

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.

MAGAZINE CHANNEL FORMAT - DIGITAL ISSUES

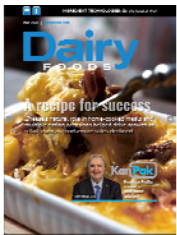
DAIRY FOODS is produced in a digital format and is written and designed for the digital reading experience, which may be accessed by a computer, mobile phone, or tablet. This digital format includes features such as videos and surveys allowing for user interaction with the brand.

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

Dairy FOODS DIGITAL MAGAZINE



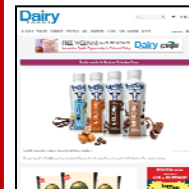
Dairy FOODS E-NEWSLETTER



Dairy FOODS WEBINARS



Dairy FOODS WEBSITE



Dairy FOODS SOCIAL MEDIA



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
Dairy FOODS DIGITAL MAGAZINE (6 issues in the period) (See Paragraph 3b for Source)	11,915	1	11,916
Dairy FOODS E-NEWSLETTER			
Dairy Foods News & Views (25 issued in the period)	11,693	-	11,693
Dairy FOODS WEBINARS (5 webinars in the period)			
a. Registrants	355	-	355
b. Attendees	112	-	112
Dairy FOODS WEBSITE (Monthly Users with 138,985 average Pageviews)	70,714	-	70,714
Dairy FOODS SOCIAL MEDIA			
a. LinkedIn group members	*31,017	-	*31,017
b. Twitter followers	*8,489	-	*8,489
c. Facebook likes	*3,868	-	*3,868

*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	2,263
Allocated for Trade Shows and Conventions	-
All Other	-
TOTAL	2,263

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	11,916	100.0	11,915	100.0	1	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	11,916	100.0	11,915	100.0	1	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021 Issue	Total Qualified
January	11,250
February	11,502
March	11,548
April	11,451
May	13,014
June	12,732

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

This issue is **11.3%** or **1,317** copies above the average of the other 5 issues reported in Paragraph 2. (See Additional Data)

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
MANUFACTURING/PROCESSING LOCATIONS AND HEADQUARTERS							
FLUID MILK & BEVERAGE PRODUCTS including fluid milk, flavored milk, buttermilk, evaporated/condensed milk, juices, teas, sports drinks, soy, coffee drinks, non-carbonated drinks, water, smoothies.	1,402	10.8	379	356	358	304	5
Headquarters	2,951	22.7	1,478	471	527	471	4
TOTAL COPIES TO FLUID PRODUCTS COMPANIES	4,353	33.5	1,857	827	885	775	9
ICE CREAM & FROZEN DESSERT PRODUCTS, NOVELTIES (stick and stickless) including ice cream, ice milk, tofu, ice cream mix, sherbet	1,020	7.8	408	165	239	201	7
Headquarters	2,404	18.5	1,386	277	324	411	6
TOTAL COPIES TO ICE CREAM COMPANIES	3,424	26.3	1,794	442	563	612	13
CHEESE, CULTURED, BUTTER or MARGARINE, POWDERED PRODUCTS 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.	1,442	11.1	269	389	332	447	5
Headquarters	3,114	23.9	1,361	473	590	685	5
TOTAL COPIES TO MILK PRODUCTS COMPANIES	4,556	35.0	1,630	862	922	1,132	10
Others Allied to the Field	681	5.2	104	77	215	192	93
TOTAL QUALIFIED CIRCULATION	13,014	100.0	5,385	2,208	2,585	2,711	125
PERCENT			41.4	17.0	19.9	20.8	0.9

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 2021

Qualification Source	Total Qualified	Percent
I. Direct Request:	13,014	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:	-	-
TOTAL QUALIFIED CIRCULATION	13,014	100.0
PERCENT	100.0	

