

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><b>BEVERAGE INDUSTRY MAGAZINE</b></p> <p>6 issues in the period 36,706 average circulation</p>	<p><b>BEVERAGE INDUSTRY E-NEWSLETTER</b></p> <p>26 issued in the period 21,694 average per occurrence</p>	<p><b>BEVERAGE INDUSTRY EVENTS</b></p> <p>2 events in the period 304 registrants 273 attendees</p>	<p><b>BEVERAGE INDUSTRY WEBINARS</b></p> <p>3 webinars in the period 684 registrants 195 attendees</p>	<p><b>BEVERAGE INDUSTRY WEBSITE</b></p> <p>67,321 average users</p>	<p><b>BEVERAGE INDUSTRY SOCIAL MEDIA</b></p> <p>15,136 Twitter followers 10,012 LinkedIn group members 3,676 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
<b>BEVERAGE INDUSTRY MAGAZINE</b> (6 Issues in the period)	36,706	-	36,706
a. Print	34,001	-	34,001
b. Digital	2,705	-	2,705
1. Requested	2,705	-	2,705
2. Non-Requested	-	-	-
<b>BEVERAGE INDUSTRY E-NEWSLETTER</b>			
Beverage Industry Insider (26 issued in the period)	21,694	-	21,694
<b>BEVERAGE INDUSTRY EVENTS</b> (2 events in the period)			
a. Registrants	304	-	304
b. Attendees	273	-	273
<b>BEVERAGE INDUSTRY WEBINARS</b> (3 webinars in the period)			
a. Registrants	684	-	684
b. Attendees	195	-	195
<b>BEVERAGE INDUSTRY WEBSITE</b> (Monthly Users with 135,527 average Pageviews)	67,321	-	67,321
<b>BEVERAGE INDUSTRY SOCIAL MEDIA</b>			
a. Twitter followers	*15,136	-	*15,136
b. LinkedIn group members	*10,012	-	*10,012
c. Facebook likes	*3,676	-	*3,676

\*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	52
Advertiser and Agency	1,646
Allocated for Trade Shows and Conventions	-
All Other	749
<b>TOTAL</b>	<b>2,447</b>

### 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	36,706	100.0	36,706	100.0	-	-
Sponsored Individually	-	-	-	-	-	-
Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>36,706</b>	<b>100.0</b>	<b>36,706</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

### 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019	Print	Digital	Total Qualified
January	34,001	2,733	36,734
February	34,001	2,729	36,730
March	34,001	2,711	36,712
April	34,001	2,762	36,763
May	34,001	2,631	36,632
June	34,001	2,663	36,664

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

This issue is 0.2% or 89 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	2,898	7.9	2,554	344	1,359	887	501	149	2
Beer Manufacturers	1,861	5.1	1,645	216	1,065	450	313	33	-
Bottled Water Manufacturers	1,493	4.1	1,335	158	793	402	239	57	2
Wine/Liquor Manufacturers	1,744	4.8	1,594	150	1,148	307	270	19	-
Juice/Fruit Drink Manufacturers	1,107	3.0	804	303	538	369	180	19	1
Dairy-Based Drink Manufacturers	1,199	3.3	1,060	139	579	436	156	27	1
Coffee/Tea Manufacturers	1,021	2.8	875	146	638	208	159	16	-
Alternative Beverages/Sports Drinks Manufacturers (including Fortified/Nutraceutical)	911	2.5	775	136	536	226	139	9	1
Other Beverage Manufacturers	628	1.7	596	32	309	192	117	9	1
Beverage Distributors (Note 5)	11,008	30.0	10,364	644	6,459	1,698	2,248	591	12
Franchise Companies & Manufacturers of Ingredients/Nutritional Ingredients	962	2.6	765	197	376	327	242	17	-
Retail	7,274	19.8	7,196	78	5,825	762	658	29	-
Fast Foods Corporate Headquarters & Vending Firms	425	1.2	385	40	273	95	44	12	1
Others Allied to the Field	4,101	11.2	4,053	48	36	33	29	-	4,003
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>36,632</b>	<b>100.0</b>	<b>34,001</b>	<b>2,631</b>	<b>19,934</b>	<b>6,392</b>	<b>5,295</b>	<b>987</b>	<b>4,024</b>
<b>PERCENT</b>	<b>100.0</b>	<b>92.8</b>	<b>7.2</b>	<b>54.4</b>	<b>17.4</b>	<b>14.5</b>	<b>2.7</b>	<b>11.0</b>	

