

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.

MAGAZINE CHANNEL FORMAT – DIGITAL ISSUES

BEVERAGE INDUSTRY 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

**BEVERAGE
INDUSTRY
DIGITAL
MAGAZINE**



**BEVERAGE
INDUSTRY
E-NEWSLETTER**



**BEVERAGE
INDUSTRY
WEBINARS**



**BEVERAGE
INDUSTRY
WEBSITE**



**BEVERAGE
INDUSTRY
SOCIAL MEDIA**



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
BEVERAGE INDUSTRY DIGITAL MAGAZINE (6 Issues in the period)	23,968	1	23,969
(See Paragraph 3b for Source)			
BEVERAGE INDUSTRY E-NEWSLETTER			
Beverage Industry Insider (26 issued in the period)	15,683	-	15,683
BEVERAGE INDUSTRY WEBINARS (3 webinars in the period)			
a. Registrants	458	-	458
b. Attendees	134	-	134
BEVERAGE INDUSTRY WEBSITE (Monthly Users with 125,298 average Pageviews)	70,824	-	70,824
BEVERAGE INDUSTRY SOCIAL MEDIA			
a. Twitter followers	*16,289	-	*16,289
b. LinkedIn fans	*3,022	-	*3,022
c. Facebook likes	*4,250	-	*4,250

*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 distributors, and other beverage manufacturers. Warehousing/distribution/logistics companies, wholesalers/brokers/importers/exporters, fast food corporate headquarters, retail, vending firms, franchise companies and manufactures of ingredients/nutritional ingredients.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are corporate management & administration, research & development/product development, QA/QC, engineering, purchasing, marketing/sales, plant operations/production and warehousing/distribution/logistics as shown in 3a.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	639
Allocated for Trade Shows and Conventions	-
All Other	-
TOTAL	639

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	23,969	100.0	23,968	100.0	1	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	23,969	100.0	23,968	100.0	1	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021	Total Qualified
July	23,608
August	24,906
September	24,849
October	24,289
November	23,951
December	22,213

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2021

This issue is 8.7% or 2,108 copies above the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Classification by Title			
			Corporate Management & Administration (Note 1)	Plant Operations/ Production R&D/Product Development, QA/QC, Engineering, Purchasing (Note 2)	Marketing & Sales (Note 3)	Warehousing/ Distribution/ Logistics (Note 4)
Soft Drink Manufacturers	1,566	7.0	675	554	292	45
Beer Manufacturers	1,144	5.1	629	286	207	22
Bottled Water Manufacturers	798	3.6	439	229	111	19
Wine/Liquor Manufacturers	1,772	8.0	1,138	320	287	27
Juice/Fruit Drink Manufacturers	1,012	4.6	443	392	155	22
Dairy-Based Drink Manufacturers	1,102	5.0	394	532	155	21
Coffee/Tea Manufacturers	975	4.4	578	248	136	13
Alternative Beverages/Sports Drinks Manufacturers (including Fortified/Nutraceutical)	792	3.5	402	262	123	5
Other Beverage Manufacturers	390	1.8	171	131	85	3
Beverage Distributors (Note 5)	6,809	30.7	3,985	1,083	1,402	339
Franchise Companies & Manufacturers of Ingredients/Nutritional Ingredients	1,733	7.8	553	660	498	22
Retail	3,649	16.4	2,728	522	369	30
Fast Foods Corporate Headquarters & Vending Firms	471	2.1	278	122	60	11
TOTAL QUALIFIED CIRCULATION	22,213	100.0	12,413	5,341	3,880	579
PERCENT	100.0		55.9	24.0	17.5	2.6

Note 1: Corporate Management & Administration: president, owner, partner, chairman of the board, executive vice president, vice president, general manager, secy-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 2021

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Year	3 Year		
I. Direct Request:	13,445	6,836	1,932	22,213	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	13,445	6,836	1,932	22,213	100.0
PERCENT	60.5	30.8	8.7	100.0	

