DIGITAL AUDIENCE PROFILE

ADVERTISE WITH *DAIRY FOODS*

Dairy Foods delivers the dairy news and information necessary for dairy business success. We analyze and report on new dairy foods and beverages, technologies, trends and issues in the dairy industry. In-depth features and expert technical articles provide innovative ideas for dairy processors. *Dairy Foods*' editorial staff and columnists combine for over 250 years of dairy industry expertise.

www.dairyfoods.com

BNP Media
Troy, MI
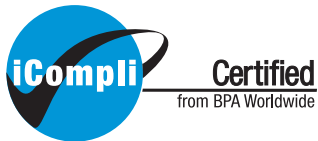
iCompli, a division of BPA Worldwide, has reviewed the BNP Media Audience Dashboard solution for conformance to the BPA Worldwide Standards and generally accepted information security management requirements.

Our examination was performed in accordance with BPA Worldwide Standards and generally accepted information security management requirements. Our examination included reviews of Platform Technology, Data Life Cycle Management, System Monitoring, Reporting, Access Controls, Software Development Life Cycle, Documentation, and Disclosures. The examination included those procedures we considered necessary in the circumstances to obtain a reasonable basis for rendering our opinion.

Based on our review, we are not aware of any material modifications that should be made to the BNP Media Audience Dashboard solution for recording, processing and reporting audience data.

iCompli, BPA Worldwide
iCompli, BPA Worldwide
November 30, 2021

Audience Profile

Total Audience

DAIRY FOODS serves the manufacturing/processing and headquarter locations of companies in the dairy products industry.

21,221
Unique Active Audience

71%
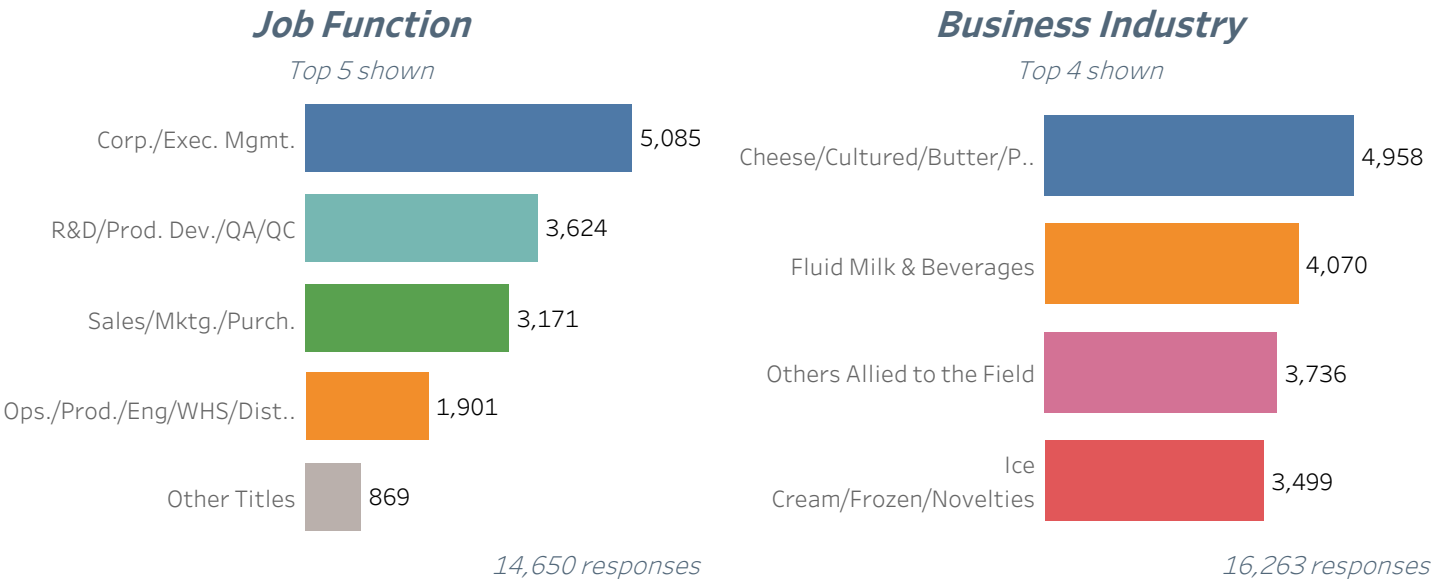Engaged

Core Channels

	Total Channel Audience	Unique to Channel
Website	74,301	2,324
eNewsletter	13,430	5,452
eMagazine	8,970	3,364

■ Unique to Channel　　■ Active in 2 Channels　　■ Active in all 3 Channels　　■ Website Unknown Users

Additional Channels

446
Webinar Average Registrants

235
Unique Event Registrants

10,283
Standard eBlast Delivery

21,046
Social Media Total Followers

Demographics

Job Function
Top 5 shown

Corp./Exec. Mgmt.	5,085
R&D/Prod. Dev./QA/QC	3,624
Sales/Mktg./Purch.	3,171
Ops./Prod./Eng/WHS/Dist..	1,901
Other Titles	869

14,650 responses

Business Industry
Top 4 shown

Cheese/Cultured/Butter/P..	4,958
Fluid Milk & Beverages	4,070
Others Allied to the Field	3,736
Ice Cream/Frozen/Novelties	3,499

16,263 responses

Time Frame - *As of Last day of Month shown*

- *Total Audience:*
  Unique Active Audience: Number of unique active customers with known first-party data active within product specific time frames for all products.
  Engaged: Number of engaged customers with known first-party data within product specific time frames for all products.
  * Product-specific time frames for each Channel may be found in Table A.

Core Channels
The three core channels are Website, eNewsletter, and eMagazine.
- *Total Channel Audience:* Total number of customers for specified product.
- *Unique to Channel:* Number of unique customers active only in specified channel.
- *Active in 2 Channels:* Number of unique customers active in two channels. Examples: A customer is active within Website and eNewsletter channels but not eMagazine. Or a customer is active within eNewsletter and eMagazine channels but not the Website.
- *Active in all 3 Channels:* Number of unique customers active in all three channels.
- *Website Unknown Users:* Number of total users who visited the website within the specified time frame who are not accounted for in the BNP Media database. The number of Unique Website Users may be higher than shown due to the number of unknown users.

Additional Channels
Additional channels may include Webinars, Events, Continuing Education (CE), eBlast, Social Media.
- *Webinar Average Registrants (if applicable):* Average registrants per webinar.
- *Unique Event Registrants (if applicable):* Average registrants per event.
- *CE Active Registered Users (if applicable):* Total active registered users for the Continuing Education Center.
- *Standard eBlast Delivery (sponsored only):* Delivery count of a typical eBlast within the last 3 months.
- *Social Media Total Followers (if applicable):* Follower counts by channel for the most recent month.

Demographics
- *Job Function:* Top job functions of the Unique Active Audience.
- *Business Industry:* Top business industries of the Unique Active Audience.

Table A
* BNP Media uses a proprietary algorithm to calculate the number of active and engaged users for each channel based on the time frames listed in the table below.

	Active Criteria	*Engaged Criteria*
Website	6 Months	6 Months
eNewsletter	Included in most recent list	6 Months
eMagazine	Included in most recent list	12 Months
Webinar	12 Months	18 Months
Event	18 Months	18 Months
Continuing Education	13 Months	13 Months
eBlast	Included in most recent list	6 Months

Total Subscribers
8,818

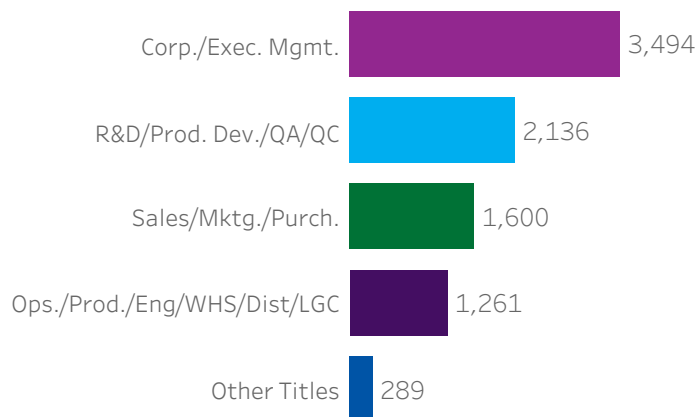Average Issue Pageviews
6,436

Activity by eMagazine Issue

Issue Name	Sessions	Pageviews	Session Duration (min)
December 2023	1,771	8,393	3
January 2024	1,425	6,633	3
February 2024	921	4,282	3

eMagazine Notification Email Metrics

Issue Name	Sends	Unique Delivered	* Unique Opens	* Open Rate	Total Clicks	CTR
December 2023	4	8,567	3,055	35.7%	389	2.3%
January 2024	4	8,652	3,074	35.5%	415	2.4%
February 2024	4	8,818	3,253	36.9%	668	3.9%

