

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

BEVERAGE INDUSTRY is a B2B brand analyzing trends, technology and products shaping the beverage marketplace. Our editorial scope covers the entire beverage marketplace, and reports on a wide range of marketing and manufacturing subjects with emphasis on new products, R&D, packaging, production and distribution.

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

<p>BEVERAGE INDUSTRY MAGAZINE</p> <p>6 issues in the period 36,661 average circulation</p>	<p>BEVERAGE INDUSTRY E-NEWSLETTER</p> <p>26 issued in the period 21,511 average per occurrence</p>	<p>BEVERAGE INDUSTRY EVENT</p> <p>1 event in the period 132 total attendees</p>	<p>BEVERAGE INDUSTRY WEBINAR</p> <p>1 webinar in the period 907 registrants 271 attendees</p>	<p>BEVERAGE INDUSTRY WEBSITE</p> <p>59,782 average users</p>	<p>BEVERAGE INDUSTRY SOCIAL MEDIA</p> <p>14,352 Twitter followers 9,835 LinkedIn group members 3,332 Facebook likes</p>
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EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
BEVERAGE INDUSTRY MAGAZINE (6 Issues in the Period)	36,661	-	36,661
a. Print	34,001	-	34,001
b. Digital	2,660	-	2,660
1. Requested	2,651	-	2,651
2. Non-Requested	9	-	9
BEVERAGE INDUSTRY E-NEWSLETTER			
Beverage Industry Insider (26 issued in the period)	21,511	-	21,511
BEVERAGE INDUSTRY EVENT (1 event in the period)			
a. Registrants	224	-	224
b. Attendees	132	-	132
BEVERAGE INDUSTRY WEBINAR (1 webinar in the period)			
a. Registrants	907	-	907
b. Attendees	271	-	271
BEVERAGE INDUSTRY WEBSITE (Monthly Users with 122,636 average Pageviews)	59,782	-	59,782
BEVERAGE INDUSTRY SOCIAL MEDIA			
a. Twitter followers	*14,352	-	*14,352
b. LinkedIn group members	*9,835	-	*9,835
c. Facebook likes	*3,332	-	*3,332

*Social Media claims are cumulative figures, not averages.

FIELD SERVED

BEVERAGE INDUSTRY serves manufacturers of soft drinks, beer, bottled water, alternative beverages/sports drinks (including fortified/nutraceutical), wine/liquor, juice/fruit drinks, coffee/tea, dairy-based drinks, beverage producer/manufacturer/bottler, and other beverage manufacturers. Warehousing/distribution/logistics companies, wholesalers/brokers/importers/exporters, fast food corporate headquarters, retail, vending firms, franchise companies, manufactures of ingredients/nutritional ingredients and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are corporate management & administration, research & development/product development, QA/QC, engineering, purchasing, marketing/sales, warehousing/distribution/logistics and other titled and non-titled personnel, as shown in 3a.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	78
Advertiser and Agency	1,358
Allocated for Trade Shows and Conventions	-
All Other	526
TOTAL	1,962

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	36,661	100.0	36,661	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	36,661	100.0	36,661	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018	Print	Digital	Total Qualified
January	34,001	2,705	36,706
February	34,001	2,675	36,676
March	34,001	2,653	36,654
April	34,001	2,652	36,653
May	34,001	2,651	36,652
June	34,001	2,625	36,626

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

This issue is -% or 11 copies below the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Classification by Title						
			Print	Digital	Corporate Management & Administration (Note 1)	Plant Operations/Production R&D, QA/QC, Engineering, Purchasing (Note 2)	Marketing & Sales (Note 3)	Warehousing/Distribution/Logistics (Note 4)	Other Titled and Non-titled Personnel
Soft Drink Manufacturers	5,847	16.0	5,507	340	2,493	1,624	1,392	338	-
Beer Manufacturers	2,450	6.7	2,250	200	1,185	689	528	48	-
Bottled Water Manufacturers	2,035	5.6	1,893	142	1,223	443	304	65	-
Wine/Liquor Manufacturers	1,781	4.9	1,621	160	1,219	268	268	26	-
Juice/Fruit Drink Manufacturers	1,185	3.2	876	309	599	376	190	20	-
Dairy-Based Drink Manufacturers	1,156	3.1	1,016	140	530	433	161	32	-
Coffee/Tea Manufacturers	1,229	3.4	1,101	128	724	305	180	20	-
Alternative Beverages/Sports Drinks Manufacturers (including Fortified/Nutraceutical)	982	2.7	849	133	575	236	155	16	-
Other Beverage Manufacturers	558	1.5	527	31	276	159	113	10	-
Beverage Distributors (Note 5)	11,010	30.0	10,300	710	7,049	1,530	1,906	525	-
Franchise Companies & Manufacturers of Ingredients/Nutritional Ingredients	835	2.3	656	179	369	247	207	12	-
Retail	7,296	19.9	7,168	128	5,608	784	847	57	-
Fast Foods Corporate Headquarters & Vending Firms	288	0.7	237	51	189	52	40	7	-
Others Allied to the Field	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	36,652	100.0	34,001	2,651	22,039	7,146	6,291	1,176	-
PERCENT	100.0	100.0	92.8	7.2	60.1	19.5	17.2	3.2	-

