

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

PREPARED FOODS is a B2B brand providing market trends, new product opportunities, ingredient formulation and product development solutions for those driving new product development within the food and beverage communities. Subjects covered include business-challenging issues involving ingredient use, consumer trends, news, regulations and product application solutions.

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

PREPARED FOODS MAGAZINE



6 issues in the period
40,000 average circulation

PREPARED FOODS E-NEWSLETTER



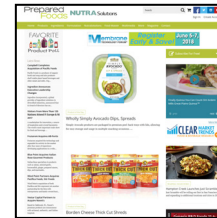
52 issued in the period
18,287 average per occurrence

FOOD MASTER DIRECTORY



83,811 total circulation

PREPARED FOODS WEBSITE



32,508 average users

PREPARED FOODS SOCIAL MEDIA



3,568 Twitter followers
2,852 LinkedIn group members
1,757 Facebook likes

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
PREPARED FOODS MAGAZINE (6 issues in the period)	39,994	6	40,000
a. Print	34,074	6	34,080
b. Digital	5,920	-	5,920
1. Requested	5,918	-	5,918
2. Non-Requested	2	-	2
PREPARED FOODS E-NEWSLETTER			
a. PREPARED FOODS E-Newsletter (52 issued in the period)	18,287	-	18,287
FOOD MASTER DIRECTORY	*83,811	-	*83,811
PREPARED FOODS WEBSITE (Monthly Users with 58,284 average Pageviews)	32,508	-	32,508
PREPARED FOODS SOCIAL MEDIA			
a. Twitter followers	**3,568	-	**3,568
b. LinkedIn group members	**2,852	-	**2,852
c. Facebook likes	**1,757	-	**1,757

*FOOD MASTER Directory serving PREPARED FOODS and FOOD ENGINEERING. Duplication exists among the print and digital editions of FOOD MASTER. Some subscribers received both versions.

**Social Media claims are cumulative figures, not averages.

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3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017

QUALIFICATION SOURCE	Qualified Within					Total Qualified	Percent
	1 Year	2 Year	3 Year	Print	Digital		
I. Direct Request:	27,031	7,867	-	29,174	5,724	34,898	87.2
II. Request from recipient's company:	12	91	-	103	-	103	0.3
III. Membership Benefit:	-	-	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request):	1,994	-	-	1,992	2	1,994	5.0
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	3,005	-	-	3,005	-	3,005	7.5
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	32,042	7,958	-	34,274	5,726	40,000	100.0
PERCENT	80.1	19.9	-	85.7	14.3	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	152	14	166		Kentucky	460	56	516	
New Hampshire	140	15	155		Tennessee	482	67	549	
Vermont	125	24	149		Alabama	291	27	318	
Massachusetts	694	79	773		Mississippi	215	13	228	
Rhode Island	94	6	100		EAST SO. CENTRAL	1,448	163	1,611	4.0
Connecticut	337	63	400		Arkansas	445	84	529	
NEW ENGLAND	1,542	201	1,743	4.4	Louisiana	269	28	297	
New York	1,956	242	2,198		Oklahoma	221	29	250	
New Jersey	1,386	231	1,617		Texas	1,597	212	1,809	
Pennsylvania	1,701	206	1,907		WEST SO. CENTRAL	2,532	353	2,885	7.2
MIDDLE ATLANTIC	5,043	679	5,722	14.3	Montana	79	12	91	
Ohio	1,587	228	1,815		Idaho	254	38	292	
Indiana	656	78	734		Wyoming	32	4	36	
Illinois	2,658	483	3,141		Colorado	479	69	548	
Michigan	1,052	152	1,204		New Mexico	99	12	111	
Wisconsin	1,734	232	1,966		Arizona	291	42	333	
EAST NO. CENTRAL	7,687	1,173	8,860	22.2	Utah	260	56	316	
Minnesota	1,163	233	1,396		Nevada	141	16	157	
Iowa	600	99	699		MOUNTAIN	1,635	249	1,884	4.7
Missouri	863	134	997		Alaska	38	2	40	
North Dakota	106	10	116		Washington	663	94	757	
South Dakota	119	16	135		Oregon	474	74	548	
Nebraska	301	45	346		California	3,364	505	3,869	
Kansas	447	66	513		Hawaii	136	9	145	
WEST NO. CENTRAL	3,599	603	4,202	10.5	PACIFIC	4,675	684	5,359	13.4
Delaware	81	10	91		UNITED STATES	32,584	4,680	37,264	93.2
Maryland	474	58	532		U.S. Territories	74	25	99	
Washington, DC	44	8	52		Canada	1,379	362	1,741	
Virginia	550	54	604		Mexico	31	64	95	
West Virginia	104	4	108		Other International	205	594	799	
North Carolina	715	111	826		APO/FPO	1	1	2	
South Carolina	298	41	339						
Georgia	900	131	1,031						
Florida	1,257	158	1,415						
SOUTH ATLANTIC	4,423	575	4,998	12.5					
					TOTAL QUALIFIED CIRCULATION	34,274	5,726	40,000	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2017