* Due to Apple Mail Privacy enabled on user devices, open rates may be inflated as of November 2021. Clicks are not impacted.
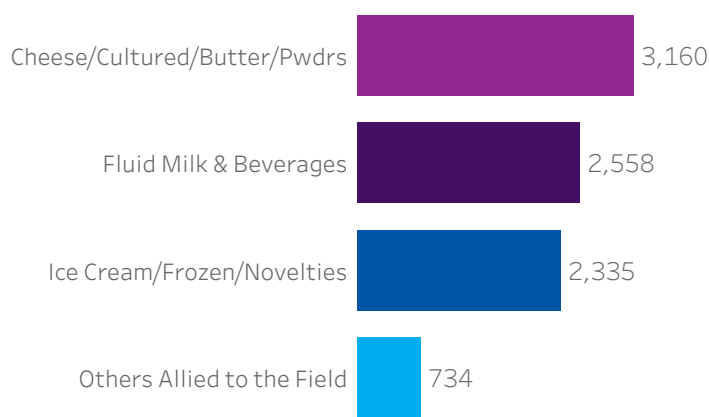
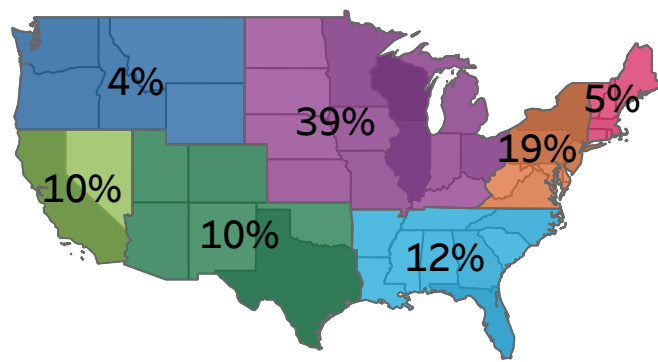## Demographic - Job Function

Top 5 Shown

Job Function	Count
Corp./Exec. Mgmt.	3,494
R&D/Prod. Dev./QA/QC	2,136
Sales/Mktg./Purch.	1,600
Ops./Prod./Eng/WHS/Dist/LGC	1,261
Other Titles	289

8,780 or 100% of subscribers with responses

Demographic - Business/Industry

Top 4 Shown

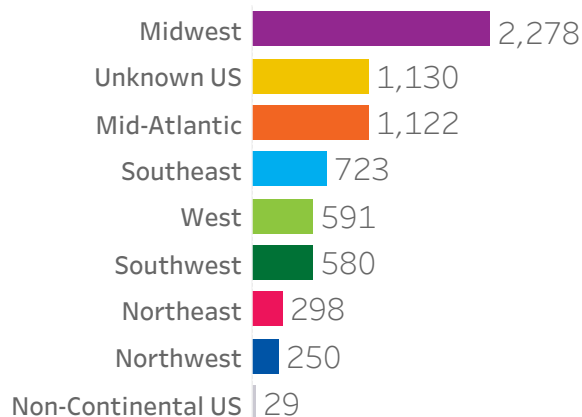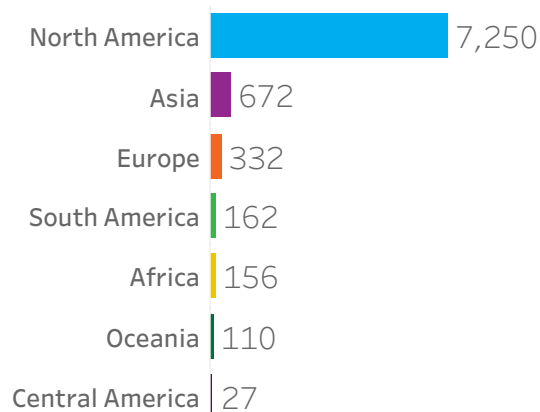| Business/Industry	Count
Cheese/Cultured/Butter/Pwdrs	3,160
Fluid Milk & Beverages	2,558
Ice Cream/Frozen/Novelties	2,335
Others Allied to the Field	734

8,787 or 100% of subscribers with responses

Unique Subscribers by Region

Region	Count
Midwest	2,278
Unknown US	1,130
Mid-Atlantic	1,122
Southeast	723
West	591
Southwest	580
Northeast	298
Northwest	250
Non-Continental US	29

79% of subscribers are located in the US

Unique Subscribers by Region

Region	Count
North America	7,250
Asia	672
Europe	332
South America	162
Africa	156
Oceania	110
Central America	27

20% of subscribers are located internationally
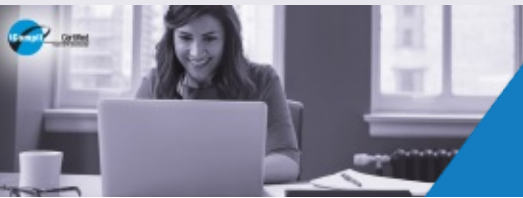
Time Frame
3 months

KPIs
- ***Total Qualified Subscribers:*** Active digital subscribers as of the most recent issue.
- ***Average Issue Pageviews:*** The average monthly pageviews on the eMagazines.

Activity by eMagazine Issue
- ***Issue Date:*** eMagazine issue date.
- ***Sessions:*** Number of times users interacted with the eMagazine. Sessions are terminated after 30 minutes of inactivity.
- ***Session Duration (min):*** The average session length.
- ***Pageviews:*** The total number of eMagazine pageviews.

eMagazine Notification Email Metrics
- ***Monthly Sends:*** Total number of notification emails deployed per issue.
- ***Delivered:*** Number of unique email subscriber addresses eMagazine notification emails were delivered to for this issue.
- ***Unique Opens:*** Number of unique subscriber email addresses who opened any notification email for this issue.
- ***Open Rate:*** Ratio of unique Opens to Delivered.
- ***Total Clicks:*** Number of subscribers who clicked a link within a particular notification email.
- ***CTR:*** Click Through Rate is the percentage of subscribers who click on a link within the notification email.

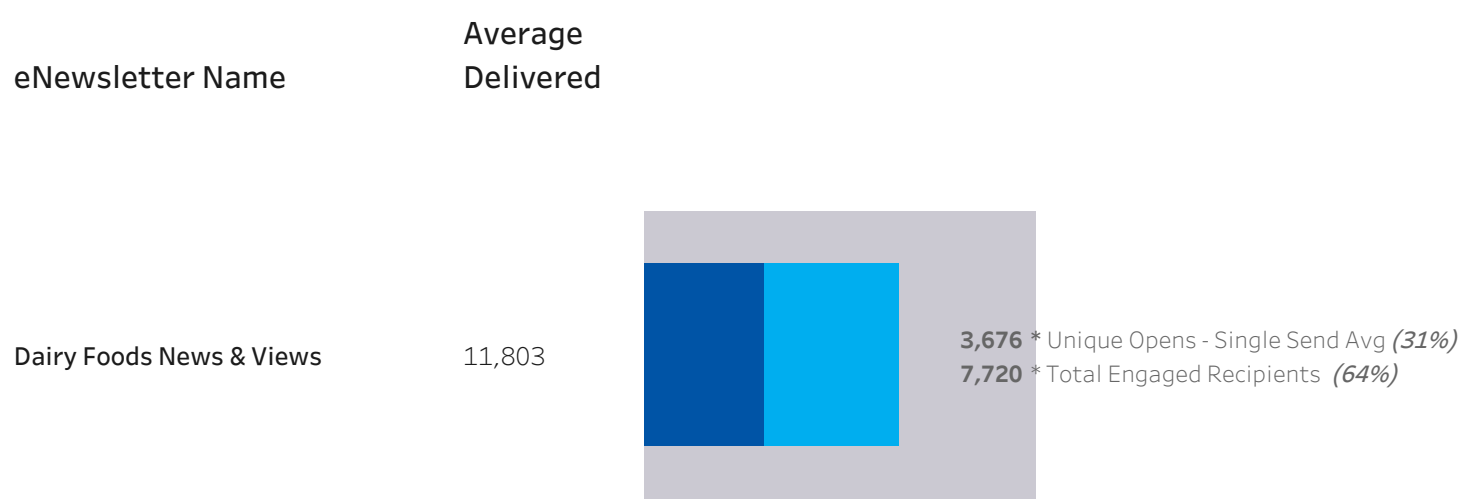Active Unique Recipients
13,430

% of Recipients Engaged
64%

Sends per Month
4

Recipient Activity by eNewsletter Over the Last 3 Months

eNewsletter Name	Average Delivered	
Dairy Foods News & Views	11,803	**3,676** * Unique Opens - Single Send Avg *(31%)* **7,720** * Total Engaged Recipients *(64%)*

Engaged Recipient: Any recipient who opened at least one email of this type in the report time frame.

