

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.

BNP Media II, LLC
2401 W. Big Beaver Road
Suite 700
Troy, MI 48084-3333
Tel. No.: (248) 362-3700
Fax No.: (248) 362-0317
www.bevindustry.com



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 36,643 average circulation</p>	<p>BEVERAGE INDUSTRY E-NEWSLETTER</p> <p>26 issued in the period 20,571 average per occurrence</p>	<p>BEVERAGE INDUSTRY EVENT</p> <p>1 event in the period 242 total attendees</p>	<p>BEVERAGE INDUSTRY WEBINARS</p> <p>4 webinars in the period 434 average registrants 118 average attendees</p>	<p>BEVERAGE INDUSTRY APPS</p> <p>Apple App 4,602 cumulative downloads Android App 1,790 cumulative downloads</p>	<p>BEVERAGE INDUSTRY WEBSITE</p> <p>51,589 average users</p>	<p>BEVERAGE INDUSTRY SOCIAL MEDIA</p> <p>13,805 Twitter followers 9,731 LinkedIn group members 3,128 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)	36,643	-	36,643
a. Print	34,001	-	34,001
b. Digital	2,642	-	2,642
1. Requested	2,637	-	2,637
2. Non-Requested	5	-	5
BEVERAGE INDUSTRY E-NEWSLETTER			
a. Beverage Industry Insider (26 issued in the period)	20,571	-	20,571
BEVERAGE INDUSTRY EVENT (1 event in the period)			
a. Registrants	269	-	269
b. Attendees	242	-	242
BEVERAGE INDUSTRY WEBINARS (4 webinars in the period)			
a. Registrants	434	-	434
b. Attendees	118	-	118
BEVERAGE INDUSTRY APPS			
a. Beverage Industry Apple App (cumulative downloads)	*4,602	-	*4,602
b. Beverage Industry Android App (cumulative downloads)	*1,790	-	*1,790
BEVERAGE INDUSTRY WEBSITE (Monthly Users with 114,129 average Pageviews)	51,589	-	51,589
BEVERAGE INDUSTRY SOCIAL MEDIA			
a. Twitter followers	*13,805	-	*13,805
b. LinkedIn group members	*9,731	-	*9,731
c. Facebook likes	*3,128	-	*3,128

*App Downloads and 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, manufacturers 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	91
Advertiser and Agency	1,271
Allocated for Trade Shows and Conventions	-
All Other	785
TOTAL	2,147

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	36,643	100.0	36,643	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	36,643	100.0	36,643	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017	Print	Digital	Total Qualified
July	34,001	2,679	36,680
August	34,001	2,561	36,562
September	34,001	2,547	36,548
October	34,001	2,637	36,638
November	34,001	2,719	36,720
December	34,001	2,706	36,707

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017

This issue is 0.3% or 93 copies below the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print		Digital		CLASSIFICATION BY TITLE				
			Print	Digital	Corporate Management & Administration (Note 1)	Plant Operations/Pro- duction 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	5,800	15.8	5,446	354	2,577	1,680	1,233	310	-		
Beer Manufacturers	2,484	6.8	2,275	209	1,196	687	550	51	-		
Bottled Water Manufacturers	2,025	5.5	1,884	141	1,285	450	247	43	-		
Wine/Liquor Manufacturers	1,784	4.9	1,621	163	1,223	272	263	26	-		
Juice/Fruit Drink Manufacturers	1,196	3.2	889	307	603	385	187	21	-		
Dairy-Based Drink Manufacturers	1,155	3.1	1,016	139	528	431	164	32	-		
Coffee/Tea Manufacturers	1,239	3.3	1,110	129	740	298	181	20	-		
Alternative Beverages/Sports Drinks Manufacturers (including Fortified/Nutraceutical)	961	2.6	823	138	544	240	159	18	-		
Other Beverage Manufacturers	582	1.5	546	36	281	171	120	10	-		
Beverage Distributors (Note 5)	11,022	30.0	10,294	728	7,143	1,379	1,970	530	-		
Franchise Companies & Manufacturers of Ingredients/Nutritional Ingredients	832	2.3	652	180	371	241	208	12	-		
Retail	7,343	20.0	7,204	139	5,622	799	862	60	-		
Fast Foods Corporate Headquarters & Vending Firms	297	1.0	241	56	193	51	46	7	-		
Others Allied to the Field	-	-	-	-	-	-	-	-	-		
TOTAL QUALIFIED CIRCULATION	36,720	100.0	34,001	2,719	22,306	7,084	6,190	1,140	-		
PERCENT	100.0	100.0	92.6	7.4	60.8	19.3	16.8	3.1	-		

