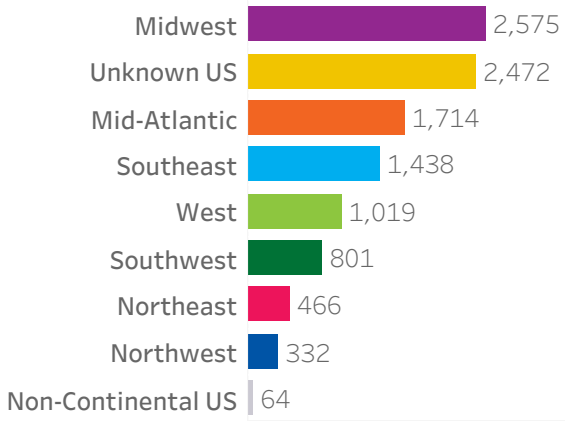
Top 10 Shown



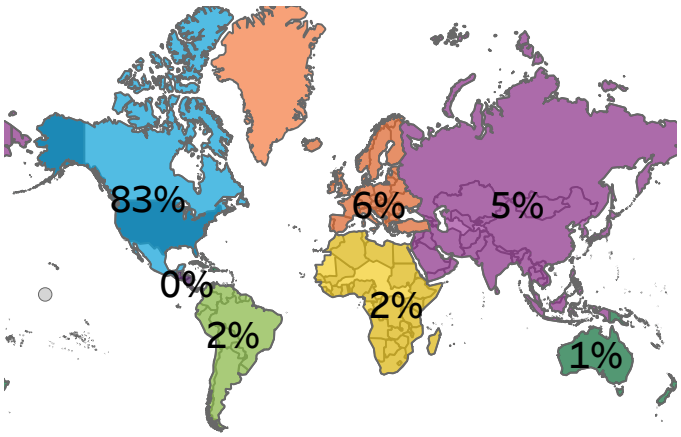
10,667 or 79% of recipients with responses



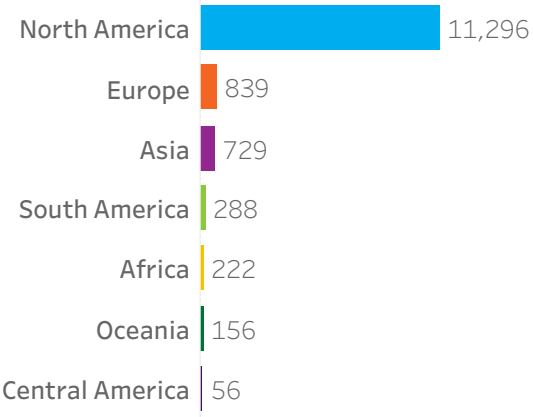
Unique Recipients by Region



80% of recipients are located in the US



Unique Recipients by Region



20% of recipients are located internationally

eBlast Audience Glossary

UNDERSTANDING eBLAST AUDIENCE DASHBOARD

Time Frame

3 Months

KPIs

- ***Total Average Delivered:*** The number of eBlasts (Advertising emails) delivered, excluding bounces.
- ***% of Recipients Engaged:*** The percentage of recipients who have opened* an eBlast.
- ***Sends per Month:*** The average number of delivered Advertising eBlasts per month.

Activity by eBlast

- ***Exclusive Sponsorship Type:*** Single advertiser.
- ***Multi-Sponsored Sponsorship Type:*** Multiple advertisers.
- ***Average Delivered:*** The average number of emails delivered per eBlast.
- ***Unique Opens, Single Send Avg:*** The average unique opens* (uniqueness calculated for each email sent) for all emails sent.
- ***Total Engaged Subscribers:*** The number of unique recipients who have opened* one or more of the delivered emails.

eBlast Activity Averages

- ***Monthly Sends:*** Total number of eBlasts deployed per month.
- ***Delivered:*** Average number of eMails, per eBlast, deployed per month.
- ***Unique Opens:*** The average number of unique recipients (delivered) who opened* a particular eBlast.
- ***Open Rate:*** The ratio of Unique Opens* to Delivered.
- ***Total Clicks:*** Average number of recipients who clicked a link within a particular eBlast.
- ***CTR:*** Click Through Rate is the percentage of recipients who click on a link within the eBlast.