Note 1: Corporate Management & Administration: president, owner, partner, chairman of the board, executive vice president, vice president, general manager, secretary, treasurer, manager, assistant manager and store/location manager.

Note 2: Plant Operations/Production: VP production, production manager, plant mgr/sup/supt/production line foreman, VP operations, processing/packaging supervisor, maintenance foreman, plant security manager, safety foreman; Research & Development/Product Development: president/VP of R&D, food tech, chemist, flavor room manager, lab tech, design manager, research chef, tech services manager, project manager; QA/QC: quality assurance manager, quality control manager, QA/QC personnel; Engineering: VP engineering, plant engineer, maintenance engineer, chief engineer, packaging engineer, processing/production engineer, engineering director; Purchasing: VP purchasing, purchasing or procurement director/manager/supervisor, purchasing agent, grocery buyer, retail buyer and buyer.

Note 3: Marketing/Sales: category/brand/product manager, marketing director/manager, VP sales, sales mgr/director, vending manager, merchandising manager and account executive.

Note 4: Warehousing/Distribution/Logistics: warehouse/distribution manager/director, logistics/traffic manager/director, truck fleet manager and repairs/RTE manager.

Note 5: Beverage Distributors include soft drinks, beer, bottled water, alternative beverage/sports drinks including fortified/nutraceutical, wine/liquor, juice/fruit drinks, coffee/tea, dairy-based drinks, and other beverage distributors; warehousing/distribution/logistics companies, and wholesalers/brokers/importers/exporters.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Year	3 Year				
I. Direct Request:	26,144	5,450	-	28,952	2,642	31,594	86.2
II. Request from recipient's company:	3	1	-	3	1	4	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	1	9	-	2	8	10	-
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	5,044	-	-	5,044	-	5,044	13.8
VI. Single Copy Sales	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	31,192	5,460	-	34,001	2,651	36,652	100.0
PERCENT	85.1	14.9	-	92.8	7.2	100.0	

*See Additional Data

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July – December 2015	January – June 2016	July – December 2016	January – June 2017	July – December 2017	January – June 2018*
Total Audit Average Qualified:	35,986	35,914	36,366	36,520	36,643	36,661
Qualified Non-Paid:	35,986	35,914	36,366	36,520	36,643	36,661
Print:	34,001	34,001	34,001	34,001	34,001	34,001
Digital:	1,985	1,913	2,365	2,519	2,642	2,660
Qualified Paid:	-	-	-	-	-	-
Print:	-	-	-	-	-	-
Digital:	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July 2017 – June 2018 data is unaudited.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	185	-	185		Kentucky	447	-	447	
New Hampshire	138	-	138		Tennessee	587	-	587	
Vermont	145	-	145		Alabama	407	-	407	
Massachusetts	823	-	823		Mississippi	223	-	223	
Rhode Island	125	-	125		EAST SO. CENTRAL	1,664	-	1,664	4.5
Connecticut	458	-	458		Arkansas	324	-	324	
NEW ENGLAND	1,874	-	1,874	5.1	Louisiana	365	-	365	
New York	2,960	-	2,960		Oklahoma	308	-	308	
New Jersey	965	-	965		Texas	2,389	-	2,389	
Pennsylvania	1,833	-	1,833		WEST SO. CENTRAL	3,386	-	3,386	9.2
MIDDLE ATLANTIC	5,758	-	5,758	15.7	Montana	207	-	207	
Ohio	1,223	-	1,223		Idaho	230	-	230	
Indiana	587	-	587		Wyoming	71	-	71	
Illinois	1,595	-	1,595		Colorado	559	-	559	
Michigan	1,083	-	1,083		New Mexico	132	-	132	
Wisconsin	1,108	-	1,108		Arizona	401	-	401	
EAST NO. CENTRAL	5,596	-	5,596	15.3	Utah	240	-	240	
Minnesota	787	-	787		Nevada	186	-	186	
Iowa	529	-	529		MOUNTAIN	2,026	-	2,026	5.5
Missouri	860	-	860		Alaska	46	-	46	
North Dakota	123	-	123		Washington	723	-	723	
South Dakota	111	-	111		Oregon	503	-	503	
Nebraska	223	-	223		California	3,448	-	3,448	
Kansas	379	-	379		Hawaii	82	-	82	
WEST NO. CENTRAL	3,012	-	3,012	8.2	PACIFIC	4,802	-	4,802	13.1
Delaware	106	-	106		UNITED STATES	33,960	-	33,960	92.6
Maryland	536	-	536		U.S. Territories	41	-	41	
Washington, DC	64	-	64		Canada	-	90	90	
Virginia	698	-	698		Mexico	-	103	103	
West Virginia	188	-	188		Other International	-	2,458	2,458	
North Carolina	995	-	995		APO/FPO	-	-	-	
South Carolina	434	-	434						
Georgia	1,020	-	1,020						
Florida	1,801	-	1,801						
SOUTH ATLANTIC	5,842	-	5,842	16.0					
					TOTAL QUALIFIED CIRCULATION	34,001	2,651	36,652	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018*

