

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

**CANDY INDUSTRY MAGAZINE**, a monthly B2B publication that provides comprehensive coverage of the global confectionery industry, examines all aspects of doing business in sweets, from manufacturing to retailing. Staff-written articles address key topics such as new products, industry trends, manufacturer and retail profiles, ingredient trends and developments as well as updates on processing and packaging technologies.

### 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

### CANDY INDUSTRY MAGAZINE



6 issues in the period  
14,101 average circulation

### CANDY INDUSTRY MAGAZINE E-NEWSLETTER



26 issued in the period  
10,661 average per occurrence

### CANDY INDUSTRY MAGAZINE WEBSITE



41,110 average unique browsers

### CANDY INDUSTRY MAGAZINE SOCIAL MEDIA



2,694 Twitter followers  
2,125 Facebook likes

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>CANDY INDUSTRY MAGAZINE</b> (6 issues in the period)	14,080	21	14,101
a. Print	12,007	20	12,027
b. Digital	2,073	1	2,074
1. Requested	2,073	1	2,074
2. Non-Requested	-	-	-
<b>CANDY INDUSTRY MAGAZINE E-NEWSLETTER</b>			
a. Sweet & Healthy (26 issued in the period)	10,661	-	10,661
<b>CANDY INDUSTRY MAGAZINE WEBSITE</b> (Monthly Unique Browsers with 92,740 average Page Impressions)	41,110	-	41,110
<b>CANDY INDUSTRY MAGAZINE SOCIAL MEDIA</b>			
a. Twitter followers	*2,694	-	*2,694
b. Facebook likes	*2,125	-	*2,125

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

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**FIELD SERVED**

**CANDY INDUSTRY MAGAZINE** targets the confectionery industry which consists of candy and confectionery products, wholesalers/brokers/importers/exporters, grocery (including natural and organic), convenience stores/mass merchandisers, drug stores, vending firms (including amusement/concessions), variety/discount stores/chains, club stores/warehouse buying clubs, specialty retailers/specialty food stores and others as indicated in Paragraph 3a.

**DEFINITION OF RECIPIENT QUALIFICATION**

Titled personnel include those in corporate management & administration, plant operations/production, research & development/product development, QA/QC, engineering, marketing/sales, purchasing and other titled and non-titled personnel as indicated in Paragraph 3a.

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	30
Advertiser and Agency	747
Allocated for Trade Shows and Conventions	-
All Other	940
<b>TOTAL</b>	<b>1,717</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	14,101	100.0	14,080	99.9	21	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,101</b>	<b>100.0</b>	<b>14,080</b>	<b>99.9</b>	<b>21</b>	<b>0.1</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2016	Print	Digital	Total Qualified
July	11,997	2,104	14,101
August	11,996	2,105	14,101
September	12,008	2,093	14,101
October	12,045	2,055	14,100
November	12,069	2,032	14,101
December	12,045	2,056	14,101

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016**  
 This issue is equal to the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	CLASSIFICATION BY TITLE							
					Corporate Management & Administration	Plant Operations/ Production	Research & Development/ Product Development/ QA/QC	Engineering	Marketing/ Sales	Purchasing	VP Production, Production Mgr, Plant Mgr/Supv/ Supt, Production Line Foreman, VP Operations, Processing/ Packaging Supervisor, Maintenance Foreman, Plant Security Manager, Safety Foreman	President/VP of R&D, Food Tech, Chemist, Flavor Room Manager, Lab Tech, Design Manager, Tech Services Manager, Project Manager, Quality Assurance Manager, Quality Control Manager, QA/QC Personnel
Candy & Confectionery Products (Note 1)	5,630	39.9	4,440	1,190	3,002	503	677	168	966	314	-	
Wholesaler/Broker/Importer/Exporter	734	5.2	530	204	437	18	44	3	163	69	-	
Grocery (including Natural & Organic)	3,398	24.1	3,116	282	1,861	117	54	11	322	1,033	-	
Convenience Store/ Mass Merchandiser	2,217	15.7	2,103	114	1,556	95	19	7	243	297	-	
Drug Store	1,372	9.7	1,276	96	941	19	77	4	58	273	-	
Vending Firm (including Amusement/Concessions)	310	2.2	264	46	229	9	12	8	29	23	-	
Variety/Discount Store/ Chain and Club Store/ Warehouse Buying Club	164	1.2	135	29	74	9	7	3	20	51	-	
Specialty Retailer/Specialty Food Store	276	2.0	205	71	193	7	22	2	25	27	-	
Other than Above (incl. Paid)	-	-	-	-	-	-	-	-	-	-	-	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,101</b>	<b>100.0</b>	<b>12,069</b>	<b>2,032</b>	<b>8,293</b>	<b>777</b>	<b>912</b>	<b>206</b>	<b>1,826</b>	<b>2,087</b>	<b>-</b>	
<b>PERCENT</b>	<b>100.0</b>		<b>85.6</b>	<b>14.4</b>	<b>58.8</b>	<b>5.5</b>	<b>6.5</b>	<b>1.5</b>	<b>12.9</b>	<b>14.8</b>	<b>-</b>	