**Due to Apple Mail Privacy enabled on user devices, opens/open rates may be inflated as of November 2021. Clicks are not impacted.*



Beverage Industry

July 2026 - September 2026

Social Media

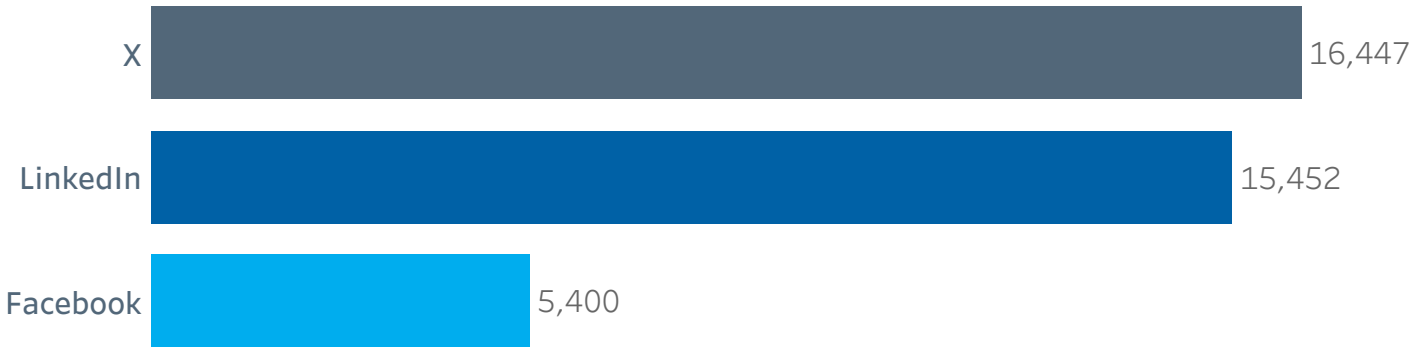
Total Social Media Followers

37,299

Engagements

2,389

Followers by Channel



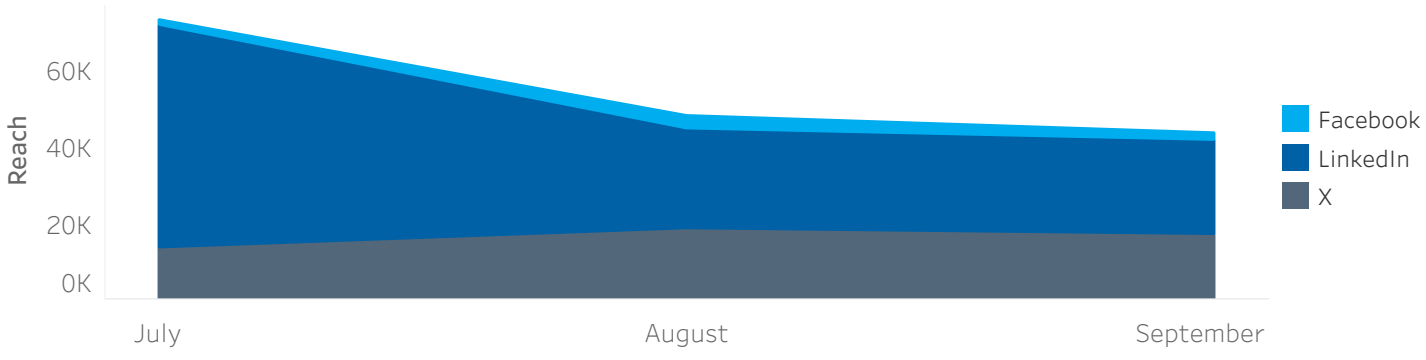
Total Engagements

283

785

1,321

Reach by Month



Social Media Audience Glossary

UNDERSTANDING SOCIAL MEDIA AUDIENCE DASHBOARD

Time Frame

3 Months

KPIs

- ***Total Social Media Followers:*** The total number of social media followers per brand, as of the report date (not unique across all channels).
- ***Engagements:*** The reactions, comments, and shares on a post. Clicks are not included.

Followers by Channel

- Breakdown of followers by the specific social network.
- Followers is the total number who have followed the brand.

Total Engagements

- Total engagements by social network.

Reach by Month

- Breakdown by social network of the total reach by month.
- Reach is the number of individual users a post reached.



