

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

BEVERAGE INDUSTRY MAGAZINE



6 issues in the period
36,683 average circulation

BEVERAGE INDUSTRY E-NEWSLETTER



27 issued in the period
23,865 average per occurrence

BEVERAGE INDUSTRY WEBINARS



2 webinars in the period
657 registrants
238 attendees

BEVERAGE INDUSTRY WEBSITE



57,882 average users

BEVERAGE INDUSTRY SOCIAL MEDIA



15,498 Twitter followers
10,200 LinkedIn group members
3,910 Facebook likes

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)	36,682	1	36,683
a. Print	30,696	-	30,696
b. Digital	5,986	1	5,987
1. Requested	5,850	1	5,851
2. Non-Requested	136	-	136
BEVERAGE INDUSTRY E-NEWSLETTER			
Beverage Industry Insider (27 issued in the period)	23,865	-	23,865
BEVERAGE INDUSTRY WEBINARS (2 webinars in the period)			
a. Registrants	657	-	657
b. Attendees	238	-	238
BEVERAGE INDUSTRY WEBSITE (Monthly Users with 115,829 average Pageviews)	57,882	-	57,882
BEVERAGE INDUSTRY SOCIAL MEDIA			
a. Twitter followers	*15,498	-	*15,498
b. LinkedIn group members	*10,200	-	*10,200
c. Facebook likes	*3,910	-	*3,910

*Social Media claims are cumulative figures, not averages.

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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 titles as shown in 3a.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	56
Advertiser and Agency	1,564
Allocated for Trade Shows and Conventions	-
All Other	819
TOTAL	2,439

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	36,683	100.0	36,682	100.0	1	-
Sponsored Individually	-	-	-	-	-	-
Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	36,683	100.0	36,682	100.0	1	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019	Print	Digital	Total Qualified
July	31,600	5,066	36,666
August	31,347	5,320	36,667
September	31,286	5,381	36,667
October	30,685	6,014	36,699
November	30,333	6,367	36,700
December	28,928	7,770	36,698

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2019

This issue is -% or 18 copies above 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 Titles
Soft Drink Manufacturers	6,528	17.8	5,779	749	2,041	2,071	2,357	59	-
Beer Manufacturers	2,491	6.8	1,800	691	1,350	694	417	30	-
Bottled Water Manufacturers	1,073	2.9	765	308	647	261	143	22	-
Wine/Liquor Manufacturers	1,823	5.0	1,418	405	1,242	274	287	20	-
Juice/Fruit Drink Manufacturers	1,040	2.8	594	446	534	350	147	9	-
Dairy-Based Drink Manufacturers	1,181	3.2	839	342	525	482	154	20	-
Coffee/Tea Manufacturers	1,224	3.3	844	380	725	306	175	18	-
Alternative Beverages/Sports Drinks Manufacturers (including Fortified/Nutraceutical)	956	2.6	609	347	544	248	157	7	-
Other Beverage Manufacturers	398	1.1	251	147	221	98	74	5	-
Beverage Distributors (Note 5)	10,897	29.7	8,734	2,163	6,793	1,584	2,003	517	-
Franchise Companies & Manufacturers of Ingredients/Nutritional Ingredients	1,207	3.3	759	448	503	400	285	19	-
Retail	7,363	20.1	6,208	1,155	5,817	772	733	41	-
Fast Foods Corporate Headquarters & Vending Firms	517	1.4	328	189	334	120	55	8	-
Others Allied to the Field	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	36,698	100.0	28,928	7,770	21,276	7,660	6,987	775	-
PERCENT	100.0	78.8	21.2	58.0	20.9	19.0	2.1	-	-

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/supv/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 DECEMBER 2019

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Year	3 Year				
I. Direct Request:	26,165	5,480	-	24,260	7,385	31,645	86.2
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (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:	5,053	-	-	4,668	385	5,053	13.8
VI. Single Copy Sales	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	31,218	5,480	-	28,928	7,770	36,698	100.0
PERCENT	85.1	14.9	-	78.8	21.2	100.0	

*See Additional Data

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data		Audited Data		Circulation Claim	
	January - June 2017	July - December 2017	January - June 2018	July - December 2018	January - June 2019*	July - December 2019*
Total Audit Average Qualified:	36,520	36,643	36,661	36,710	36,706	36,683
Qualified Non-Paid:	36,520	36,643	36,661	36,710	36,706	36,682
Print:	34,001	34,001	34,001	34,001	34,001	30,696
Digital:	2,519	2,642	2,660	2,709	2,705	5,986
Qualified Paid:	-	-	-	-	-	1
Print:	-	-	-	-	-	-
Digital:	-	-	-	-	-	1
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: January - December 2019 data is unaudited.

**NC = None Claimed.

WEBINAR CHANNEL

2019	Webinar Name	Attendees*	Registrants*
September 18	What's on Tap: The Trends Driving the Beverage Market	317	871
October 8	Sips & Stirs: Taste Inspiration for Beverage Innovation	158	442
AVERAGE:		238	657

*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

2019	Pageviews	Sessions	Users	Average Session Duration
July	122,090	71,683	58,233	1:10
August	112,073	65,409	53,354	1:09
September	122,364	75,590	63,718	1:02
October	128,394	73,595	60,898	1:11
November	107,707	66,908	55,817	1:08
December	102,347	65,082	55,274	1:01
AVERAGE:	115,829	69,711	57,882	1:06

July - December 2019 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>

2019

Beginning Balance:	15,136	10,012	3,676
July	15,227	10,028	3,713
August	15,320	10,052	3,740
September	15,348	10,080	3,781
October	15,391	10,171	3,828
November	15,454	10,231	3,883
December	15,498	10,200	3,910

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 2 sources of circulation for quantities of 65 copies or 0.2% to 4,988 copies or 13.6%, including InfoGroup and Dun & Bradstreet.

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.

Wafaa S. Kashat, Audience Audit Postal Specialist

Rita M. Foumia, HR & IT 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

State

County

Revised

Type

ID Number

January 6, 2020

Michigan

Oakland

January 6, 2020

BD

B018B0D9

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.