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 MAY 2019**

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Year	3 Year				
I. Direct Request:	26,115	5,459	-	28,944	2,630	31,574	86.2
II. Request from recipient's company:	-	2	-	1	1	2	-
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:	5,056	-	-	5,056	-	5,056	13.8
VI. Single Copy Sales	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>31,171</b>	<b>5,461</b>	<b>-</b>	<b>34,001</b>	<b>2,631</b>	<b>36,632</b>	<b>100.0</b>
<b>PERCENT</b>	<b>85.1</b>	<b>14.9</b>	<b>-</b>	<b>92.8</b>	<b>7.2</b>	<b>100.0</b>	

\*See Additional Data

**AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS**

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July – December 2016	January – June 2017	July – December 2017	January – June 2018	July – December 2018	January – June 2019*
Total Audit Average Qualified:	36,366	36,520	36,643	36,661	36,710	36,706
Qualified Non-Paid:	36,366	36,520	36,643	36,661	36,710	36,706
Print:	34,001	34,001	34,001	34,001	34,001	34,001
Digital:	2,365	2,519	2,642	2,660	2,709	2,705
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: January – June 2019 data is unaudited.

\*\*NC = None Claimed.

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019\***

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	156	-	156		Kentucky	491	-	491	
New Hampshire	147	-	147		Tennessee	624	-	624	
Vermont	135	-	135		Alabama	370	-	370	
Massachusetts	784	-	784		Mississippi	227	-	227	
Rhode Island	144	-	144		<b>EAST SO. CENTRAL</b>	<b>1,712</b>	-	<b>1,712</b>	<b>4.6</b>
Connecticut	469	-	469		Arkansas	305	-	305	
<b>NEW ENGLAND</b>	<b>1,835</b>	-	<b>1,835</b>	<b>5.0</b>	Louisiana	365	-	365	
New York	2,725	-	2,725		Oklahoma	303	-	303	
New Jersey	912	-	912		Texas	2,533	-	2,533	
Pennsylvania	1,768	-	1,768		<b>WEST SO. CENTRAL</b>	<b>3,506</b>	-	<b>3,506</b>	<b>9.6</b>
<b>MIDDLE ATLANTIC</b>	<b>5,405</b>	-	<b>5,405</b>	<b>14.8</b>	Montana	162	-	162	
Ohio	1,204	-	1,204		Idaho	185	-	185	
Indiana	591	-	591		Wyoming	69	-	69	
Illinois	1,629	-	1,629		Colorado	600	-	600	
Michigan	1,019	-	1,019		New Mexico	133	-	133	
Wisconsin	1,084	-	1,084		Arizona	394	-	394	
<b>EAST NO. CENTRAL</b>	<b>5,527</b>	-	<b>5,527</b>	<b>15.1</b>	Utah	323	-	323	
Minnesota	692	-	692		Nevada	186	-	186	
Iowa	517	-	517		<b>MOUNTAIN</b>	<b>2,052</b>	-	<b>2,052</b>	<b>5.6</b>
Missouri	799	-	799		Alaska	44	-	44	
North Dakota	113	-	113		Washington	720	-	720	
South Dakota	118	-	118		Oregon	510	-	510	
Nebraska	231	-	231		California	3,725	-	3,725	
Kansas	345	-	345		Hawaii	118	-	118	
<b>WEST NO. CENTRAL</b>	<b>2,815</b>	-	<b>2,815</b>	<b>7.7</b>	<b>PACIFIC</b>	<b>5,117</b>	-	<b>5,117</b>	<b>14.0</b>
Delaware	103	-	103		<b>UNITED STATES</b>	<b>33,932</b>	-	<b>33,932</b>	<b>92.6</b>
Maryland	540	-	540		U.S. Territories	69	-	69	
Washington, DC	71	-	71		Canada	-	86	86	
Virginia	710	-	710		Mexico	-	102	102	
West Virginia	174	-	174		Other International	-	2,443	2,443	
North Carolina	1,053	-	1,053		APO/FPO	-	-	-	
South Carolina	405	-	405						
Georgia	988	-	988						
Florida	1,919	-	1,919						
<b>SOUTH ATLANTIC</b>	<b>5,963</b>	-	<b>5,963</b>	<b>16.2</b>					