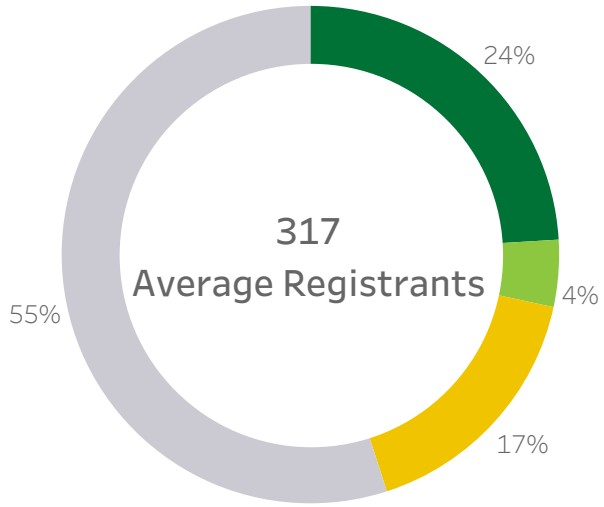
Webinars

Beverage Industry

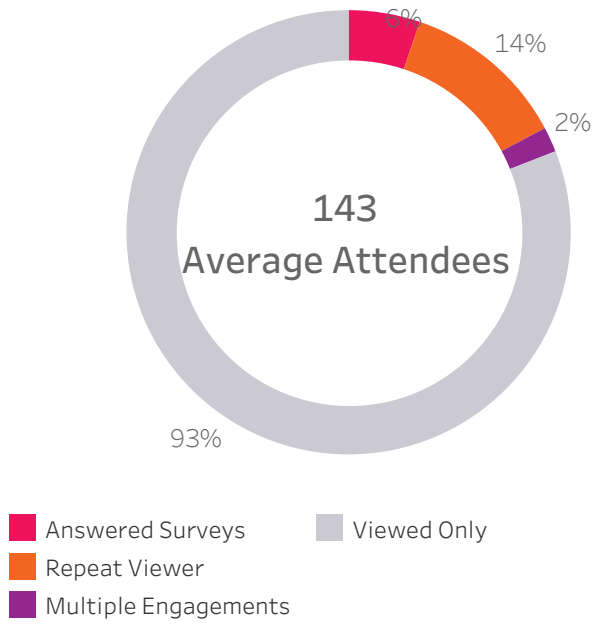
** April 2026 - September 2026*

Unique Registrants	Unique Attendees	Registrant Attendance Rate	Average Attendees per Webinar
1,222	**601**	**49%**	**143**