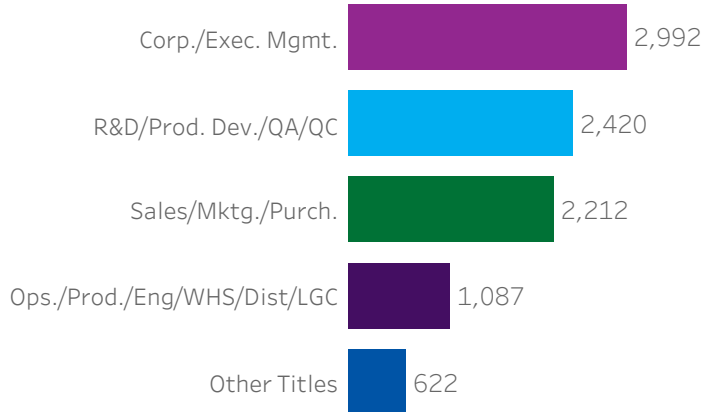- Unique Opens - Single Send Avg
- Unique Opens - All Sends
- Delivered

eNewsletter Activity Averages

eNewsletter Name	Monthly Sends	Delivered	* Unique Opens	* Open Rate	Total Clicks	CTR
Dairy Foods News & Views	4.3	11,803	3,676	31.1%	510	4.3%

* Due to Apple Mail Privacy enabled on user devices, open rates may be inflated as of November 2021. Clicks are not impacted.

Demographic - Job Function

Top 5 Shown

- Corp./Exec. Mgmt. — 2,992
- R&D/Prod. Dev./QA/QC — 2,420
- Sales/Mktg./Purch. — 2,212
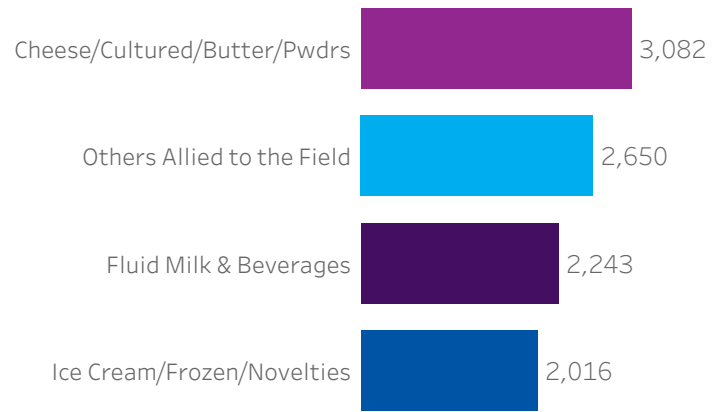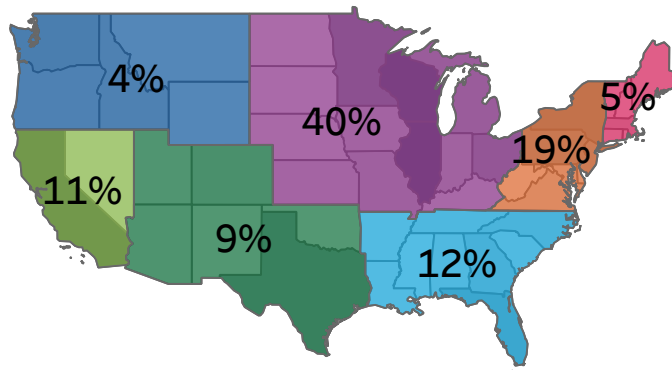- Ops./Prod./Eng/WHS/Dist/LGC — 1,087
- Other Titles — 622

9,333 recipients with responses

Demographic - Business/Industry

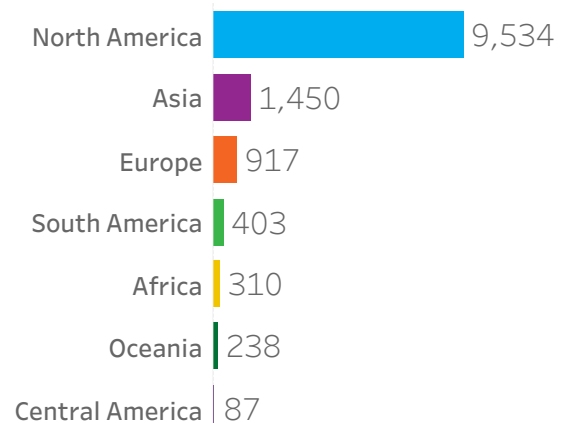*Top 4 Shown*

- Cheese/Cultured/Butter/Pwdrs — 3,082
- Others Allied to the Field — 2,650
- Fluid Milk & Beverages — 2,243
- Ice Cream/Frozen/Novelties — 2,016

9,991 recipients with responses

Unique Recipients by Region

- Midwest — 2,659
- Unknown US — 2,192
- Mid-Atlantic — 1,247
- Southeast — 794
- West — 726
- Southwest — 594
- Northeast — 333
- Northwest — 270
- Non-Continental US — 31

68% of recipients are located in the US

Unique Recipients by Region

- North America — 9,534
- Asia — 1,450
- Europe — 917
- South America — 403
- Africa — 310
- Oceania — 238
- Central America — 87

32% of recipients are located internationally

Time Frame
3 Months

KPIs
- *Active Unique Recipients:* Number of unique email addresses that received any brand eNewsletter in the 3-month period.
- *% of Recipients Engaged:* Percent of recipients who opened* any eNewsletter.
- *Sends / Month:* Total eNewsletters sent per month.

Recipient Activity by eNewsletter
- *Average Delivered:* The average number of emails delivered per eNewsletter.
- *Unique Opens, Single Send Avg:* Average unique opens* (uniqueness calculated for each email sent) for all emails sent.
- *Total Engaged Recipients:* Number of unique Recipients who have opened* one or more of the delivered emails.

eNewsletter Activity Averages
- *Monthly Sends:* Total number of eNewsletters deployed per month.
- *Delivered:* Average number of eMails, per eNewsletter, deployed per month.
- *Unique Opens:* Average number of unique Recipients (delivered) who opened* a particular eNewsletter.
- *Open Rate:* The ratio of Unique Opens* to Delivered.
- *Total Clicks:* Average number of recipients who clicked a link within a particular eNewsletter.
- *CTR:* Click Through Rate is the percentage of recipients who click on a link within the eNewsletter.

Due to Apple Mail Privacy enabled on user devices, opens/open rates may be inflated as of November 2021. Clicks are not impacted.

Average Monthly Users
67,451

Average Monthly Sessions
69,670

Average Monthly Pageviews
107,326

Monthly Website Statistics

	Unique Users	Sessions	Pageviews
December 2023	59,107	61,463	93,721
January 2024	68,946	70,518	111,931
February 2024	74,301	77,030	116,326

Top 8 Content Topics Viewed

Ice

Ingredients for Dairy

Dairy Foods & Beverages

Dairy Foods Columnists

Milk

Operations

Dairy Processor News

New Dairy Products

Average Monthly Pageviews

Topic	Pageviews
Dairy Foods & Beverages	14,020
Dairy Processor News	9,338
New Dairy Products	8,387
Operations	7,850
Milk	7,610
Ice Cream/Novelties	5,741
Dairy Foods Columnists	4,733
Ingredients for Dairy Pr..	4,461

Website - Known User Activity

Active Registered Users	Active Known Users	Average Visits per User
3,569	**5,782**	**2.4**