PREPARED FOODS E-Newsletter

JULY		
July 4	18,058	
July 6	18,029	
July 11	17,983	
July 13	17,982	
July 18	17,986	
July 20	17,960	
July 25	17,957	
July 27	17,952	
AUGUST		
August 1	17,917	
August 3	17,889	
August 8	17,868	
August 10	17,852	
August 15	16,956	
August 17	17,818	
August 22	17,792	
August 24	17,750	
August 29	17,751	
August 31	17,731	
SEPTEMBER		
September 5	17,702	
September 7	17,689	
September 12	17,671	
September 14	17,663	
September 19	17,650	
September 21	17,628	
September 26	17,605	
September 28	17,585	
OCTOBER		
October 3	17,583	
October 5	17,567	
October 10	17,548	
October 12	17,538	
October 17	19,039	
October 19	19,003	
October 24	19,005	
October 26	18,961	
October 31	19,039	
NOVEMBER		
November 2	18,968	
November 7	18,956	
November 9	18,955	
November 14	18,925	
November 16	18,910	
November 21	19,092	
November 23	19,115	
November 28	19,033	
November 30	19,040	
DECEMBER		
December 5	19,053	
December 7	19,078	
December 12	19,005	
December 14	18,974	
December 19	19,067	
December 21	19,029	
December 26	19,011	
December 28	19,000	
AVERAGE:		18,287

PREPARED FOODS E-Newsletter (52 issued in the period)

DIRECTORY CHANNEL

Directory Name	Print	Digital	**TOTAL SERVED
*FOOD MASTER	26,000	57,811	83,811

*FOOD MASTER serving PREPARED FOODS and FOOD ENGINEERING.

**TOTAL SERVED - Duplication exists among the print and digital editions of FOOD MASTER. Some subscribers received both versions.

WEBSITE CHANNEL

WWW.PREPAREDFOODS.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
July	61,262	40,452	34,796	1:00
August	66,530	41,602	35,134	1:09
September	69,573	48,658	42,772	0:53
October	56,495	37,025	31,421	1:09
November	51,340	33,676	28,141	1:07
December	44,506	27,700	22,785	1:15
AVERAGE:	58,284	38,186	32,508	1:06

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

Prepared Foods Social Media



Twitter followers

<http://twitter.com/PreparedFoods>



LinkedIn group members

<http://www.linkedin.com/groups/2785554/profile>



Facebook likes

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

2017

Beginning Balance:	3,314	2,797	1,682
July	3,371	2,799	1,709
August	3,416	2,821	1,725
September	3,451	2,832	1,731
October	3,492	2,839	1,741
November	3,530	2,849	1,743
December	3,568	2,852	1,757

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.

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:

Communication from recipient or recipient's company (other than request): Written includes 5 sources of circulation for quantities of 2 copies or -% to 9 copies or -%; Telecommunication includes 6 sources of circulation for quantities of 7 copies or -% to 382 copies or 1.0%; Electronic includes 6 sources of circulation for quantities of 84 copies or 0.2% to 436 copies or 1.1%.

Business Directories include 1 source of circulation for a quantity of 1,201 copies or 3.0%.

Other Sources includes 2 sources of circulation for quantities of 634 copies or 1.6% to 1,170 copies or 2.9%.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter, Directory, 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.

Catherine M. Ronan, Corporate Audience Audit Manager

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 10, 2018

State

Michigan

County

Oakland

Received by BPA Worldwide

January 10, 2018

Type

BJ

ID Number

P118B0D7

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.bpawww.com for the latest audit reports, membership information and publishing and advertising industry news.

FIELD SERVED

PREPARED FOODS serves firms that develop, manufacture, process, package & market value-added food & beverage products. Among foods included are prepared foods/meals/side dishes, prepared specialties, fruits & vegetables, meat, poultry, seafood, dairy foods, bakery products, cereal & grain-based products, beverages, snack foods, candy & confectionery products, manufacturer of ingredients/nutritional ingredients, specialty nutritional products and foodservice. Also served are testing labs, universities, government and others allied to the field as shown in Paragraph 3a.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are executives, management & staff personnel in research & development/product development, QA/QC, corporate management & administration, marketing/sales and purchasing as shown in Paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	62
Advertiser and Agency	1,651
Allocated for Trade Shows and Conventions	-
All Other	1,518
TOTAL	3,231

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	40,000	100.0	39,994	100.0	6	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	40,000	100.0	39,994	100.0	6	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017	Print	Digital	Total Qualified
July	33,706	6,294	40,000
August	33,848	6,152	40,000
September	34,122	5,878	40,000
October	34,190	5,810	40,000
November	34,274	5,726	40,000
December	34,342	5,658	40,000