Region/Country	Print	Digital	Total Qualified	Percent	Region/Country	Print	Digital	Total Qualified	Percent
ASIA	-	728	728	2.0	CARIBBEAN	-	51	51	0.1
MIDDLE EAST	-	109	109	0.3	CENTRAL AMERICA	-	51	51	0.1
EUROPE	-	456	456	1.2	SOUTH AMERICA	-	275	275	0.8
AFRICA	-	680	680	1.9	ASIA PACIFIC	-	108	108	0.3
NORTH AMERICA									
Canada	-	90	90						
Mexico	-	103	103						
United States	33,960	-	33,960		TOTAL QUALIFIED CIRCULATION	34,001	2,651	36,652	100.0
U.S. Territories and APO/FPO	41	-	41						
Subtotal	34,001	193	34,194	93.3					

*See Additional Data

E-NEWSLETTER CHANNEL

2018	Beverage Industry Insider
JANUARY	
January 2	20,551
January 9	20,607
January 16	20,631
January 23	20,838
January 30	20,825
FEBRUARY	
February 6	20,784
February 13	20,796
February 20	20,733
February 27	20,890
MARCH	
March 6	20,917
March 13	20,820
March 20	20,901
March 27	21,131
APRIL	
April 3	21,115
April 10	21,815
April 17	21,658
April 24	21,707
MAY	
May 1	21,792
May 8	21,806
May 15	21,879
May 22	21,951
May 29	21,954
JUNE	
June 5	23,288
June 12	23,282
June 19	23,263
June 26	23,342
AVERAGE:	21,511

Beverage Industry Insider (26 issued in the period)

EVENT CHANNEL

2018	Name of Event	Location of Event	Attendees	Registrants
April 24-25	The Beverage Forum	Chicago, IL	132	224

The attendees in this report were verified as having attended the event. The event 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.

WEBINAR CHANNEL

2018	Webinar Name	Attendees*	Registrants*
April 4	State of the Industry 2018	271	907

*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.BEVINDUSTRY.COM

2018	Pageviews	Sessions	Users	Average Session Duration
January	118,779	62,377	52,080	1:24
February	151,375	88,263	77,394	1:05
March	123,093	68,251	57,487	1:16
April	121,457	66,866	56,521	1:18
May	109,904	66,348	56,180	1:10
June	111,208	69,497	59,026	1:04
AVERAGE:	122,636	70,267	59,782	1:12

January – June 2018 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

Beverage Industry Social Media



Twitter followers

<https://twitter.com/BeverageInd>



LinkedIn group members

<https://www.linkedin.com/groups/2780921/profile>



Facebook likes*

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

2018

Beginning Balance:	13,805	9,731	3,128
January	13,883	9,759	3,178
February	13,983	9,779	3,215
March	14,103	9,765	3,253
April	14,205	9,802	3,262
May	14,284	9,808	3,262
June	14,352	9,835	3,332

*Due to a technical issue, May 2018 data for Facebook repeats April 2018.

ADDITIONAL DATA

MAGAZINE:

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the Field Served and Definition of Recipient Qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 3,923 copies or 10.7%, including Dun & Bradstreet. Other sources include 1 source of circulation for a quantity of 1,121 copies or 3.1%.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter, Event, 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.

Wafaa S. Kashat, Audience Audit/Postal Specialist

Rita M. Foumia, Corporate Strategy 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 5, 2018
State	Michigan
County	Oakland
Revised	July 5, 2018
Type	BD
ID Number	B018B0J8

About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.