Website Users

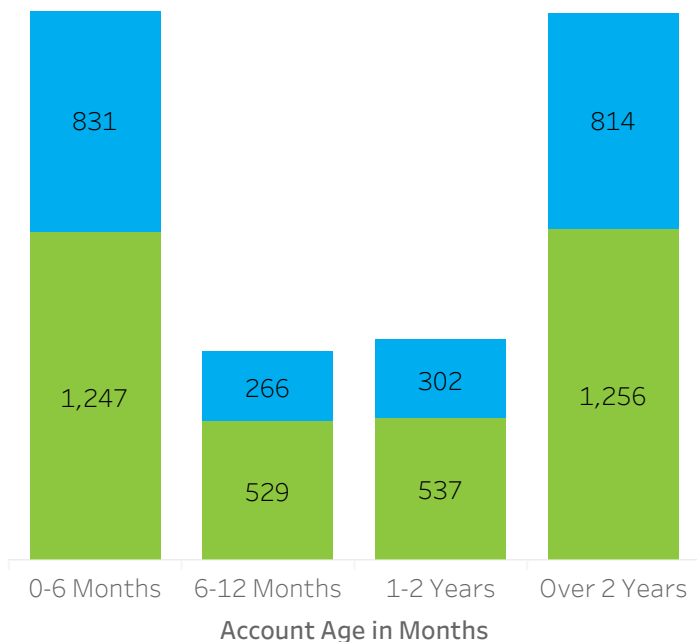- * Known, Not Registered
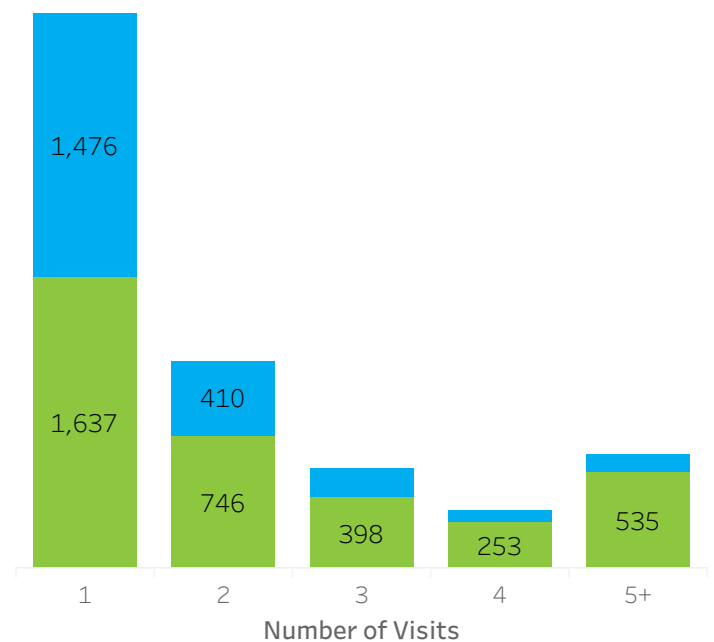- Registered

Categories: December 2023, January 2024, February 2024

* Users that are identified in the BNP Media database but are not registered with this website

Known Users by Account Age

Account Age	Known, Not Registered	Registered
0-6 Months	831	1,247
6-12 Months	266	529
1-2 Years	302	537
Over 2 Years	814	1,256

Account Age in Months

Known Users by Visit Frequency

Number of Visits	Known, Not Registered	Registered
1	1,476	1,637
2	410	746
3		398
4		253
5+		535

Number of Visits

Demographic - Job Function   *Top 5 Shown*

Job Function	Value
Corp./Exec. Mgmt.	1,194
Sales/Mktg./Purch.	1,058
R&D/Prod. Dev./QA/QC	853
Ops./Prod./Eng/WHS/Dist/LGC	497
Other Titles	416

4,018 or 69% of users with responses

Demographic - Business/Industry   *Top 4 Shown*

Business/Industry	Value
Others Allied to the Field	1,499
Cheese/Cultured/Butter/Pwdrs	1,177
Fluid Milk & Beverages	971
Ice Cream/Frozen/Novelties	785

4,432 or 77% of users with responses

% of Users Based in US
70%

Average Monthly Users Based in US
48,030

Geographic - US Regions

6%
27%
4%
28%
9%
11%
14%

Unique Users by Region

Region	Users
Mid-Atlantic	13,379
Midwest	12,727
Southeast	6,574
Southwest	5,370
West	4,386
Northwest	2,733
Northeast	2,032
Non-Continental US	130

Geographic - World Regions

74%
1%
1%
2%
7%
15%

Unique Users by Region

Region	Users
North America	51,028
Asia	10,397
Europe	4,503
Africa	1,207
Oceania	953
South America	483
Central America	454

Time Frame
3-months

User Classifications
- *Registered:* Users that have completed the registration form for this website.
- *Known, Not Registered:* Users that are identified in the BNP Media database but are not registered with this website.

KPIs
- *Active Registered Users:* Number of unique users who registered on the website, at any time, and visited the website within the 3-month time frame.
- *Active Known Users:* Number of unique users with known first-party data, regardless of website registration status, who visited the website within the 3-month time frame.
- *Average Visits per User:* The ratio of visits, by known users, to the number of known users.

Web Users
- Number of users who were active on the website each month, colored by user classification.

Known Users by Account Age
- Number of users who visited the website within the 3-month time frame and have been in the BNP Media database for the account age listed, colored by user classification.

Known Users by Visit Frequency
- Number of times users visited the website within the 3-month time frame, colored by user classification.

Time Frame
3-months

KPIs
- ***Average Monthly Users:*** Average number of monthly users who have had at least one session on the website.
- ***Average Monthly Sessions:*** Average number of monthly sessions on the website. A session is anytime a user has interacted with the website.
- ***Average Monthly Pageviews:*** Average number of total monthly pageviews on the website.

Web Visitors
- ***Users:*** Number of Users per month*.*
- ***Sessions:*** Number of times users interacted with the digital edition. Sessions are terminated after 30 minutes of inactivity.
- ***Pageviews:*** Number of Pageviews per month.

Top 8 Content Topics
- Average monthly pageviews for the top 8 content topics on the website.

Total Average Delivered
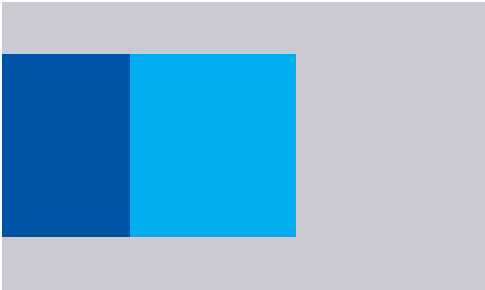## *10,356*

% of Recipients Engaged
62%

Sends per Month
5

Activity by eBlast

Sponsorship Type	Avg Delivered
Exclusive	10,356

3,655 * Unique Opens - Single Send Avg *(35%)*
8,419 * Total Engaged Subscribers *(62%)*

Engaged Subscriber: Any subscriber who opened at least one email of this type in the report time frame.

- Unique Recipients
- Unique Opens - Single Send Avg
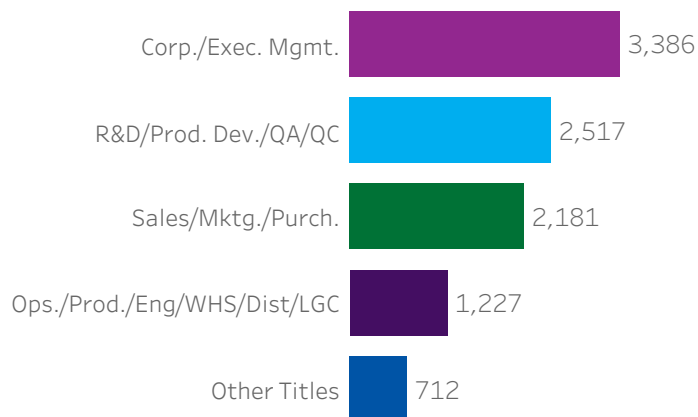- Unique Opens - All Sends

eBlast Activity Averages

eBlast Name	Sponsorship Type	Monthly Sends	Delivered	* Unique Opens	* Open Rate	Total Clicks	CTR
Dairy Foods	Exclusive	5.0	10,356	3,655	35.3%	191	1.8%

* Due to Apple Mail Privacy enabled on user devices, opens/open rates may be inflated as of November 2021. Clicks are not impacted.