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2017
This issue is equal to the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY TITLE				NUMBER OF EMPLOYEES AT COMPANY						
			Print	Digital	Research & Development/ Product Development/QA/QC President/VP of R&D, Food Tech, Chemist, Flavor Room Manager, Lab Tech, Design Manager, Research Chef, Tech Services Manager, Project Manager, Quality Assurance Manager, Quality Control Manager, QA/QC Personnel, Professor	Corporate Management & Administration President, Owner, Partner, Chairman of the Board, Executive VP, Vice President, General Manager, Secretary- Treasurer, Manager, Assistant Manager, Store/Location Manager	Marketing/Sales Category/Brand/Product Manager, Marketing Director/Manager, Merchandising Manager, VP Sales, Sales Manager/ Director, Account Executive, Vending Manager	Purchasing VP Purchasing, Purchasing or Procurement Director/ Manager/Supervisor, Purchasing Agent, Grocery Buyer, Retail Buyer, Buyer	1 to 99 Employees (Note 1)	100 to 249 Employees	250 to 499 Employees	500 and Over Employees	
FOOD MANUFACTURERS													
PREPARED FOODS/MEALS/SIDE DISHES (Including prepared products, baby food, RTE breakfast foods, pizza, cheese snacks, meat snacks, prepared snacks, other prepared products)	5,296	13.3	4,543	753	2,892	1,333	690	381	2,632	601	409	1,654	
PREPARED SPECIALTIES (Including ketchup, sauces, gravies, condiments, peanut butter, seasonings, flavors & syrups, oils, salad dressings, mayonnaise and pickled products, etc)	2,264	5.7	1,966	298	1,394	532	228	110	1,224	386	202	452	
FRUITS & VEGETABLES	1,695	4.2	1,457	238	927	460	200	108	965	254	120	356	
MEAT, POULTRY, SEAFOOD (including processed/further processed meat, poultry, seafood, slaughtering, fabricating, cutting, rendering, other meat, poultry, seafood)	5,712	14.3	5,038	674	2,981	1,651	717	363	2,729	693	458	1,832	
DAIRY FOODS (Including ice cream & frozen desserts, novelties, fluid milk & beverages, cheese products, cultured products, butter or margarine products, powdered products, other dairy foods)	4,699	11.7	4,078	621	2,788	993	695	223	2,391	620	376	1,312	
BAKERY PRODUCTS and CEREAL & GRAIN-BASED PRODUCTS (Including breads & rolls, waffles, cookies and crackers, snack cakes, pies, donuts, toasted pastries, tortillas, snack bars, other bakery products, cereals, pet foods, prepared flour, pasta, rice and corn milling and other grain-based products)	5,457	13.6	4,761	696	3,278	1,346	570	263	2,951	725	439	1,342	
BEVERAGES (Including soft drinks, beer, bottled water, alternative beverages/sports drinks (incl fortified/nutraceutical), wine/liquor, juice/fruit drinks, coffee/tea, dairy-based drinks, other beverages)	5,235	13.1	4,559	676	2,384	1,732	929	190	3,313	510	301	1,111	
SNACK FOODS and CANDY & CONFECTIONERY PRODUCTS (Including chips & pretzels, nuts/trail mix, extruded snacks, other snack foods)	3,272	8.2	2,843	429	1,791	815	478	188	1,784	365	259	864	
MANUFACTURER OF INGREDIENTS/NUTRITIONAL INGREDIENTS and SPECIALTY NUTRITIONAL PRODUCTS	3,528	8.8	2,707	821	1,891	681	811	145	1,673	456	332	1,067	
Sub-Total Food Manufacturers	37,158	92.9	31,952	5,206	20,326	9,543	5,318	1,971	19,662	4,610	2,896	9,990	
FOODSERVICE	1,342	3.4	1,150	192	521	401	263	157	744	168	87	343	
Sub-Total	1,342	3.4	1,150	192	521	401	263	157	744	168	87	343	
TESTING LABS, UNIVERSITIES, GOVERNMENT	1,174	2.9	926	248	901	165	87	21	566	123	78	407	
Sub-Total	39,674	99.2	34,028	5,646	21,748	10,109	5,668	2,149	20,972	4,901	3,061	10,740	
OTHERS ALLIED TO THE FIELD	326	0.8	246	80	255	64	-	7	184	44	21	77	
TOTAL QUALIFIED CIRCULATION	40,000	100.0	34,274	5,726	22,003	10,173	5,668	2,156	21,156	4,945	3,082	10,817	
PERCENT	100.0		85.7	14.3	55.0	25.4	14.2	5.4					

Note 1: Includes individuals who did not respond to the question as each company is assumed to have at least one employee.