Note 1: Including Candy and Other Confectionery Products, Chocolate and Cocoa Products and Chewing Gum.

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016**

QUALIFICATION SOURCE	Qualified Within					Total Qualified	Percent
	1 Year	2 Year	3 Year	Print	Digital		
I. Direct Request:	6,907	3,547	971	9,393	2,032	11,425	81.0
II. Request from recipient's company:	88	170	54	312	-	312	2.2
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	122	-	-	122	-	122	0.9
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	2,242	-	-	2,242	-	2,242	15.9
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>9,359</b>	<b>3,717</b>	<b>1,025</b>	<b>12,069</b>	<b>2,032</b>	<b>14,101</b>	<b>100.0</b>
<b>PERCENT</b>	<b>66.4</b>	<b>26.3</b>	<b>7.3</b>	<b>85.6</b>	<b>14.4</b>	<b>100.0</b>	

\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016\***

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	74	5	79		Kentucky	168	21	189	
New Hampshire	67	6	73		Tennessee	203	20	223	
Vermont	41	2	43		Alabama	194	12	206	
Massachusetts	226	31	257		Mississippi	105	12	117	
Rhode Island	49	9	58		<b>EAST SO. CENTRAL</b>	670	65	735	5.2
Connecticut	156	14	170		Arkansas	152	24	176	
<b>NEW ENGLAND</b>	613	67	680	4.8	Louisiana	149	12	161	
New York	743	96	839		Oklahoma	120	8	128	
New Jersey	387	63	450		Texas	501	67	568	
Pennsylvania	637	90	727		<b>WEST SO. CENTRAL</b>	922	111	1,033	7.3
<b>MIDDLE ATLANTIC</b>	1,767	249	2,016	14.3	Montana	60	9	69	
Ohio	435	46	481		Idaho	75	5	80	
Indiana	217	31	248		Wyoming	24	2	26	
Illinois	655	107	762		Colorado	156	21	177	
Michigan	390	25	415		New Mexico	53	7	60	
Wisconsin	321	31	352		Arizona	127	16	143	
<b>EAST NO. CENTRAL</b>	2,018	240	2,258	16.0	Utah	106	15	121	
Minnesota	212	28	240		Nevada	65	9	74	
Iowa	147	7	154		<b>MOUNTAIN</b>	666	84	750	5.3
Missouri	252	26	278		Alaska	10	4	14	
North Dakota	56	4	60		Washington	169	20	189	
South Dakota	28	3	31		Oregon	124	11	135	
Nebraska	98	5	103		California	774	137	911	
Kansas	131	10	141		Hawaii	101	6	107	
<b>WEST NO. CENTRAL</b>	924	83	1,007	7.2	<b>PACIFIC</b>	1,178	178	1,356	9.6
Delaware	24	-	24		<b>UNITED STATES</b>	10,537	1,276	11,813	83.8
Maryland	133	15	148		U.S. Territories	41	12	53	
Washington, DC	11	1	12		Canada	175	46	221	
Virginia	245	29	274		Mexico	126	36	162	
West Virginia	82	2	84		Other International	1,190	662	1,852	
North Carolina	343	27	370		AP0/FPO	-	-	-	
South Carolina	125	9	134						
Georgia	295	32	327						
Florida	521	84	605						
<b>SOUTH ATLANTIC</b>	1,779	199	1,978	14.1					
					<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,069</b>	<b>2,032</b>	<b>14,101</b>	<b>100.0</b>