Demographic - Job Function

Top 5 Shown

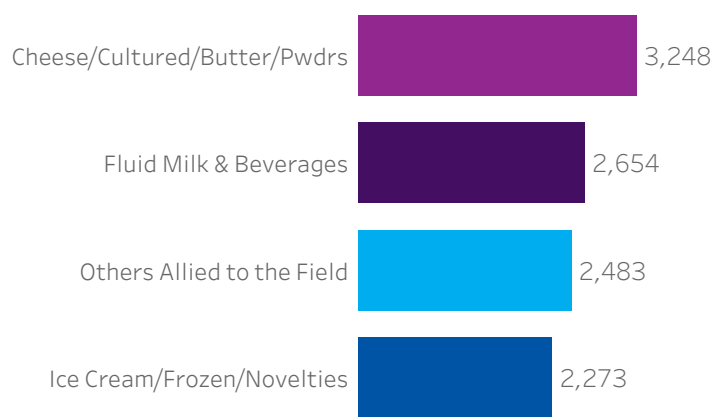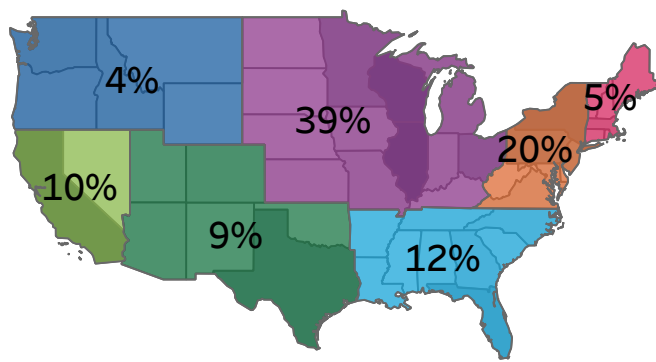| Job Function	Count
Corp./Exec. Mgmt.	3,386
R&D/Prod. Dev./QA/QC	2,517
Sales/Mktg./Purch.	2,181
Ops./Prod./Eng/WHS/Dist/LGC	1,227
Other Titles	712

10,023 or 74% of recipients with responses

Demographic - Business/Industry

Top 4 Shown

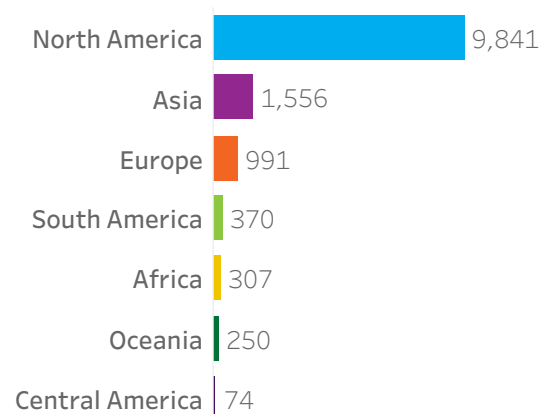| Business/Industry	Count
Cheese/Cultured/Butter/Pwdrs	3,248
Fluid Milk & Beverages	2,654
Others Allied to the Field	2,483
Ice Cream/Frozen/Novelties	2,273

10,658 or 79% of recipients with responses

Unique Recipients by Region

Region	Count
Unknown US	3,055
Midwest	2,522
Mid-Atlantic	1,276
Southeast	799
West	672
Southwest	590
Northeast	352
Northwest	267
Non-Continental US	29

US map percentages: 4%, 39%, 5%, 20%, 10%, 9%, 12%

71% of recipients are located in the US

Unique Recipients by Region

Region	Count
North America	9,841
Asia	1,556
Europe	991
South America	370
Africa	307
Oceania	250
Central America	74

World map percentages: 74%, 1%, 7%, 12%, 3%, 2%, 2%

29% of recipients are located internationally

Time Frame
3 Months

KPIs
- ***Total Average Delivered:*** The number of eBlasts (Advertising emails) delivered, excluding bounces.
- ***% of Recipients Engaged:*** The percentage of recipients who have opened* an eBlast.
- ***Sends per Month:*** The average number of delivered Advertising eBlasts per month.

Activity by eBlast
- ***Exclusive Sponsorship Type:*** Single advertiser.
- ***Multi-Sponsored Sponsorship Type:*** Multiple advertisers.
- ***Average Delivered:*** The average number of emails delivered per eBlast.
- ***Unique Opens, Single Send Avg:*** The average unique opens* (uniqueness calculated for each email sent) for all emails sent.
- ***Total Engaged Subscribers:*** The number of unique recipients who have opened* one or more of the delivered emails.

eBlast Activity Averages
- ***Monthly Sends:*** Total number of eBlasts deployed per month.
- ***Delivered:*** Average number of eMails, per eBlast, deployed per month.
- ***Unique Opens:*** The average number of unique recipients (delivered) who opened* a particular eBlast.
- ***Open Rate:*** The ratio of Unique Opens* to Delivered.
- ***Total Clicks:*** Average number of recipients who clicked a link within a particular eBlast.
- ***CTR:*** Click Through Rate is the percentage of recipients who click on a link within the eBlast.

Due to Apple Mail Privacy enabled on user devices, opens/open rates may be inflated as of November 2021. Clicks are not impacted.
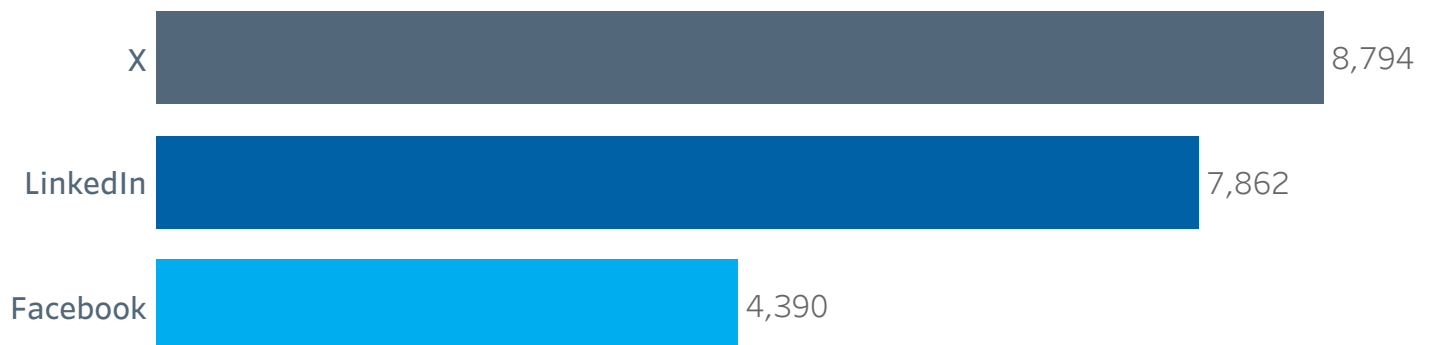
Social Media

Total Social Media Followers
21,046
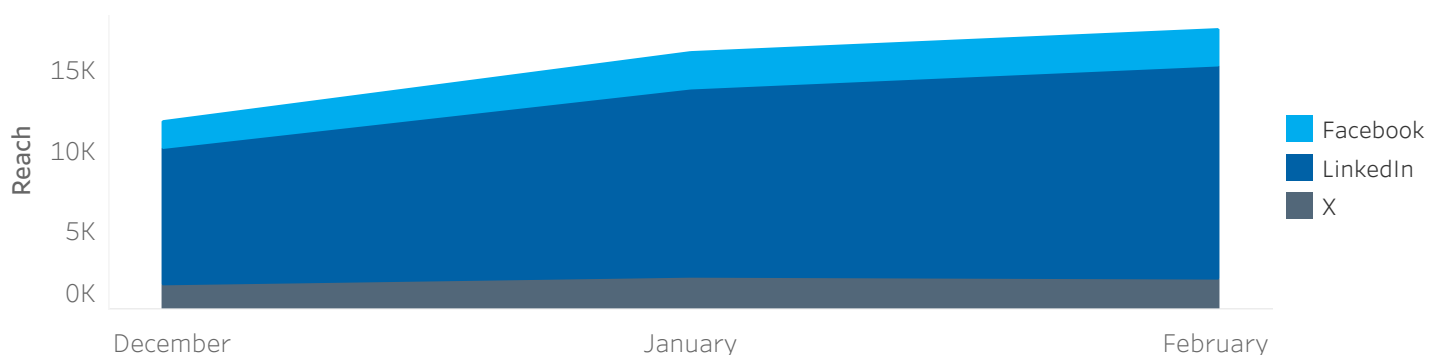
Engagements
1,315

Followers by Channel

Channel	Followers
X	8,794
LinkedIn	7,862
Facebook	4,390

Total Engagements

Facebook: 208

X: 68

LinkedIn: 1,039

Reach by Month

- Facebook
- LinkedIn
- X

December — January — February

Time Frame
3 Months

KPIs
- ***Total Social Media Followers:*** The total number of social media followers per brand, as of the report date (not unique across all channels).
- ***Engagements:*** The reactions, comments, and shares on a post. Clicks are not included.

Followers by Channel
- Breakdown of followers by the specific social network.

Total Engagements
- Total engagements by social network.