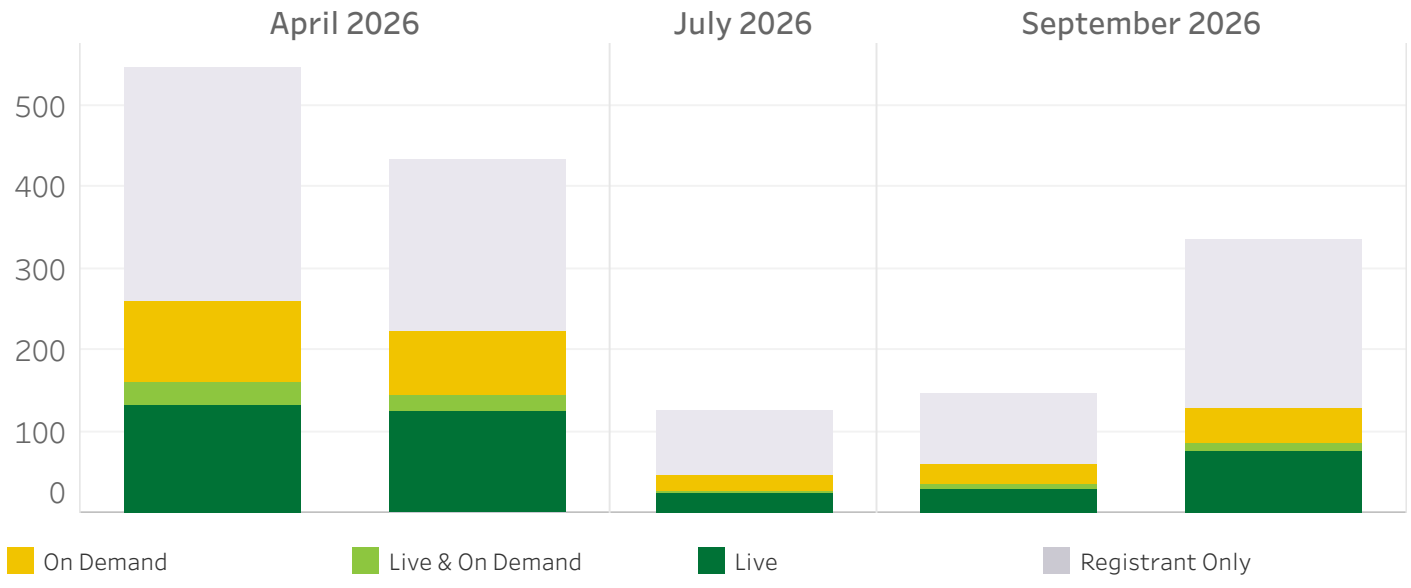
Registrant Breakdown



Attendee Engagement Breakdown



Registration & Attendance Analysis



* All data is calculated from the 5 most recent webinars



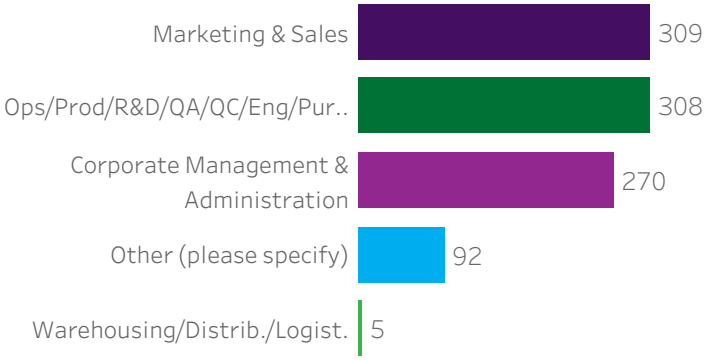
Beverage Industry

** April 2026 - September 2026*

Webinars - Registrant Demographics & Locations

Demographic - Job Function

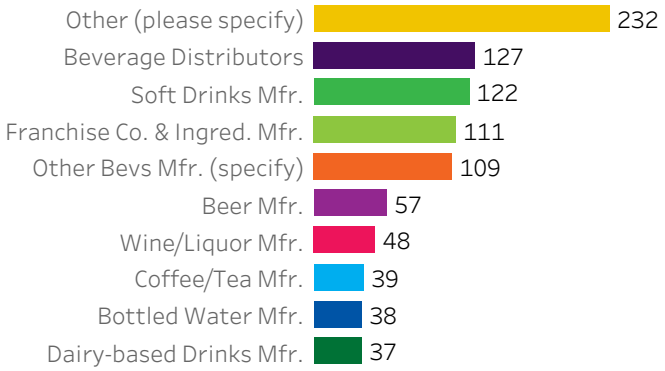
Top 5 Shown



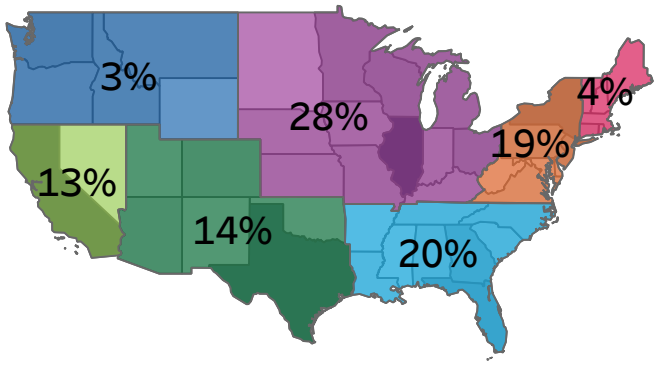
984 or 81% of registrants with responses