- 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 NOVEMBER 2017

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Year	3 Year				
I. Direct Request:	26,193	5,460	-	28,945	2,708	31,653	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	-	-	10	10	-
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	5,053	-	-	5,053	-	5,053	13.8
VI. Single Copy Sales	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	31,250	5,470	-	34,001	2,719	36,720	100.0
PERCENT	85.1	14.9	-	92.6	7.4	100.0	

*See Additional Data

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data		Audited Data		Circulation Claim	
	January - June 2015	July - December 2015	January - June 2016	July - December 2016	January - June 2017*	July - December 2017*
Total Audit Average Qualified:	35,745	35,986	35,914	36,366	36,520	36,643
Qualified Non-Paid:	35,745	35,986	35,914	36,366	36,520	36,643
Print:	34,001	34,001	34,001	34,001	34,001	34,001
Digital:	1,744	1,985	1,913	2,365	2,519	2,642
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 - December 2017 data is unaudited.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	190	-	190		Kentucky	447	-	447	
New Hampshire	134	-	134		Tennessee	582	-	582	
Vermont	145	-	145		Alabama	402	-	402	
Massachusetts	832	-	832		Mississippi	229	-	229	
Rhode Island	124	-	124		EAST SO. CENTRAL	1,660	-	1,660	4.5
Connecticut	451	-	451		Arkansas	325	-	325	
NEW ENGLAND	1,876	-	1,876	5.1	Louisiana	369	-	369	
New York	2,970	-	2,970		Oklahoma	312	-	312	
New Jersey	959	-	959		Texas	2,309	-	2,309	
Pennsylvania	1,827	-	1,827		WEST SO. CENTRAL	3,315	-	3,315	9.0
MIDDLE ATLANTIC	5,756	-	5,756	16.0	Montana	213	-	213	
Ohio	1,233	-	1,233		Idaho	216	-	216	
Indiana	591	-	591		Wyoming	71	-	71	
Illinois	1,592	-	1,592		Colorado	557	-	557	
Michigan	1,077	-	1,077		New Mexico	144	-	144	
Wisconsin	1,121	-	1,121		Arizona	408	-	408	
EAST NO. CENTRAL	5,614	-	5,614	15.2	Utah	221	-	221	
Minnesota	807	-	807		Nevada	181	-	181	
Iowa	522	-	522		MOUNTAIN	2,011	-	2,011	5.5
Missouri	859	-	859		Alaska	49	-	49	
North Dakota	127	-	127		Washington	719	-	719	
South Dakota	112	-	112		Oregon	503	-	503	
Nebraska	225	-	225		California	3,392	-	3,392	
Kansas	386	-	386		Hawaii	80	-	80	
WEST NO. CENTRAL	3,038	-	3,038	8.2	PACIFIC	4,743	-	4,743	12.9
Delaware	116	-	116		UNITED STATES	33,955	-	33,955	92.5
Maryland	541	-	541		U.S. Territories	46	-	46	
Washington, DC	63	-	63		Canada	-	95	95	
Virginia	717	-	717		Mexico	-	107	107	
West Virginia	190	-	190		Other International	-	2,517	2,517	
North Carolina	1,012	-	1,012		APO/FPO	-	-	-	
South Carolina	453	-	453						
Georgia	1,027	-	1,027						
Florida	1,823	-	1,823						
SOUTH ATLANTIC	5,942	-	5,942	16.1					
					TOTAL QUALIFIED CIRCULATION	34,001	2,719	36,720	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017*

