

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

**DAIRY FOODS** is a B2B Brand that delivers the information necessary for dairy business success. The editorial scope of the brand analyzes and reports on technologies, trends and issues. In-depth special features and expert technical articles provide innovative ideas for dairy processors. DAIRY FOODS also features processor profiles and plant close-ups, plus plant engineering/operations, packaging and export coverage.

### 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

Dairy FOODS MAGAZINE	Dairy FOODS E-NEWSLETTER	Dairy FOODS WEBINARS	Dairy FOODS APPS	Dairy FOODS WEBSITE	Dairy FOODS SOCIAL MEDIA
6 issues in the period 20,550 average circulation	12 issued in the period 18,227 average per occurrence	6 webinars in the period 355 average registrants 116 average attendees	Android Apps 1,256 cumulative downloads Apple Apps 1,982 cumulative downloads	58,712 average users	27,009 LinkedIn group members 6,481 Twitter followers 2,507 Facebook likes

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>Dairy FOODS MAGAZINE</b> (6 issues in the period)	20,550	-	20,550
a. Print	15,963	-	15,963
b. Digital	4,587	-	4,587
1. Requested	4,587	-	4,587
2. Non-Requested	-	-	-
<b>Dairy FOODS E-NEWSLETTER</b>			
a. Dairy PRODUCT INNOVATIONS (12 issued in the period)	18,227	-	18,227
<b>Dairy FOODS WEBINARS</b> (6 webinars in the period)			
a. Registrants	355	-	355
b. Attendees	116	-	116
<b>Dairy FOODS APPS</b>			
a. Dairy FOODS Android Apps (cumulative downloads)	*1,256	-	*1,256
b. Dairy FOODS Apple Apps (cumulative downloads)	*1,982	-	*1,982
<b>Dairy FOODS WEBSITE</b> (Monthly Users with 134,475 average Pageviews)	58,712	-	58,712
<b>Dairy FOODS SOCIAL MEDIA</b>			
a. LinkedIn group members	*27,009	-	*27,009
b. Twitter followers	*6,481	-	*6,481
c. Facebook likes	*2,507	-	*2,507

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

**FIELD SERVED**

**DAIRY FOODS** serves the Dairy Products Industry - the manufacturing/processing and headquarter locations of companies whose primary product and/or service is: fluid milk & beverage products; ice cream & frozen dessert products/novelty (stick and stickless); cheese, cultured, butter, margarine and powdered products as shown in Paragraph 3a.

**DEFINITION OF RECIPIENT QUALIFICATION**

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

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	81
Advertiser and Agency	2,188
Allocated for Trade Shows and Conventions	-
All Other	1,166
<b>TOTAL</b>	<b>3,435</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	20,550	100.0	20,550	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,550</b>	<b>100.0</b>	<b>20,550</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

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

2017	Print	Digital	Total Qualified
January	16,001	4,549	20,550
February	15,903	4,647	20,550
March	15,844	4,706	20,550
April	15,585	4,965	20,550
May	16,210	4,340	20,550
June	16,237	4,313	20,550

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 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	Print	Digital	CLASSIFICATION BY TITLE			
					Corporate Management & Administration (Note 1)	Plant Operations/Production/Engineering/Warehousing/Distribution/Logistics (Note 2)	Marketing/Sales/Purchasing (Note 3)	Research & Development/Product Development/QA/QC (Note 4)
<b>MANUFACTURING/PROCESSING LOCATIONS AND HEADQUARTERS</b>								
<b>FLUID MILK &amp; BEVERAGE PRODUCTS</b> including fluid milk, flavored milk, buttermilk, evaporated/condensed milk, juices, teas, sports drinks, soy, coffee drinks, non-carbonated drinks, water, smoothies.	4,948	24.1	4,284	664	585	2,191	1,448	724
Headquarters	3,020	14.7	2,280	740	1,424	575	593	428
TOTAL COPIES TO FLUID PRODUCTS COMPANIES	7,968	38.8	6,564	1,404	2,009	2,766	2,041	1,152
<b>ICE CREAM &amp; FROZEN DESSERT PRODUCTS, NOVELTIES (stick and stickless)</b> including ice cream, ice milk, tofu, ice cream mix, sherbet	3,167	15.4	2,788	379	1,924	522	438	283
Headquarters	3,733	18.2	3,028	705	2,609	443	369	312
TOTAL COPIES TO ICE CREAM COMPANIES	6,900	33.6	5,816	1,084	4,533	965	807	595
<b>CHEESE, CULTURED, BUTTER or MARGARINE, POWDERED PRODUCTS</b> including American and Italian type cheese, other natural cheese, processed cheese, cold pack, cottage cheese, yogurt, dips (dairy and non-dairy), sour cream (dairy and non-dairy), cream cheese, dried whole milk, non-fat dried milk, dried buttermilk, dried whey, dried cheese, condensed whey, whey protein concentrate, lactose.	2,389	11.6	1,516	873	418	874	438	659
Headquarters	3,293	16.0	2,314	979	1,496	527	670	600
TOTAL COPIES TO MILK PRODUCTS COMPANIES	5,682	27.6	3,830	1,852	1,914	1,401	1,108	1,259
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,550</b>	<b>100.0</b>	<b>16,210</b>	<b>4,340</b>	<b>8,456</b>	<b>5,132</b>	<b>3,956</b>	<b>3,006</b>
<b>PERCENT</b>	<b>100.0</b>		<b>78.9</b>	<b>21.1</b>	<b>41.1</b>	<b>25.0</b>	<b>19.3</b>	<b>14.6</b>

Note 1: Corporate Management & Administration includes president, owner, partner, chairman of the board, executive VP, VP, general manager, secretary-treasurer, manager, assistant manager, store/location manager.