Demographic - Business/Industry

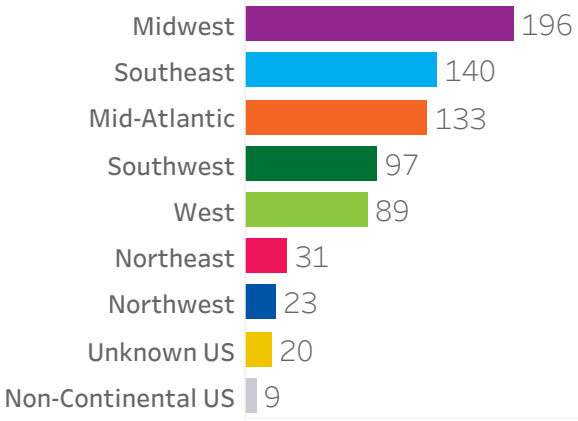
Top 10 Shown



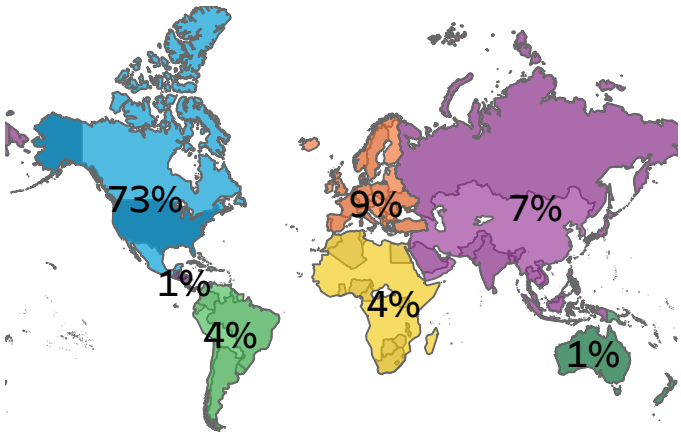
975 or 80% of registrants with responses



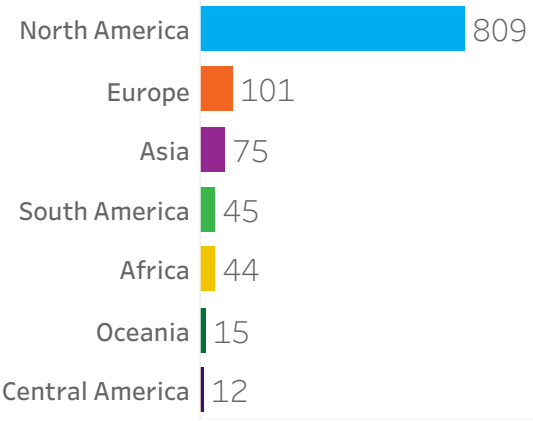
Unique Registrants by Region



67% of registrants are located in the US



Unique Registrants by Region



33% of registrants are located internationally

* All data is calculated from the 5 most recent webinars

Webinar Audience Glossary

UNDERSTANDING WEBINAR AUDIENCE DASHBOARD

Time Frame

3 months. If there were less than 5 webinars in the most recent 3 months, the time frame is extended (up to 1 year) to include the 5 most recent webinars.

KPIs

- ***Unique Registrants:*** The number of unique registrants across all webinars.
- ***Unique Attendees:*** The number of unique attendees across all webinars.
- ***Registrant Attendance Rate:*** The ratio of average attendance to average registration.
- ***Average Attendees per Webinar:*** The average number of attendees per webinar.

Registrant Breakdown

- ***Average Registrants:*** The average number of registrants per webinar.
- ***Registrant Only:*** Percentage of average registrants who did not attended webinar.
- ***Live:*** Percentage of average registrants who attended the live webinar.
- ***On Demand:*** Percentage of average registrants who viewed the webinar at a later date than the live webinar.
- ***Live & On Demand:*** Percentage of average registrants who attended the webinar live and viewed the webinar at a later date.

Attendee Engagement Breakdown

- ***Attendees:*** Average number of attendees per webinar.
- ***Answered a Survey:*** Percent of average attendees who responded to a survey question within a webinar.
- ***Downloaded Documents:*** Percent of average attendees who downloaded a document within a webinar.
- ***Multiple Engagements:*** Percent of average attendees who responded more than once and/or in more than one way, within a webinar.
- ***Repeat Viewer:*** Percent of average attendees who viewed a webinar several times.
- ***Answered Polls:*** Percent of average attendees who responded to a poll question within a webinar.
- ***Viewed Only:*** Percent of average attendees who only viewed a webinar.

Registration & Attendance Analysis

- Number of unique registrants and attendees per webinar, colored by the type of viewing engagement.

Audience Profile Glossary

UNDERSTANDING AUDIENCE PROFILE DASHBOARD DEMOGRAPHICS & LOCATIONS

Time Frame

See product specific glossary page

Demographic - Job Function

- Number of customers identified by Job Functions reported.