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION

6-Month Period Ended:	Audited Data		Audited Data		Circulation Claim	
	January – June 2019	July – December 2019	January – June 2020	July – December 2020	January – June 2021*	July – December 2021*
Total Audit Average Qualified:	36,706	36,683	36,700	21,920	23,353	23,969
Qualified Non-Paid:	36,706	36,682	36,693	21,917	23,352	23,968
Print:	34,001	30,696	24,006	-	-	-
Digital:	2,705	5,986	12,687	21,917	23,352	23,968
Qualified Paid:	-	1	7	3	1	1
Print:	-	-	6	-	-	-
Digital:	-	1	1	3	1	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 2021 data is unaudited.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2021*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	88		Kentucky	229	
New Hampshire	75		Tennessee	276	
Vermont	68		Alabama	146	
Massachusetts	416		Mississippi	115	
Rhode Island	74		EAST SO. CENTRAL	766	3.4
Connecticut	275		Arkansas	161	
NEW ENGLAND	996	4.5	Louisiana	102	
New York	1,299		Oklahoma	48	
New Jersey	684		Texas	1,058	
Pennsylvania	815		WEST SO. CENTRAL	1,369	6.2
MIDDLE ATLANTIC	2,798	12.6	Montana	71	
Ohio	687		Idaho	128	
Indiana	308		Wyoming	41	
Illinois	1,061		Colorado	369	
Michigan	597		New Mexico	93	
Wisconsin	697		Arizona	227	
EAST NO. CENTRAL	3,350	15.1	Utah	144	
Minnesota	429		Nevada	134	
Iowa	271		MOUNTAIN	1,207	5.4
Missouri	430		Alaska	29	
North Dakota	60		Washington	463	
South Dakota	55		Oregon	291	
Nebraska	105		California	2,304	
Kansas	226		Hawaii	70	
WEST NO. CENTRAL	1,576	7.1	PACIFIC	3,157	14.2
Delaware	39		UNITED STATES	18,241	82.1
Maryland	283		U.S. Territories	47	
Washington, DC	44		Canada	263	
Virginia	350		Mexico	178	
West Virginia	73		Other International	3,446	
North Carolina	467		APO/FPO	-	
South Carolina	199		Email Only	38	
Georgia	540				
Florida	1,027				
SOUTH ATLANTIC	3,022	13.6			
			TOTAL QUALIFIED CIRCULATION	22,213	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2021*

Region/Country	Total Qualified	Percent	Region/Country	Total Qualified	Percent
ASIA	790	3.5	Namibia	21	
MIDDLE EAST	147	0.7	Nigeria	315	
EUROPE	607	2.7	Rwanda	21	
AFRICA			Senegal	1	
Algeria	13		Seychelles	1	
Angola	2		Sierra Leone	16	
Benin	8		Somalia	19	
Botswana	12		South Africa	183	
Burkina Faso	1		Sudan	9	
Burundi	7		Swaziland	4	
Cameroon	18		Tanzania	42	
Chad	4		Togo	3	
Congo & Congo Democratic Republic	9		Tunisia	3	
Cote D'Ivoire	5		Uganda	155	
Djibouti	2		Zambia	38	
Egypt	32		Zimbabwe	43	
Equatorial Guinea	1		Subtotal	1,259	5.7
Eritrea	2		NORTH AMERICA		
Ethiopia	44		Canada	263	
Gambia	4		Mexico	178	
Ghana	76		U.S. Territories and APO/FPO	18,288	
Guinea	3		Subtotal	18,729	84.3
Kenya	85		CARIBBEAN	70	0.3
Lesotho	2		CENTRAL AMERICA	88	0.4
Liberia	25		SOUTH AMERICA	327	1.5
Libyan Arab Jamahiriya	1		ASIA PACIFIC	158	0.7
Malawi	6		Email Only	38	0.2
Mauritania	1				
Mauritius	8				
Morocco	11				
Mozambique	3				
			TOTAL QUALIFIED CIRCULATION	22,213	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2021	Beverage Industry Insider
JULY	
July 6	15,879
July 13	15,916
July 20	15,923
July 27	15,891
AUGUST	
August 3	15,836
August 10	15,733
August 17	15,758
August 24	15,806
August 31	15,771
SEPTEMBER	
September 7	15,718
September 14	15,633
September 21	15,639
September 28	15,585
OCTOBER	
October 5	15,557
October 12	15,538
October 19	15,530
October 26	15,658
NOVEMBER	
November 2	15,615
November 9	15,643
November 16	15,621
November 23	15,644
November 30	15,571
DECEMBER	
December 7	15,572
December 14	15,637
December 21	15,581
December 28	15,515
AVERAGE:	15,683

Beverage Industry Insider (26 issued in the period)

WEBINAR CHANNEL

2021	Webinar Name	Registrants*	Attendees*/**
July 28	Why Is UV Protection for PET Packaging More Important Than Ever?	224	43
September 22	Pivoting on New Product Development	649	206
September 28	A Visual Guide to the Top 10 Trends in Beverage Packaging	501	154
AVERAGE:		458	134

*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

2021	Pageviews	Sessions	Users	Average Session Duration
July	127,815	86,394	72,766	0:59
August	126,261	84,246	70,910	1:00
September	134,054	91,475	76,910	1:00
October	134,868	90,931	76,114	1:08
November	125,084	84,167	70,472	1:08
December	103,707	69,202	57,774	1:08
AVERAGE:	125,298	84,402	70,824	1:03

July – December 2021 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 fans*

<https://www.linkedin.com/company/beverage-industry-magazine>



Facebook likes

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

2021

Beginning Balance:	16,106	2,515	4,205
July	16,125	2,566	4,207
August	16,150	2,650	4,220
September	16,181	2,782	4,223
October	16,199	2,855	4,239
November	16,243	2,936	4,243
December	16,289	3,022	4,250

*Effective July 1, 2021, LinkedIn Company Page Data is reported.

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.

Wafaa Kashat, Audience Audit/Postal Specialist

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

January 5, 2022

State

Michigan

County

Oakland

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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.