

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.

(See Additional Data)

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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 36,520 average circulation</p>	<p>BEVERAGE INDUSTRY E-NEWSLETTER</p> <p>26 issued in the period 20,900 average per occurrence</p>	<p>BEVERAGE INDUSTRY EVENT</p> <p>1 event in the period 222 total unique attendees</p>	<p>BEVERAGE INDUSTRY WEBINARS</p> <p>5 webinars in the period 379 average registrants 142 average attendees</p>	<p>BEVERAGE INDUSTRY APPS</p> <p>Apple App 3,939 cumulative downloads Android App 1,334 cumulative downloads</p>	<p>BEVERAGE INDUSTRY WEBSITE</p> <p>56,915 average users</p>	<p>BEVERAGE INDUSTRY SOCIAL MEDIA</p> <p>13,186 Twitter followers 9,591 LinkedIn group members 2,844 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)	36,520	-	36,520
a. Print	34,001	-	34,001
b. Digital	2,519	-	2,519
1. Requested	2,518	-	2,518
2. Non-Requested	1	-	1
BEVERAGE INDUSTRY E-NEWSLETTER			
a. Beverage Industry Insider (26 issued in the period)	20,900	-	20,900
BEVERAGE INDUSTRY EVENT (1 event in the period)	222	-	222
BEVERAGE INDUSTRY WEBINARS (5 webinars in the period)			
a. Registrants	379	-	379
b. Attendees	142	-	142
BEVERAGE INDUSTRY APPS			
a. Beverage Industry Apple App (cumulative downloads)	*3,939	-	*3,939
b. Beverage Industry Android App (cumulative downloads)	*1,334	-	*1,334
BEVERAGE INDUSTRY WEBSITE (Monthly Users with 127,759 average Pageviews)	56,915	-	56,915
BEVERAGE INDUSTRY SOCIAL MEDIA			
a. Twitter followers	*13,186	-	*13,186
b. LinkedIn group members	*9,591	-	*9,591
c. Facebook likes	*2,844	-	*2,844

*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. Also served are beverage distributors, beverage distributor/wholesaler/warehouse (no production), beverage franchise company/importer/brand owner (no production), beverage brand/franchise company, 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, division/branch management, plant operations/production, production/quality control, 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	153
Advertiser and Agency	1,259
Allocated for Trade Shows and Conventions	-
All Other	896
TOTAL	2,308

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual Sponsored	36,520	100.0	36,520	100.0	-	-
Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	36,520	100.0	36,520	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017	Print	Digital	Total Qualified
January	34,001	2,287	36,288
February	34,001	2,283	36,284
March	34,001	2,613	36,614
April	34,001	2,610	36,611
May	34,001	2,598	36,599
June	34,001	2,721	36,722

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

This issue is 0.3% or 95 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 & Admin- istration (Note 1)	Division/ Branch Manage- ment (Note 2)	Plant Operations/ Production R&D, QA/QC, Engineering, Purchasing (Note 3)	Production/ Quality Control (Note 4)	Marketing & Sales (Note 5)	Warehousing/ Distribution/ Logistics (Note 6)	Other Titled and Non-titled Personnel	
Soft Drink Manufacturers	5,759	15.7	5,412	347	2,893	-	-	1,425	-	1,159	282	-
Beer Manufacturers	2,379	6.5	2,216	163	1,306	-	-	687	-	322	64	-
Bottled Water Manufacturers	1,583	4.3	1,432	151	810	-	-	509	-	150	114	-
Wine/Liquor Manufacturers	1,717	4.7	1,570	147	1,090	-	-	314	-	274	39	-
Juice/Fruit Drink Manufacturers	972	2.7	693	279	467	-	-	332	-	147	26	-
Dairy-Based Drink Manufacturers	1,239	3.4	1,110	129	523	-	-	483	-	188	45	-
Coffee/Tea Manufacturers	803	2.2	667	136	435	-	-	225	-	127	16	-
Alternative Beverages/Sports Drinks Manufacturers (including Fortified/Nutraceutical)	670	1.8	548	122	362	-	-	178	-	118	12	-
Other Beverage Manufacturers	287	0.8	251	36	134	-	-	85	-	64	4	-
Beverage Producers/Manufacturers/Bottlers	2,413	6.6	2,413	-	1,088	67	-	1	404	853	-	-
Beverage Distributors (Note 7)	11,026	30.1	10,300	726	6,990	-	-	1,441	-	1,831	764	-
Beverage Distributor/Wholesaler/Warehouse (no production)	1	-	1	-	-	-	-	1	-	-	-	-
Franchise Companies & Manufacturers of Ingredients/Nutritional Ingredients	817	2.2	639	178	279	-	-	289	-	235	14	-
Beverage Franchise Company/Importer/ Brand Owner (no production)	1	-	1	-	1	-	-	-	-	-	-	-
Beverage Brand/Franchise Company	-	-	-	-	-	-	-	-	-	-	-	-
Retail	6,657	18.2	6,522	135	5,168	-	-	955	-	477	57	-
Fast Foods Corporate Headquarters & Vending Firms	275	0.8	226	49	178	-	-	49	-	39	9	-
Others Allied to the Field	-	-	-	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	36,599	100.0	34,001	2,598	21,724	67	6,974	404	5,984	1,446	-	-
PERCENT	100.0	92.9	7.1	59.4	0.2	19.0	1.1	16.3	4.0	-	-	-

