

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 brand's editors analyze and report on the latest technologies, trends and issues. In addition, they profile dairy processors and their plant operations, and relay news, advances and best practices related to ingredients, plant engineering/operations, packaging and exports. In-depth special features and expert-written columns also provide innovative ideas and solutions for dairy processors.

### MAGAZINE CHANNEL FORMAT – DIGITAL ISSUES

**DAIRY FOODS** is produced in a digital format and is written and designed for the digital reading experience, which may accessed by a computer, mobile phone, or tablet. This digital format includes features such as videos and surveys allowing for user interaction with the brand.

### 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



## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>Dairy FOODS DIGITAL MAGAZINE</b> (6 issues in the period)	13,373	-	13,373
(See Paragraph 3b for Source)			
<b>Dairy FOODS E-NEWSLETTER</b>			
Dairy Foods News & Views (28 issued in the period)	11,724	-	11,724
<b>Dairy FOODS WEBINARS</b> (7 webinars in the period)			
a. Registrants	269	-	269
b. Attendees	73	-	73
<b>Dairy FOODS WEBSITE</b> (Monthly Users with 125,486 average Pageviews)	62,810	-	62,810
<b>Dairy FOODS SOCIAL MEDIA</b>			
a. LinkedIn fans	*4,389	-	*4,389
b. Twitter followers	*8,586	-	*8,586
c. Facebook likes	*3,927	-	*3,927

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

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**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/novelties (stick and stickless); cheese, cultured, butter, margarine, powdered products and others allied to the field 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 and other titles as shown in Paragraph 3a.

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	2,218
Allocated for Trade Shows and Conventions	-
All Other	-
<b>TOTAL</b>	<b>2,218</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	13,373	100.0	13,373	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,373</b>	<b>100.0</b>	<b>13,373</b>	<b>100.0</b>	-	-

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

2021 Issue	Total Qualified
July	13,017
August	13,389
September	13,663
October	13,550
November	13,371
December	13,246

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2021**

This issue is -% or 2 copies below the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	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)	Other Titles
<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.	1,479	11.1	421	372	349	335	2
Headquarters	3,224	24.1	1,689	491	539	502	3
<b>TOTAL COPIES TO FLUID PRODUCTS COMPANIES</b>	<b>4,703</b>	<b>35.2</b>	<b>2,110</b>	<b>863</b>	<b>888</b>	<b>837</b>	<b>5</b>
<b>ICE CREAM &amp; FROZEN DESSERT PRODUCTS, NOVELTIES (stick and stickless)</b> including ice cream, ice milk, tofu, ice cream mix, sherbet	966	7.2	382	159	226	194	5
Headquarters	2,490	18.6	1,442	291	341	410	6
<b>TOTAL COPIES TO ICE CREAM COMPANIES</b>	<b>3,456</b>	<b>25.8</b>	<b>1,824</b>	<b>450</b>	<b>567</b>	<b>604</b>	<b>11</b>
<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.	1,510	11.3	271	410	338	488	3
Headquarters	3,278	24.5	1,405	507	624	739	3
<b>TOTAL COPIES TO MILK PRODUCTS COMPANIES</b>	<b>4,788</b>	<b>35.8</b>	<b>1,676</b>	<b>917</b>	<b>962</b>	<b>1,227</b>	<b>6</b>
Others Allied to the Field	424	3.2	64	55	122	128	55
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,371</b>	<b>100.0</b>	<b>5,674</b>	<b>2,285</b>	<b>2,539</b>	<b>2,796</b>	<b>77</b>
<b>PERCENT</b>			<b>42.4</b>	<b>17.1</b>	<b>19.0</b>	<b>20.9</b>	<b>0.6</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 NOVEMBER 2021

Qualification Source	Total Qualified	Percent
I. Direct Request:	13,371	100.0
II. Request from recipient's company:	-	-
III. Membership Benefit:	-	-
IV. Communication (other than request):	-	-
V. Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	-	-
VI. Single Copy Sales:	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,371</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	

Note: Although age is not reported, all qualified circulation must be sourced within 36 months of the analyzed issue.

### 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2021

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	13,371	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>13,371</b>	<b>100.0</b>

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

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January - June 2019	July - December 2019	January - June 2020	July - December 2020	January - June 2021	July - December 2021*
Total Audit Average Qualified:	20,550	20,550	20,550	12,305	11,916	13,373
Qualified Non-Paid:	20,550	20,548	20,546	12,304	11,915	13,373
Print:	16,484	13,273	10,983	1,292	-	-
Digital:	4,066	7,275	9,563	11,012	11,915	13,373
Qualified Paid:	-	2	4	1	1	-
Print:	-	2	3	-	-	-
Digital:	-	-	1	1	1	-
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 - December 2021 data is unaudited.  
\*\*NC = None Claimed.