Reach by Month
- Breakdown by social network of the total reach by month. (No data for LinkedIn).
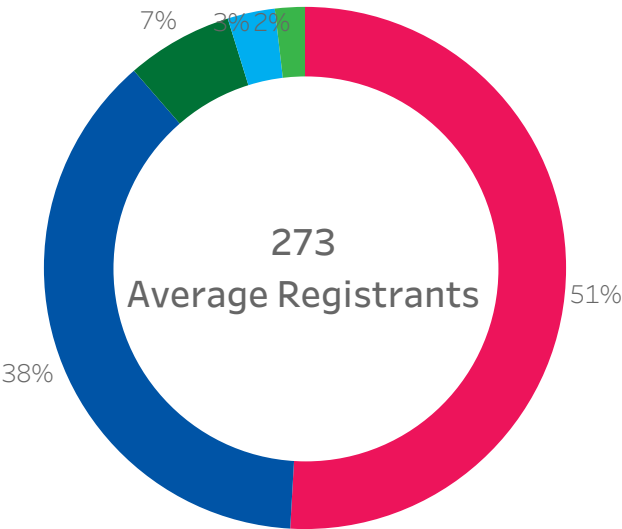
Total Registrants

273

Total Events Annually

1

Average Registrants per Event

273

Registrant Types

7%   3% 2%

51%

38%

273
Average Registrants

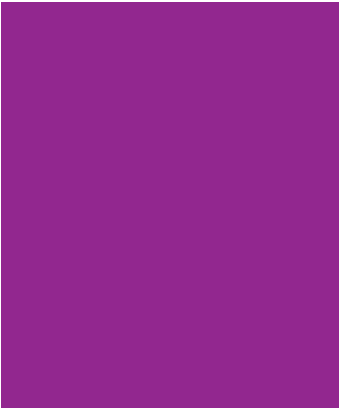- Attendee
- Exhibitor/Sponsor
- Speaker
- Staff
- Student

Event Registration

Membrane Technology Forum   June 12, 2023   273 Registrants
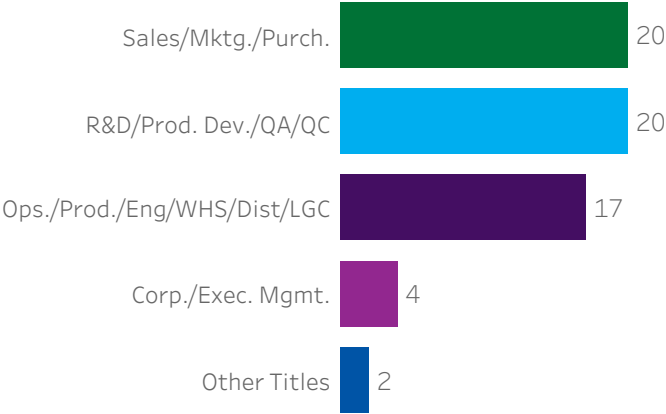
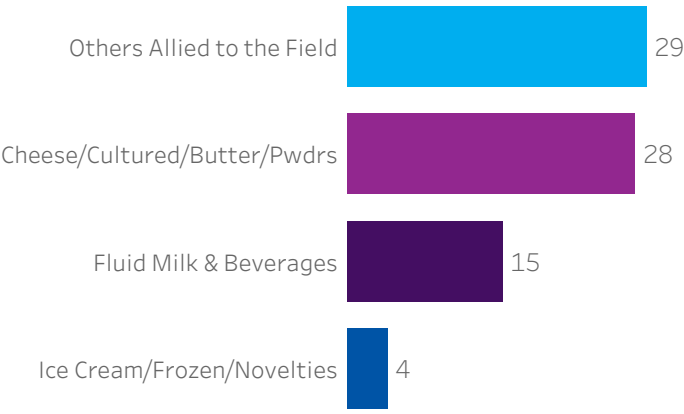# Events - Registrant Demographics & Locations

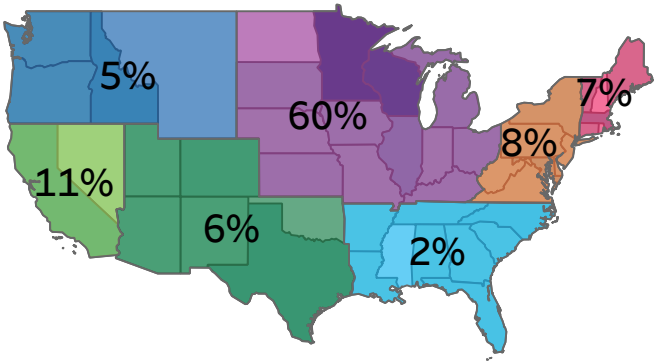## Demographic - Job Function

Top 5 Shown

Job Function	Count
Sales/Mktg./Purch.	20
R&D/Prod. Dev./QA/QC	20
Ops./Prod./Eng/WHS/Dist/LGC	17
Corp./Exec. Mgmt.	4
Other Titles	2

63 or 23% of registrants with responses

Demographic - Business/Industry

Top 4 Shown

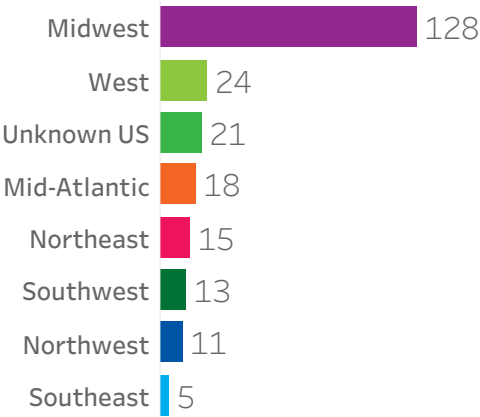| Business/Industry	Count
Others Allied to the Field	29
Cheese/Cultured/Butter/Pwdrs	28
Fluid Milk & Beverages	15
Ice Cream/Frozen/Novelties	4

76 or 28% of registrants with responses

US map percentages: 5%, 11%, 6%, 2%, 60%, 8%, 7%

Unique Registrants by Region

Region	Count
Midwest	128
West	24
Unknown US	21
Mid-Atlantic	18
Northeast	15
Southwest	13
Northwest	11
Southeast	5

86% of registrants are located in the US

World map percentages: 88%, 0%, 1%, 11%, 0%, 0%, 1%

Unique Registrants by Region

Region	Count
North America	238
Europe	29
South America	3
Oceania	2

14% of registrants are located internationally

Time Frame
Annual

KPIs
- *Unique Registrant:* The number of unique registrants across all events.
- *Total Events Annually:* The number of events held annually per brand.
- *Average Registrants per Event:* The average number of registrants per event.

Registrant Types
- *Average Registrants:* Average number of registrants per event.
- *Attendee:* Average percentage of registrants who registered as an attendee only.
- *Speaker:* Average percentage of registrants who registered as a speaker.
- *Exhibitor/Sponsor:* Average percentage of registrants who registered as an exhibitor/sponsor.

Event Registration
- *Events:* Annual Events listed by date.
- *Registrants:* Total Registrants listed per Event.