Note 2: Plant Operations/Production/Engineering/Warehousing/Distribution/Logistics Includes VP production, production manager, plant manager/supervisor/superintendent/production line foreman, VP operations, processing/packaging supervisor, maintenance foreman, plant security manager, safety foreman, VP engineering, plant engineer, maintenance engineer, chief engineer, packaging engineer, processing/production engineer, engineering director, warehouse/distribution manager/director, logistics/traffic manager/director, truck fleet manager & repairs/RTE manager.

Note 3: Marketing/Sales/Purchasing includes category/brand/product manager, marketing director/manager, VP sales, sales manager/director, vending manager, merchandising manager, account executive, VP purchasing, purchasing or procurement director/manager/supervisor, purchasing agent, grocery buyer, retail buyer and buyer.

Note 4: Research & Development/Product Development/QA/QC includes 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.

### 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:	10,517	4,911	-	11,088	4,340	15,428	75.1
II. Request from recipient's company:	5	19	-	24	-	24	0.1
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	274	-	-	274	-	274	1.3
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	4,824	-	-	4,824	-	4,824	23.5
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,620</b>	<b>4,930</b>	<b>-</b>	<b>16,210</b>	<b>4,340</b>	<b>20,550</b>	<b>100.0</b>
<b>PERCENT</b>	<b>76.0</b>	<b>24.0</b>	<b>-</b>	<b>78.9</b>	<b>21.1</b>	<b>100.0</b>	

\*See Additional Data

### 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

MAILING ADDRESS	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	16,210	4,340	20,550	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,210</b>	<b>4,340</b>	<b>20,550</b>	<b>100.0</b>

### AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2014	January - June 2015	July - December 2015	January - June 2016	July - December 2016*	January - June 2017*
Total Audit Average Qualified:	20,550	20,550	20,550	20,550	20,550	20,550
Qualified Non-Paid:	20,550	20,550	20,550	20,550	20,550	20,550
Print:	16,762	16,729	16,821	16,538	16,418	15,963
Digital:	3,788	3,821	3,729	4,012	4,132	4,587
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: July 2016 - June 2017 data is unaudited.

\*\*NC = None Claimed.



## WEBINAR CHANNEL

2017	Webinar Name	Attendees*	Registrants*
January 30	Meet IDFA' s New President & CEO	56	194
January 30	Food Policy and the Farm Bill "What's Next?"	78	243
January 31	Tapping the Power of Team USA: New Program Connects U.S. Olympic Hopeful with Milk Brands	74	203
February 1	Understanding Consumers Demands and How to Leverage them	73	347
March 2	Understanding Dry Dairy Ingredients Reconstitution for Optimal Use in Food and Beverage Applications: Ingredient Considerations	258	621
May 24	Cultured dairy product innovations: flavors formats and packaging.	156	524
		<b>AVERAGE</b>	<b>116 355</b>

\*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

### Dairy FOODS ANDROID APP

2017	Monthly Downloads	Cumulative Downloads
Beginning Balance:		954
January	37	991
February	39	1,030
March	60	1,090
April	59	1,149
May	60	1,209
June	47	1,256

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

### Dairy FOODS APPLE APP

2017	Monthly Downloads	Cumulative Downloads
Beginning Balance:		1,526
January	52	1,578
February	89	1,667
March	158	1,825
April	48	1,873
May	44	1,917
June	65	1,982

Cumulative downloads represents the aggregate number of downloads of the Dairy FOODS Apple 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.DAIRYFOODS.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
January	146,429	69,736	60,501	1:27
February	130,758	68,100	59,585	1:19
March	142,484	73,043	63,925	1:21
April	120,540	63,365	54,948	1:38
May	126,553	65,857	56,760	1:55
June	140,081	66,359	56,549	1:54
<b>AVERAGE:</b>	<b>134,475</b>	<b>67,744</b>	<b>58,712</b>	<b>1:35</b>

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'd 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'd 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.adcompli.com](http://www.adcompli.com)

# SOCIAL MEDIA CHANNEL

## Dairy FOODS Social Media



LinkedIn group members

<http://www.linkedin.com/groups/1921191/profile>



Twitter followers

<http://twitter.com/DairyFoods>



Facebook likes

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

2017

	LinkedIn group members	Twitter followers	Facebook likes
Beginning Balance:	26,486	6,051	2,352
January	26,595	6,124	2,388
February	26,691	6,193	2,408
March	26,800	6,266	2,447
April	26,902	6,339	2,479
May	27,007	6,416	2,483
June	27,009	6,481	2,507

## 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:

Association rosters and directories include 1 source of circulation for a quantity of 2,071 copies or 10.1%, including International Dairy Food Association (IDFA). Other sources include 2 sources of circulation for quantities of 449 copies or 2.2% to 2,304 copies or 11.2%, including List Strategies.

### GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter, 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 5, 2017

State Michigan

County Oakland

Date Received July 5, 2017

Type BJ

ID Number D004B0J7

#### 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.