\*See Additional Data

**TOTAL QUALIFIED CIRCULATION 34,001 2,631 36,632 100.0**

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019\***

Region/Country	Print	Digital	Total Qualified	Percent	Region/Country	Print	Digital	Total Qualified	Percent
<b>ASIA</b>	-	681	681	1.9	<b>CARIBBEAN</b>	-	44	44	0.1
<b>MIDDLE EAST</b>	-	128	128	0.4	<b>CENTRAL AMERICA</b>	-	49	49	0.1
<b>EUROPE</b>	-	477	477	1.3	<b>SOUTH AMERICA</b>	-	258	258	0.7
<b>AFRICA</b>	-	694	694	1.9	<b>ASIA PACIFIC</b>	-	112	112	0.3
<b>NORTH AMERICA</b>									
Canada	-	86	86						
Mexico	-	102	102						
United States	34,001	-	34,001						
U.S. Territories and APO/FPO	-	-	-						
Subtotal	34,001	188	34,189	93.3					

\*See Additional Data

**TOTAL QUALIFIED CIRCULATION 34,001 2,631 36,632 100.0**

**E-NEWSLETTER CHANNEL**

2019

Beverage Industry Insider

<b>JANUARY</b>	
January 2	21,563
January 8	21,764
January 16	21,843
January 22	21,813
January 29	21,770
<b>FEBRUARY</b>	
February 5	21,552
February 12	21,534
February 19	21,964
February 26	21,733
<b>MARCH</b>	
March 5	21,902
March 12	21,710
March 19	21,577
March 26	21,545
<b>APRIL</b>	
April 2	21,898
April 9	21,912
April 16	21,730
April 24	21,646
April 30	21,613
<b>MAY</b>	
May 7	21,732
May 14	21,741
May 21	21,692
May 28	21,513
<b>JUNE</b>	
June 4	21,596
June 11	21,611
June 18	21,469
June 25	21,627

**AVERAGE:**

**21,694**

Beverage Industry Insider (26 issued in the period)

## EVENT CHANNEL

2019	Name of Event	Location of Event	Attendees	Registrants
March 19-21	BevOps Fleet Summit	The M Resort, Spa & Casino, Henderson, NV	293	343
April 30-May 1	The Beverage Forum	Swissotel Chicago, Chicago, IL	252	264
<b>AVERAGE:</b>			<b>273</b>	<b>304</b>

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

2019	Webinar Name	Attendees**	Registrants**
April 3	State of the Beverage Industry 2019	289	858
April 24	*Grass to Customer Case Study: How Glanbia Resolves Production Problems Quickly	105	417
April 30	Taking Your Plant-Based Foods & Beverages to the Next Level - Outstanding Consumer Experience	191	778
<b>AVERAGE:</b>		<b>195</b>	<b>684</b>

\*Webinar serving BEVERAGE INDUSTRY and DAIRY FOODS.  
 \*\*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
January	132,496	68,197	56,074	1:21
February	130,582	73,224	62,403	1:10
March	139,724	84,268	71,933	1:08
April	140,960	84,725	71,826	1:07
May	138,992	89,640	75,345	0:59
June	130,406	78,874	66,344	1:00
<b>AVERAGE:</b>	<b>135,527</b>	<b>79,821</b>	<b>67,321</b>	<b>1:07</b>

January - June 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**

2019	Twitter followers <a href="https://twitter.com/BeverageInd">https://twitter.com/BeverageInd</a>	LinkedIn group members <a href="https://www.linkedin.com/groups/2780921/profile">https://www.linkedin.com/groups/2780921/profile</a>	Facebook likes <a href="https://www.facebook.com/BeverageIndustry">https://www.facebook.com/BeverageIndustry</a>
Beginning Balance:	14,674	9,831	3,535
January	14,763	9,910	3,576
February	14,836	9,934	3,599
March	14,901	9,960	3,614
April	14,994	9,980	3,627
May	15,074	9,999	3,643
June	15,136	10,012	3,676

## 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 290 copies or 0.8% to 4,394 copies or 12.0%, including Dun & Bradstreet. Other sources include 2 sources of circulation for quantities of 41 copies or 0.1% to 331 copies or 0.9%.

### GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter, Events, 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

July 18, 2019

State

Michigan

County

Oakland

Revised

July 18, 2019

Type

BD

ID Number

B018B0J9

### 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.