Webinars

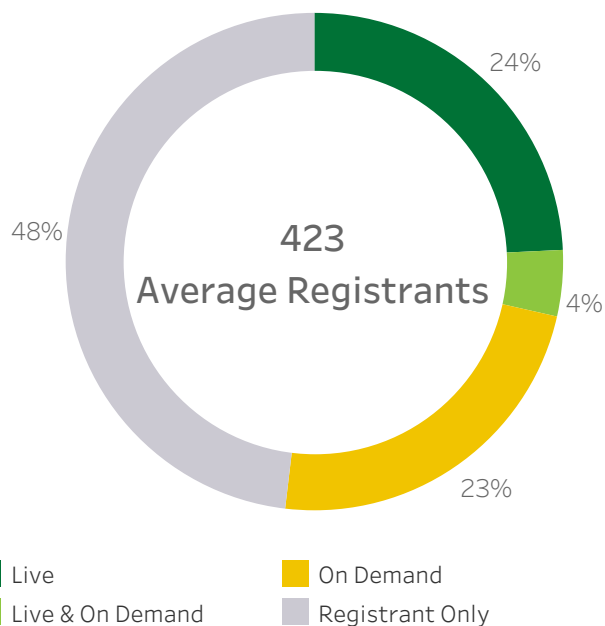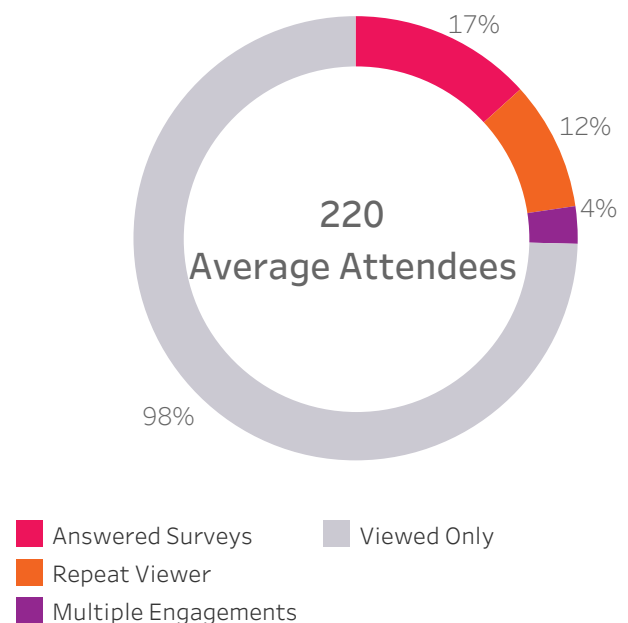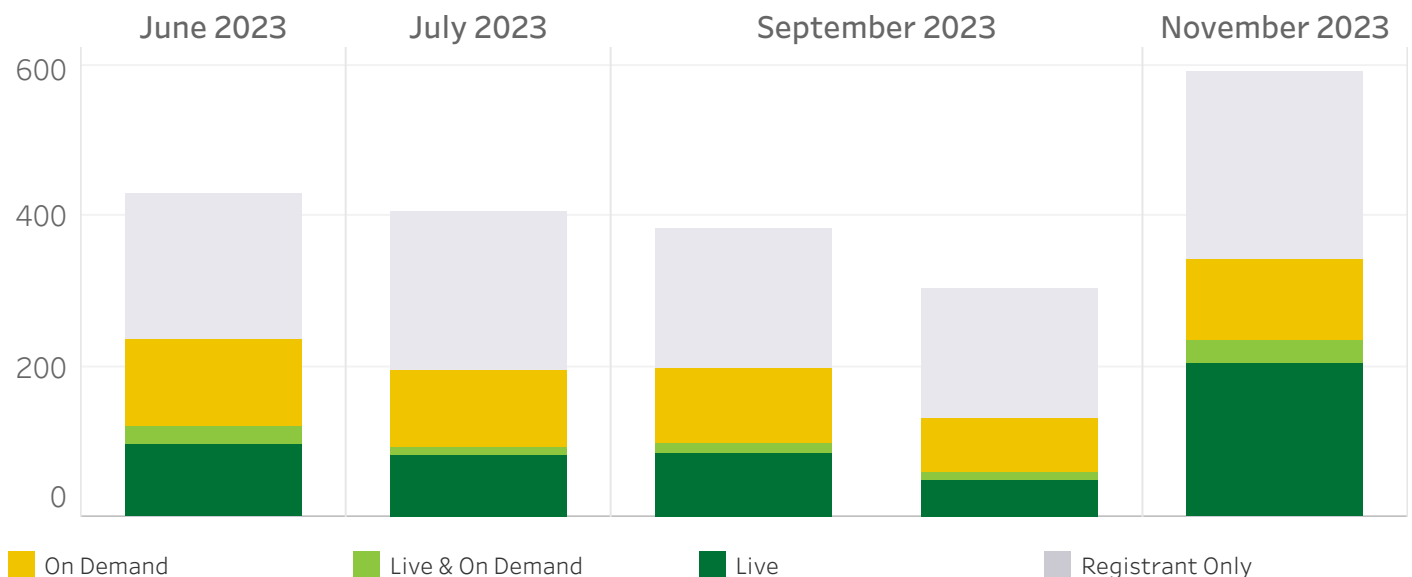| Unique Registrants	Unique Attendees	Registrant Attendance Rate	Average Attendees per Webinar
1,661	**919**	**55%**	**220**

Registrant Breakdown

423 Average Registrants

- 24%
- 4%
- 23%
- 48%

Legend:
- Live
- Live & On Demand
- On Demand
- Registrant Only

Attendee Engagement Breakdown

220 Average Attendees

- 17%
- 12%
- 4%
- 98%

Legend:
- Answered Surveys
- Repeat Viewer
- Multiple Engagements
- Viewed Only

Registration & Attendance Analysis

June 2023 | July 2023 | September 2023 | November 2023

Y-axis: 0, 200, 400, 600

Legend:
- On Demand
- Live & On Demand
- Live
- Registrant Only

Demographic - Job Function

Top 5 Shown

Job Function	Count
R&D/Prod. Dev./QA/QC	287
Sales/Mktg./Purch.	140
Corp./Exec. Mgmt.	128
Ops./Prod./Eng/WHS/Dist/LGC	53
Other Titles	41

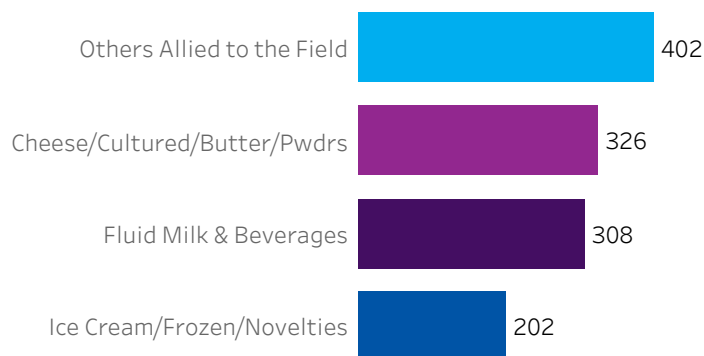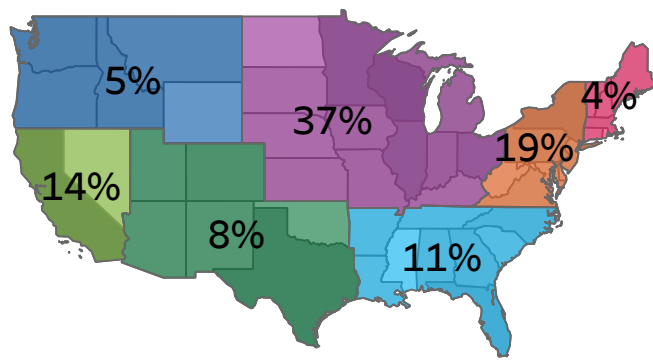*649 or 39% of registrants with responses*

Demographic - Business/Industry

Top 4 Shown

Business/Industry	Count
Others Allied to the Field	402
Cheese/Cultured/Butter/Pwdrs	326
Fluid Milk & Beverages	308
Ice Cream/Frozen/Novelties	202

1,238 or 75% of registrants with responses

Unique Registrants by Region

Region	Count
Midwest	240
Unknown US	167
Mid-Atlantic	123
West	92
Southeast	74
Southwest	53
Northwest	35
Northeast	29
Non-Continental US	7

61% of registrants are located in the US
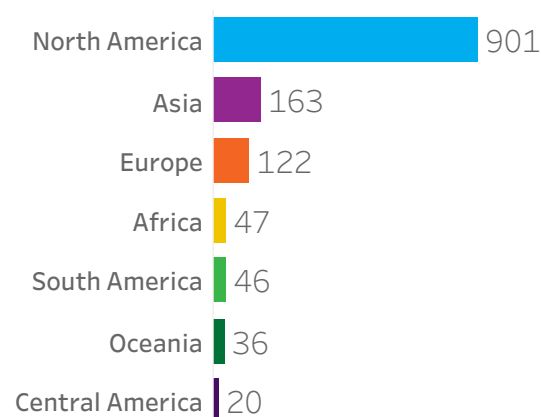
Unique Registrants by Region

Region	Count
North America	901
Asia	163
Europe	122
Africa	47
South America	46
Oceania	36
Central America	20

39% of registrants are located internationally

* All data is calculated from the 5 most recent webinars

Time Frame

3 months. If there were less than 5 webinars in the most recent 3 months, the time frame is extended (up to 1 year) to include the 5 most recent webinars.

KPIs

- *Unique Registrants:* The number of unique registrants across all webinars.
- *Unique Attendees:* The number of unique attendees across all webinars.
- *Registrant Attendance Rate:* The ratio of average attendance to average registration.
- *Average Attendees per Webinar:* The average number of attendees per webinar.