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: Division/Branch Management: includes Beverage World subscribers with manager titles.

Note 3: 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 4: Production/Quality Control includes Beverage World subscribers with production and quality control titles.

Note 5: Marketing/Sales: category/brand/product manager, marketing director/manager, VP sales, sales mgr/director, vending manager, merchandising manager and account executive.

Note 6: Warehousing/Distribution/Logistics: warehouse/distribution manager/director, logistics/traffic manager/director, truck fleet manager and repairs/RTE manager.

Note 7: 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 2017

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Year	3 Year				
I. *Direct Request:	26,157	5,408	-	28,968	2,597	31,565	86.2
II. Request from recipient's company:	11	54	-	64	1	65	0.2
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	2	-	-	2	-	2	-
V. **Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	4,967	-	-	4,967	-	4,967	13.6
VI. Single Copy Sales	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	31,137	5,462	-	34,001	2,598	36,599	100.0
PERCENT	85.1	14.9	-	92.9	7.1	100.0	

*There were 3,831 or 10.5% request subscribers added to Beverage Industry from Beverage World.

**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 2014	January – June 2015	July – December 2015	January – June 2016	July – December 2016	January – June 2017*
Total Audit Average Qualified:	35,715	35,745	35,986	35,914	36,366	36,520
Qualified Non-Paid:	35,715	35,745	35,986	35,914	36,366	36,520
Print:	34,001	34,001	34,001	34,001	34,001	34,001
Digital:	1,714	1,744	1,985	1,913	2,365	2,519
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 2017 data is unaudited.

**NC = None Claimed.

EVENT CHANNEL

2017	Name of Event	Location of Event	Attendees	Registrants
April 27-28	The Beverage Forum	Chicago, IL	222	222

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*
April 5	State of the Industry 2017	244	649
April 27	Jim Koch - One of the Greatest Craft Brewers	69	223
April 27	The Former Leaders of the No.1 Bottled Water Company in the U.S.	48	238
April 27	Rodney Sacks - A Monster Success Story	127	193
May 16	Navigating a Changing Protein Landscape: Smooth Sailing or Rough Waters Ahead?	222	593
AVERAGE:		142	379

*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:	3,315
January	107	3,422
February	127	3,549
March	180	3,729
April	80	3,809
May	56	3,865
June	74	3,939

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:	1,143
January	28	1,171
February	17	1,188
March	23	1,211
April	35	1,246
May	41	1,287
June	47	1,334

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
January	117,391	62,593	52,396	1:29
February	122,663	63,988	54,420	1:27
March	127,353	69,365	59,214	1:18
April	130,339	68,227	57,511	1:42
May	127,512	66,812	56,604	1:53
June	141,295	73,064	61,342	1:44
AVERAGE:	127,759	67,342	56,915	1:35

January – June 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

<http://twitter.com/BeverageInd>



LinkedIn group members

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



Facebook likes

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

2017

Beginning Balance:	12,373	9,473	2,596
January	12,526	9,552	2,642
February	12,634	9,569	2,686
March	12,764	9,593	2,726
April	12,929	9,583	2,772
May	13,044	9,602	2,811
June	13,186	9,591	2,844

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

MERGED PUBLICATION:

Effective with the November 2016 issue, Beverage World merged with Beverage Industry.

PARAGRAPH 3b:

Association rosters and directories includes 1 source of circulation for a quantity of 256 copies or 0.7%. Business directories include 2 sources of circulation for quantities of 19 copies or 0.1% to 914 copies or 2.5%. Other sources include 2 sources of circulation for quantities of 695 copies or 1.9% to 3,083 copies or 8.4%.

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

July 7, 2017

State

Michigan

County

Oakland

Revised

July 7, 2017

Type

BD

ID Number

B018B0J7

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.