Region/Country	Print	Digital	Total Qualified	Percent	Region/Country	Print	Digital	Total Qualified	Percent
ASIA	-	747	747	2.0	CARIBBEAN	-	52	52	0.1
MIDDLE EAST	-	114	114	0.3	CENTRAL AMERICA	-	52	52	0.1
EUROPE	-	468	468	1.3	SOUTH AMERICA	-	285	285	0.8
AFRICA	-	687	687	1.9	ASIA PACIFIC	-	112	112	0.3
NORTH AMERICA									
Canada	-	95	95						
Mexico	-	107	107						
United States	33,955	-	33,955		TOTAL QUALIFIED CIRCULATION	34,001	2,719	36,720	100.0
U.S. Territories and APO/FPO	46	-	46						
Subtotal	34,001	202	34,203	93.2					

*See Additional Data

E-NEWSLETTER CHANNEL

2017	Beverage Industry Insider
JULY	
July 5	20,642
July 11	20,401
July 18	20,585
July 25	20,549
AUGUST	
August 1	20,560
August 8	20,519
August 15	19,757
August 22	20,463
August 29	20,423
SEPTEMBER	
September 5	20,450
September 12	20,439
September 19	20,404
September 26	20,366
OCTOBER	
October 3	20,462
October 10	20,646
October 18	20,914
October 24	20,894
October 31	20,761
NOVEMBER	
November 7	20,772
November 14	20,777
November 21	20,813
November 29	20,647
DECEMBER	
December 5	20,692
December 12	20,594
December 19	20,606
December 26	20,704
AVERAGE:	20,571

Beverage Industry Insider (26 issued in the period)

EVENT CHANNEL

2017	Name of Event	Location of Event	Attendees	Registrants
September 19-22	BevOPS	Phoenix, AZ	242	269

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

2017	Webinar Name	Attendees*	Registrants*
August 24	What Consumers Want: How Honey Helps Formulate Clean Label Beverages	33	209
September 6	Stevia 101: Reducing Sugar and Calories in Beverages Without Sacrificing the Consumer Taste Experience	138	397
September 20	Innovation: The Lifeblood of the Beverage Market	145	623
October 31	Total Productive Maintenance (TPM): Strategies to Improve Your F&B Operations	156	508
		AVERAGE:	118
			434

*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.

APP CHANNEL

BEVERAGE INDUSTRY APPLE APPS

2017	Monthly Downloads	Cumulative Downloads
	Beginning Balance:	3,939
July	105	4,044
August	105	4,149
September	73	4,222
October	43	4,265
November	211	4,476
December	126	4,602

Cumulative downloads represents the aggregate number of downloads of the Beverage Industry Apple App, not copies. Information regarding App deletion/removal is not available from third party vendors and has not been removed from these figures.

BEVERAGE INDUSTRY ANDROID APPS

2017	Monthly Downloads	Cumulative Downloads
	Beginning Balance:	1,334
July	56	1,390
August	62	1,452
September	65	1,517
October	90	1,607
November	96	1,703
December	87	1,790

Cumulative downloads represents the aggregate number of downloads of the Beverage Industry Android App, not copies. Information regarding App deletion/removal is not available from third party vendors and has not been removed from these figures.

WEBSITE CHANNEL

WWW.BEVINDUSTRY.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
July	121,771	67,845	57,420	1:21
August	120,534	63,860	53,612	1:27
September	112,761	58,611	49,091	1:31
October	122,450	63,399	53,253	1:36
November	106,066	56,458	47,347	1:30
December	101,192	56,276	48,806	1:12
AVERAGE:	114,129	61,075	51,589	1:26

July – December 2017 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.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adicompli.com

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>

2017

Beginning Balance:	13,186	9,591	2,844
July	13,299	9,626	2,884
August	13,427	9,675	2,937
September	13,533	9,694	3,020
October	13,627	9,699	3,052
November	13,723	9,723	3,091
December	13,805	9,731	3,128

ADDITIONAL DATA

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. Apps are downloaded to view enhanced versions of the print edition and are available as a single download or by subscription use on tablets, smartphones or other mobile devices.

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.

MAGAZINE

PARAGRAPH 3b:

Other sources include 1 source of circulation for a quantity of 1,123 copies or 3.1%.

Business directories include 1 source of circulation for a quantity of 3,930 copies or 10.7%, including Dun & Bradstreet.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter, Event, Webinars, Apps, 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

January 3, 2018

State

Michigan

County

Oakland

Revised

January 3, 2018

Type

BD

ID Number

B018B0D7

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.