Registrant Breakdown

- *Average Registrants:* The average number of registrants per webinar.
- *Registrant Only:* Percentage of average registrants who did not attended webinar.
- *Live:* Percentage of average registrants who attended the live webinar.
- *On Demand:* Percentage of average registrants who viewed the webinar at a later date than the live webinar.
- *Live & On Demand:* Percentage of average registrants who attended the webinar live and viewed the webinar at a later date.

Attendee Engagement Breakdown

- *Attendees:* Average number of attendees per webinar.
- *Answered a Survey:* Percent of average attendees who responded to a survey question within a webinar.
- *Downloaded Documents:* Percent of average attendees who downloaded a document within a webinar.
- *Multiple Engagements:* Percent of average attendees who responded more than once and/or in more than one way, within a webinar*.*
- *Repeat Viewer:* Percent of average attendees who viewed a webinar several times*.*
- *Answered Polls:* Percent of average attendees who responded to a poll question within a webinar.
- *Viewed Only:* Percent of average attendees who only viewed a webinar.

Registration & Attendance Analysis

- Number of unique registrants and attendees per webinar, colored by the type of viewing engagement.

Time Frame
See product specific glossary page

Demographic - Job Function
- Number of customers identified by Job Functions reported.

Demographic - Business/Industry
- Number of customers identified by Business & Industry reported.

Geographic - US Regions
- *Mid-Atlantic:* Delaware, Maryland, New Jersey, New York, Pennsylvania, Virginia, Washington D.C. and West Virginia
- *Midwest:* Indiana, Illinois, Wisconsin, Minnesota, Iowa, Kansas, Kentucky, Michigan, Missouri, Nebraska, North Dakota, Ohio and South Dakota
- *West:* California and Nevada
- *Southeast:* Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee
- *Southwest:* Arizona, Colorado, New Mexico, Oklahoma, Texas and Utah
- *Northeast:* Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont
- *Northwest:* Idaho, Montana, Oregon, Washington and Wyoming
- *Non-Continental US:* Alaska, American Samoa, APO/FPO, Guam, Hawaii, Northern Mariana Island, Puerto Rico and U.S. Virgin Islands

Geographic - World Regional
- *North America:* Canada, Mexico and U.S.A.
- *Asia:* Continent of Asia, including Asia minor and Middle East
- *Europe:* Continental European nations (including United Kingdom and Ireland)
- *Oceana:* Australia, New Zealand and surrounding Pacific Island nations
- *South America:* Continental South American nations
- *Africa:* Continental African nations
- *Central America:* Costa Rica, Guatemala, Honduras, Panama and Nicaragua

Display Name	Included Demographics
Corp./Exec. Mgmt.	Corporate Management & Administration (President.
Ops./Prod./Eng/WHS/Dist/LGC	Engineering (VP Engineering. Plant Engineer. Maint
	Plant Operations/Production (VP Production. Produc
	Warehousing/Distribution/Logistics (Warehouse/Dist
Other Titles	Must Pay
	Need More Information
	Other(please specify)
R&D/Prod. Dev./QA/QC	QA/QC (Quality Assurance Manager. Quality Control
	Research & Development/Product Development (Presid
Sales/Mktg./Purch.	Marketing/Sales (Category/Brand/Product Manager. M
	Purchasing (VP Purchasing. Purchasing or Procureme

Display Name	Included Demographics
Cheese/Cultured/Butter/Pwdrs	Butter or Margarine Products. Powdered Products: I Cheese Products: Including American and Italian ty Cheese Snacks Cultured Products: Including cottage cheese. yogur
Fluid Milk & Beverages	Beverages (Manufacturer. distributor. fast food co Fluid Milk & Beverages: Including fluid milk. flav Manufacturer Alternative Bev/Sprt Drink Manufacturer Coffee/Tea Manufacturer Juice/Fruit Drinks
Ice Cream/Frozen/Novelties	Ice Cream and Frozen Desserts: Including ice cream Novelties: Including stick and stickless
Others Allied to the Field	Bakery Products Breads & Rolls. Waffles. Cookies & Crackers Candy and Confectionery Products Cereal & Grain-Based Products (Cereals. pet foods. Co-packer/Contract Manufacturer Convenience Store/Mass Merchandiser Dairy Foods Distributor Juice/Fruit Drinks Drug Store Engineering. Design. Architectural and Constructio Extruded Snacks Fast Food Corporate Headquarters Foodservice Franchise Company Fruits & Vegetables Grocery (including Natural & Organic) Machinery/Equipment for Food Processing and/or Pac Manufacturer of Ingredients/Nutritional Ingredient Manufacturer Soft Drinks Manufacturer Wine/Liquor Meat.Poultry.Seafood Must Pay Need More Information Nuts/Trail Mix Other (please specify) Other Bakery Products Other Diary Foods Other Meat. Poultry. Seafood Other Prepared Products (Prepared Dinners/Meals/En Other Snack Foods Pizza Prepared Foods/Meals/Side Dishes (Prepared product Prepared Snacks Prepared Specialties (Ketchup. sauces. gravies. co Processed/Further Processed Meat Processed/Further Processed Poultry Processed/Further Processed Seafood Regulatory/Certification Services Retail Snack Cakes. Pies. Donuts. Toasted Pastries Snack Foods Specialty Nutritional Products (Dietary supplement Specialty Retailer/Specialty Food Store Testing Labs. Universities. Government Variety/Discount Store/Chain Warehousing/Distribution/Logistics Wholesaler/Broker/Importer/Exporter

<div style="border:1px solid purple;">

BNP Customer Database - *omeda.com*
Primary source of record for all first party customer data and activities including: Subscriber Registrations, Demographics, Physical Addresses, Business & Job Function Demographic responses, Product Subscriptions, Email Deployments, Website Visits, eMagazine Visits, Digital Edition Visits.

</div>

Usage by Report Section

Audience Profile
- *Unique Active Customers*
- *Print Magazine, Digital Edition, eMagazine:* Subscriber Counts
- *eNewsletter:* Recipients, Engagement, Sends
- *eBlasts:* Delivered, Engagement, Sends
- *Website:* Active Registrants
- *Demographics:* Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- *Locations:* Locations of known customers with first party address data

Magazine/eMagazine
- *Magazine Summary:* All data
- *eMagazine/Digital Edition Summary:* Total Qualified Subscribers, Notification eMail Metrics
- *Demographics:* Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- *Locations:* Locations of known customers with first party address data

eNewsletters
- *All Pages:* All data

Website
- *Known User Activity:* All data
- *User Demographics:* Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*

eBlasts
- *All Pages:* All data

Continuing Education
- *Websites & eNews:* eNews Delivery, Activity by eNewsletter
- *Demographics:* Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- *Locations:* Locations of known customers with first party address data

REV 120321

Events
- *Demographics:* Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- *Locations:* Locations of known customers with first party address data

Webinars
- *Demographics:* Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- *Locations:* Locations of known customers with first party address data

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Google Analytics - *google.com/analytics*
Web Analytics service offered by Google that tracks and reports website traffic. Used to track all usage (known & anonymous) across websites, eMagazines, Digital Editions, Continuing Education.

Usage by Report Section
Audience Profile
- *Website:* Average Monthly Users, Average Monthly Pageviews
- *Continuing Education:* Monthly Website Pageviews

eMagazine/Magazine
- *eMagazine/Digital Edition Summary:* Issue Pageviews, Sessions, Session Duration

Website
- *Website Overview:* Website Users, Sessions, Pageviews, Top Content Topics
- *User Locations:* Website User Locations

Continuing Education
- *Websites & eNews:* Monthly Website Pageviews, All Website Visitors data

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Falcon Social Media Platform - *falcon.io*
Single platform management and analytics for Facebook, Twitter, Instagram, LinkedIN accounts. falcon.io

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Usage by Report Section
Audience Profile
- *Social Media:* Follower Count by Channel

Social Media
- *All Pages:* All data

Building Media Inc. - *buildingmedia.com*
Developer of innovative online learning management programs and e-Learning courseware built exclusively for the construction community. Hosts and manages Continuing Education Centers.

Usage by Report Section

Audience Profile
- *Continuing Education:* Active Registered Users

Continuing Education
- *Websites & eNews:* Active Registered Users
- *CE Courses & Tests:* All data

Aventri - *aventri.com*
Event Management Platform used to process registration and administration of in person, virtual and hybrid events.

Usage by Report Section

Audience Profile
- *Events:* Average Attendees per Event

Events
- *Event Overview:* All data

Intrado - *intrado.com*
Webinar and interactive media platform. Technology and administration of Webinars.

Usage by Report Section

Audience Profile
- *Webinars:* Average Registrants, Average Attendees

Webinars
- *Webinars Overview:* All data