\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016\***

Region/Country	Print	Digital	Total Qualified	Percent	Region/Country	Print	Digital	Total Qualified	Percent
<b>ASIA</b>	452	119	571	4.0	Poland	3	4	7	
<b>MIDDLE EAST</b>	31	34	65	0.5	Portugal	6	5	11	
<b>EUROPE</b>					Romania	3	12	15	
Albania	-	2	2		Russian Federation	15	14	29	
Austria	3	4	7		Serbia	8	3	11	
Belarus	1	1	2		Slovakia	-	1	1	
Belgium	59	19	78		Slovenia	4	1	5	
Bosnia and Herzegovina	2	-	2		Spain	32	19	51	
Bulgaria	9	6	15		Sweden	6	3	9	
Croatia	2	4	6		Switzerland	2	8	10	
Czech Republic	1	-	1		Turkey	15	28	43	
Denmark	32	7	39		Ukraine	6	11	17	
Finland	4	3	7		United Kingdom	49	49	98	
France	120	22	142		Subtotal	493	311	804	5.7
Germany	8	15	23		<b>AFRICA</b>	20	36	56	0.4
Greece	38	9	47		<b>NORTH AMERICA</b>				
Hungary	5	4	9		Canada	175	46	221	
Iceland	2	1	3		Mexico	126	36	162	
Ireland	2	11	13		United States	10,537	1,276	11,813	
Italy	4	16	20		U.S. Territories	41	12	53	
Latvia	2	1	3		Subtotal	10,879	1,370	12,249	86.9
Lithuania	1	-	1		<b>CARIBBEAN</b>	7	13	20	0.1
Luxembourg	-	2	2		<b>CENTRAL AMERICA</b>	6	15	21	0.2
Macedonia	9	2	11		<b>SOUTH AMERICA</b>	161	99	260	1.8
Malta	1	2	3		<b>ASIA PACIFIC</b>	20	35	55	0.4
Monaco	-	2	2						
Montenegro	1	-	1						
Netherlands	20	20	40						
Norway	18	-	18						
					<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,069</b>	<b>2,032</b>	<b>14,101</b>	<b>100.0</b>

\*See Additional Data

# E-NEWSLETTER CHANNEL

2016	Sweet & Healthy
<b>JULY</b>	
July 6	10,751
July 13	10,819
July 20	10,792
July 27	10,787
<b>AUGUST</b>	
August 3	10,813
August 10	10,586
August 17	10,587
August 24	10,582
August 31	10,617
<b>SEPTEMBER</b>	
September 7	10,603
September 14	10,666
September 21	10,679
September 28	10,652
<b>OCTOBER</b>	
October 5	10,678
October 12	10,680
October 19	10,681
October 26	10,671
<b>NOVEMBER</b>	
November 2	10,600
November 9	10,643
November 16	10,641
November 23	10,628
November 30	10,630
<b>DECEMBER</b>	
December 7	10,614
December 14	10,605
December 21	10,586
December 28	10,596
<b>AVERAGE:</b>	<b>10,661</b>

Sweet & Healthy (26 issued in the period)

# WEBSITE CHANNEL

## WWW.CANDYINDUSTRY.COM

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	87,103	45,122	38,027	1.19	01:45	01:38
August	90,634	46,250	38,994	1.19	01:45	01:41
September	95,734	48,685	41,039	1.19	01:46	01:43
October	99,931	52,459	44,884	1.17	01:45	01:35
November	95,289	49,928	42,232	1.18	01:52	01:42
December	87,746	48,156	41,482	1.16	01:47	01:28
<b>AVERAGE:</b>	<b>92,740</b>	<b>48,433</b>	<b>41,110</b>	<b>1.18</b>	<b>01:47</b>	<b>01:38</b>

July - December 2016 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

### WEBSITE GLOSSARY

**Page Impressions:** A Page Impression 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.

**User 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.

**Unique Browsers:** An identified and unduplicated cookie browser that accesses Internet content or advertising during a measurement period.

**Unique Browser Frequency:** Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

**Page Duration:** The average time spent viewing any page on a web site.

**User Session Duration:** The average time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit [www.adcompli.com](http://www.adcompli.com)

# SOCIAL MEDIA CHANNEL

## Candy Industry Magazine Social Media



Twitter followers

<http://twitter.com/CandyIndustry>



Facebook likes

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

2016

Beginning Balance:	2,476	1,968
July	2,510	2,005
August	2,557	2,037
September	2,601	2,057
October	2,636	2,081
November	2,672	2,107
December	2,694	2,125

## 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:

Business directories include 2 sources of circulation for a quantity of 722 copies or 5.1% to 1,520 or 10.8%, including Dun & Bradstreet and Chain Store Guide.

### GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter, 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.

Anna C. Silvestri, 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 3, 2017

State Michigan

County Oakland

Received by BPA Worldwide January 3, 2017

Type BJ

ID Number C108B0D6

#### 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](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.