Demographic - Business/Industry

- Number of customers identified by Business & Industry reported.

Geographic - US Regions

- ***Mid-Atlantic:*** Delaware, Maryland, New Jersey, New York, Pennsylvania, Virginia, Washington D.C. and West Virginia
- ***Midwest:*** Indiana, Illinois, Wisconsin, Minnesota, Iowa, Kansas, Kentucky, Michigan, Missouri, Nebraska, North Dakota, Ohio and South Dakota
- ***West:*** California and Nevada
- ***Southeast:*** Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee
- ***Southwest:*** Arizona, Colorado, New Mexico, Oklahoma, Texas and Utah
- ***Northeast:*** Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont
- ***Northwest:*** Idaho, Montana, Oregon, Washington and Wyoming
- ***Non-Continental US:*** Alaska, American Samoa, APO/FPO, Guam, Hawaii, Northern Mariana Island, Puerto Rico and U.S. Virgin Islands

Geographic - World Regional

- ***North America:*** Canada, Mexico and U.S.A.
- ***Asia:*** Continent of Asia, including Asia minor and Middle East
- ***Europe:*** Continental European nations (including United Kingdom and Ireland)
- ***Oceana:*** Australia, New Zealand and surrounding Pacific Island nations
- ***South America:*** Continental South American nations
- ***Africa:*** Continental African nations
- ***Central America:*** Costa Rica, Guatemala, Honduras, Panama and Nicaragua

Audience Profile Glossary

DEMOGRAPHICS APPENDIX (JOB FUNCTION)

Display Name	Included Demographics
Corporate Management & Administration	Corporate Management & Administration (President. Division/Branch Management
Marketing & Sales	Marketing/Sales (Category/Brand/Product Manager. M
Ops/Prod/R&D/QA/QC/Eng/Purch	Engineering (VP Engineering. Plant Engineer. Maint Plant Operations/Production (VP Production. Produc Purchasing (VP Purchasing. Purchasing or Procureme QA/QC (Quality Assurance Manager. Quality Control Research & Development/Product Development (Presid
Other (please specify)	Incomplete Must Pay Other (please specify)
Warehousing/Distrib./Logist.	Warehousing/Distribution/Logistics (Warehouse/Dist

Audience Profile Glossary

DEMOGRAPHICS APPENDIX (BUSINESS INDUSTRY)

Display Name	Included Demographics
Alt. Bevs/Sports Drinks Mfr.	Alternative Beverages/Sports Drinks Manufacturing
Beer Mfr.	Beer Manufacturing
Beverage Distributors	Alternative Beverages/Sports Drinks Distributor (i Beer Distributor Beverage Distributor/Wholesaler/Warehouse (no prod Bottled Water Distributor Coffee/Tea Distributor Dairy-based Drinks Distributor Juice/Fruit Drinks Distributor Other Beverages Distributor (please specify) Soft Drinks Distributor Warehousing/Distribution/Logistics Wholesaler/Broker/Importer/Exporter Wine/Liquor Distributor
Bottled Water Mfr.	Bottled Water Manufacturing
Coffee/Tea Mfr.	Coffee/Tea Manufacturing
Dairy-based Drinks Mfr.	Dairy-based Drinks Manufacturing Fluid Milk & Beverages
Fast Food HQ & Vending	Beverages (Manufacturer. distributor. fast food co Fast Food Corporate Headquarters Vending Firms
Franchise Co. & Ingred. Mfr.	Beverage Brand/Franchise Company Beverage Franchise Company/Importer/Brand Owner (n Beverage Producer/Manufacturer/Bottler Franchise Company Manufacturer of Ingredients/Nutritional Ingredient Specialty Nutritional Products (Dietary supplement
Juice/Fruit Drinks Mfr.	Juice/Fruit Drinks Manufacturing
Other (please specify)	Bakery Products Breads & Rolls. Waffles. Cookies & Crackers Candy and Confectionery Products Cereal & Grain-Based Products (Cereals. pet foods. Cheese Products Co-packer/Contract Manufacturer Cultured Products Dairy Foods Engineering. Design. Architectural and Constructio Extruded Snacks Foodservice Fruits & Vegetables Ice Cream and Frozen Desserts Incomplete Machinery/Equipment for Food Processing and/or Pac Meat Snacks Meat.Poultry.Seafood Must Pay Novelties Nuts/Trail Mix Other (please specify) Other Bakery Products Other Dairy Foods Other Prepared Products (Prepared Dinners/Meals/En Other Snack Foods Prepared Foods/Meals/Side Dishes (Prepared product Prepared Snacks Prepared Specialties (Ketchup. sauces. gravies. co Processed/Further Processed Meat Regulatory/Certification Services Snack Cakes. Pies. Donuts. Toasted Pastries Snack Foods Testing Labs. Universities. Government Tortillas
Other Bevs Mfr. (specify)	Other Beverages Manufacturing (please specify)
Retail	Convenience Store/Mass Merchandiser Retail Specialty Retailer/Specialty Food Store
Sanitation/Wastewater	Sanitation/Wastewater
Soft Drinks Mfr.	Soft Drinks Manufacturing
Wine/Liquor Mfr.	Wine/Liquor Manufacturing