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2021\***

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	61		Kentucky	109	
New Hampshire	48		Tennessee	131	
Vermont	66		Alabama	70	
Massachusetts	252		Mississippi	43	
Rhode Island	42		<b>EAST SO. CENTRAL</b>	<b>353</b>	<b>2.6</b>
Connecticut	92		Arkansas	52	
<b>NEW ENGLAND</b>	<b>561</b>	<b>4.2</b>	Louisiana	67	
New York	793		Oklahoma	38	
New Jersey	457		Texas	614	
Pennsylvania	532		<b>WEST SO. CENTRAL</b>	<b>771</b>	<b>5.8</b>
<b>MIDDLE ATLANTIC</b>	<b>1,782</b>	<b>13.3</b>	Montana	22	
Ohio	468		Idaho	129	
Indiana	230		Wyoming	6	
Illinois	812		Colorado	216	
Michigan	348		New Mexico	55	
Wisconsin	1,002		Arizona	141	
<b>EAST NO. CENTRAL</b>	<b>2,860</b>	<b>21.4</b>	Utah	111	
Minnesota	460		Nevada	52	
Iowa	192		<b>MOUNTAIN</b>	<b>732</b>	<b>5.5</b>
Missouri	305		Alaska	11	
North Dakota	23		Washington	195	
South Dakota	50		Oregon	137	
Nebraska	74		California	1,194	
Kansas	157		Hawaii	29	
<b>WEST NO. CENTRAL</b>	<b>1,261</b>	<b>9.4</b>	<b>PACIFIC</b>	<b>1,566</b>	<b>11.7</b>
Delaware	28		<b>UNITED STATES</b>	<b>11,311</b>	<b>84.6</b>
Maryland	150		U.S. Territories	22	
Washington, DC	28		Canada	178	
Virginia	154		Mexico	140	
West Virginia	22		Other International	1,699	
North Carolina	207		APO/FPO	-	
South Carolina	83		Email Only	21	
Georgia	227				
Florida	526				
<b>SOUTH ATLANTIC</b>	<b>1,425</b>	<b>10.7</b>	<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,371</b>	<b>100.0</b>

\*See Additional Data

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2021\***

Region/Country	Total Qualified	Percent	Region/Country	Total Qualified	Percent
<b>ASIA</b>	475	3.6	<b>CARIBBEAN</b>	28	0.2
<b>MIDDLE EAST</b>	119	0.9	<b>CENTRAL AMERICA</b>	56	0.4
<b>EUROPE</b>	456	3.4	<b>SOUTH AMERICA</b>	294	2.2
<b>AFRICA</b>	151	1.1	<b>ASIA PACIFIC</b>	120	0.9
<b>NORTH AMERICA</b>			Email Only	21	0.2
Canada	178				
Mexico	140		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,371</b>	<b>100.0</b>
United States	11,333				
Subtotal	11,651	87.1			

\*See Additional Data

## E-NEWSLETTER CHANNEL

2021		Dairy Foods News & Views
<b>JULY</b>		
July 1		12,267
July 8		12,193
July 15		12,284
July 22		12,272
July 29		12,231
<b>AUGUST</b>		
August 5		12,194
August 12		12,179
August 19		12,201
August 26		12,187
<b>SEPTEMBER</b>		
September 2		12,137
September 9		12,104
September 16		12,126
September 23		12,113
September 30		12,091
<b>OCTOBER</b>		
October 7		12,047
October 14		12,009
October 21		11,990
October 28		11,972
<b>NOVEMBER</b>		
November 4		9,845
November 8		2,409
November 11		12,202
November 18		12,226
November 24		12,220
<b>DECEMBER</b>		
December 2		12,180
December 9		12,160
December 16		12,175
December 23		12,153
December 30		12,099
		<b>AVERAGE:</b>
Dairy Foods News & Views (28 issued in the period)		<b>11,724</b>

## WEBINAR CHANNEL

2021	Webinar Name	Registrants*	Attendees*/**
July 15	Combatting the Biggest Costing Challenges of the Dairy Industry	220	47
July 29	Food Safety: Aim for Continuous Improvement	320	81
September 23	Get Innovative with Dairy and Nondairy Beverages	439	131
October 6	Enabling the Digital Dairy Supply Chain: Traceability of Milk Components From Farm to Table	219	38
October 12	Using Technology to Increase Yields in Cheese Manufacturing	271	75
October 28	Cheese: Snacking Spells Opportunity	329	93
November 10	3 Keys to Successful EMP Implementation in the Dairy Industry: From Action to Prediction	87	49
		<b>AVERAGE</b>	<b>73</b>
		<b>269</b>	<b>73</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.

## WEBSITE CHANNEL

### WWW.DAIRYFOODS.COM

2021	Pageviews	Sessions	Users	Average Session Duration
July	143,288	82,913	71,842	1:01
August	146,105	83,055	71,685	1:05
September	118,490	73,295	62,494	1:05
October	129,593	75,294	63,333	1:14
November	114,707	68,050	57,195	1:14
December	100,737	59,515	50,315	1:10
<b>AVERAGE:</b>	<b>125,486</b>	<b>73,687</b>	<b>62,810</b>	<b>1:08</b>

July – December 2021 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.

## SOCIAL MEDIA CHANNEL

### Dairy FOODS Social Media



LinkedIn fans\*

<https://www.linkedin.com/company/dairy-foods>



Twitter followers

<https://twitter.com/DairyFoods>



Facebook likes

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

#### 2021

Beginning Balance:	3,082	8,489	3,868
July	3,217	8,494	3,878
August	3,427	8,518	3,883
September	3,660	8,543	3,902
October	3,973	8,553	3,906
November	4,206	8,570	3,912
December	4,389	8,586	3,927

\*Effective July 1, 2021, LinkedIn Company Page Data is reported.

## ADDITIONAL DATA

#### GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter, Webinars, 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 Kashat, Audience Audit/Postal Specialist

Nikki Smith, Online Development 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 6, 2022

State

Michigan

County

Oakland

Received by BPA Worldwide

January 6, 2022

Type

BJ

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#### About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.

**MAGAZINE CHANNEL FORMAT: This magazine is produced in digital format.**

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