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 MAY 2021

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	13,014	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	13,014	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2018	January - June 2019	July - December 2019	January - June 2020	July - December 2020*	January - June 2021*
Total Audit Average Qualified:	20,550	20,550	20,550	20,550	12,305	11,916
Qualified Non-Paid:	20,550	20,550	20,548	20,546	12,304	11,915
Print:	16,307	16,484	13,273	10,983	1,292	-
Digital:	4,243	4,066	7,275	9,563	11,012	11,915
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 2020 - June 2021 data is unaudited.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2021*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	59		Kentucky	106	
New Hampshire	40		Tennessee	136	
Vermont	62		Alabama	61	
Massachusetts	239		Mississippi	48	
Rhode Island	37		EAST SO. CENTRAL	351	2.7
Connecticut	88		Arkansas	59	
NEW ENGLAND	525	4.0	Louisiana	58	
New York	779		Oklahoma	46	
New Jersey	438		Texas	612	
Pennsylvania	508		WEST SO. CENTRAL	775	6.0
MIDDLE ATLANTIC	1,725	13.3	Montana	21	
Ohio	464		Idaho	130	
Indiana	223		Wyoming	5	
Illinois	771		Colorado	201	
Michigan	339		New Mexico	50	
Wisconsin	974		Arizona	134	
EAST NO. CENTRAL	2,771	21.3	Utah	113	
Minnesota	458		Nevada	47	
Iowa	193		MOUNTAIN	701	5.4
Missouri	291		Alaska	8	
North Dakota	21		Washington	173	
South Dakota	44		Oregon	133	
Nebraska	68		California	1,146	
Kansas	145		Hawaii	29	
WEST NO. CENTRAL	1,220	9.4	PACIFIC	1,489	11.4
Delaware	29		UNITED STATES	10,981	84.4
Maryland	153		U.S. Territories	26	
Washington, DC	22		Canada	192	
Virginia	152		Mexico	132	
West Virginia	23		Other International	1,660	
North Carolina	201		APO/FPO	-	
South Carolina	75		Email Only	23	
Georgia	243				
Florida	526				
SOUTH ATLANTIC	1,424	10.9			
			TOTAL QUALIFIED CIRCULATION	13,014	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2021*

Region/Country	Total Qualified	Percent	Region/Country	Total Qualified	Percent
ASIA	469	3.6	CARIBBEAN	27	0.2
MIDDLE EAST	99	0.7	CENTRAL AMERICA	53	0.4
EUROPE	454	3.5	SOUTH AMERICA	297	2.3
AFRICA	144	1.1	ASIA PACIFIC	117	0.9
NORTH AMERICA			Email Only	23	0.2
Canada	192				
Mexico	132				
United States	11,007				
Subtotal	11,331	87.1	TOTAL QUALIFIED CIRCULATION	13,014	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2021	Dairy Foods News & Views
JANUARY	
January 7	11,245
January 14	11,589
January 21	11,579
January 28	11,562
FEBRUARY	
February 4	11,516
February 11	11,415
February 18	11,408
February 25	11,266
MARCH	
March 4	11,429
March 11	11,380
March 18	11,378
March 25	11,367
APRIL	
April 1	11,301
April 8	11,943
April 15	11,921
April 22	11,885
April 29	11,834
MAY	
May 6	11,770
May 13	12,055
May 20	12,095
May 27	12,055
JUNE	
June 3	12,082
June 10	12,060
June 17	12,063
June 24	12,120
AVERAGE:	11,693

Dairy Foods News & Views (25 issued in the period)

WEBINAR CHANNEL

2021	Webinar Name	Registrants*	Attendees*
March 16	Drive Growth in Ice Cream	661	255
March 30	Dairy Testing Technologies for Agility and Innovation	267	80
April 20	Getting the Job Done Without Being There	150	26
May 20	Innovation Spells Opportunity in Cultured Dairy	481	150
May 25	Are You at Risk for a Product Recall?	217	48
AVERAGE		355	112

*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
January	150,583	86,336	74,706	1:08
February	138,533	82,079	69,606	1:08
March	140,942	82,711	69,910	1:11
April	136,348	84,301	73,001	1:01
May	136,721	84,499	72,671	1:02
June	130,786	76,189	64,395	1:13
AVERAGE:	138,985	82,685	70,714	1:07

January – June 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 group members

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



Twitter followers

<https://twitter.com/DairyFoods>



Facebook likes

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

2021

Beginning Balance:	31,160	8,441	3,817
January	31,128	8,424	3,837
February	31,117	8,464	3,857
March	31,086	8,493	3,865
April	31,059	8,506	3,870
May	31,042	8,481	3,866
June	31,017	8,489	3,868

ADDITIONAL DATA

MAGAZINE: PARAGRAPH 3a:

The May 2021 issue is 11.3% or 1,317 copies above the average of the other 5 issues reported in Paragraph 2.

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 S. 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 July 6, 2021

State Michigan

County Oakland

Received by BPA Worldwide July 6, 2021

Type BJ

ID Number D004B0J1

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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