BNP Customer Database - *omeda.com*

Primary source of record for all first party customer data and activities including: Subscriber Registrations, Demographics, Physical Addresses, Business & Job Function Demographic responses, Product Subscriptions, Email Deployments, Website Visits, eMagazine Visits, Digital Edition Visits.

Usage by Report Section

Audience Profile

- ***Unique Active Customers***
- ***Print Magazine, Digital Edition, eMagazine:*** Subscriber Counts
- ***Newsletter:*** Recipients, Engagement, Sends
- ***eBlasts:*** Delivered, Engagement, Sends
- ***Website:*** Active Registrants
- ***Demographics:*** Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- ***Locations:*** Locations of known customers with first party address data

Magazine/eMagazine

- ***Magazine Summary:*** All data
- ***eMagazine/Digital Edition Summary:*** Total Qualified Subscribers, Notification eMail Metrics
- ***Demographics:*** Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- ***Locations:*** Locations of known customers with first party address data

Newsletters

- ***All Pages:*** All data

Website

- ***Known User Activity:*** All data
- ***User Demographics:*** Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*

eBlasts

- ***All Pages:*** All data

Continuing Education

- ***Websites & Newsletter:*** Newsletter Delivery, Activity by Newsletter
- ***Demographics:*** Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- ***Locations:*** Locations of known customers with first party address data

CONTINUED ON NEXT PAGE

Events
- ***Demographics:*** Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- ***Locations:*** Locations of known customers with first party address data

Webinars
- ***Demographics:*** Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- ***Locations:*** Locations of known customers with first party address data

Google Analytics - *google.com/analytics*
Web Analytics service offered by Google that tracks and reports website traffic. Used to track all usage (known & anonymous) across websites, eMagazines, Digital Editions, Continuing Education.

Usage by Report Section

Audience Profile
- ***Website:*** Average Monthly Users, Average Monthly Pageviews
- ***Continuing Education:*** Monthly Website Pageviews

eMagazine/Magazine
- ***eMagazine/Digital Edition Summary:*** Issue Pageviews, Sessions, Session Duration

Website
- ***Website Overview:*** Website Users, Sessions, Pageviews, Top Content Topics
- ***User Locations:*** Website User Locations

Continuing Education
- ***Websites & Newsletter:*** Monthly Website Pageviews, All Website Visitors data

Falcon Social Media Platform - *falcon.io*
Single platform management and analytics for Facebook, Twitter, Instagram, LinkedIN accounts. falcon.io

Usage by Report Section

Audience Profile
- ***Social Media:*** Follower Count by Channel

CONTINUED ON NEXT PAGE

Social Media

- ***All Pages:*** All data

Building Media Inc. - *buildingmedia.com*

Developer of innovative online learning management programs and e-Learning courseware built exclusively for the construction community. Hosts and manages Continuing Education Centers.

Usage by Report Section

Audience Profile

- ***Continuing Education:*** Active Registered Users

Continuing Education

- ***Websites & Newsleter:*** Active Registered Users
- ***CE Courses & Tests:*** All data

Aventri - *aventri.com*

Event Management Platform used to process registration and administration of in person, virtual and hybrid events.

Usage by Report Section

Audience Profile

- ***Events:*** Average Attendees per Event

Events

- ***Event Overview:*** All data

Intrado - *intrado.com*

Webinar and interactive media platform. Technology and administration of Webinars.

Usage by Report Section

Audience Profile

- ***Webinars:*** Average Registrants, Average Attendees

Webinars

- ***Webinars Overview:*** All data