

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
Dairy FOODS DIGITAL MAGAZINE (6 issues in the period)	12,372	-	12,372
(See Paragraph 3b for Source)			
Dairy FOODS E-NEWSLETTER			
Dairy Foods News & Views (26 issued in the period)	11,870	-	11,870
Dairy FOODS WEBINARS (3 webinars in the period)			
a. Registrants	379	-	379
b. Attendees	106	-	106
Dairy FOODS WEBSITE (Monthly Users with 126,106 average Pageviews)	60,776	-	60,776
Dairy FOODS SOCIAL MEDIA			
a. LinkedIn fans	*5,423	-	*5,423
b. Twitter followers	*8,720	-	*8,720
c. Facebook likes	*3,987	-	*3,987

*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	2,147
Allocated for Trade Shows and Conventions	-
All Other	-
TOTAL	2,147

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	12,372	100.0	12,372	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,372	100.0	12,372	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2022 Issue	Total Qualified
January	13,048
February	12,881
March	12,495
April	12,149
May	11,946
June	11,711

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2022
 This issue is 4.1% or 511 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
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.	1,367	11.4	372	331	314	348	2
Headquarters	2,826	23.7	1,525	429	446	423	3
TOTAL COPIES TO FLUID PRODUCTS COMPANIES	4,193	35.1	1,897	760	760	771	5
ICE CREAM & FROZEN DESSERT PRODUCTS, NOVELTIES (stick and stickless) including ice cream, ice milk, tofu, ice cream mix, sherbet	818	6.9	308	144	181	181	4
Headquarters	2,147	18.0	1,239	251	295	356	6
TOTAL COPIES TO ICE CREAM COMPANIES	2,965	24.9	1,547	395	476	537	10
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.	1,462	12.2	259	360	319	518	6
Headquarters	2,917	24.4	1,233	476	517	689	2
TOTAL COPIES TO MILK PRODUCTS COMPANIES	4,379	36.6	1,492	836	836	1,207	8
Others Allied to the Field	409	3.4	67	43	128	103	68
TOTAL QUALIFIED CIRCULATION	11,946	100.0	5,003	2,034	2,200	2,618	91
PERCENT			41.9	17.0	18.4	21.9	0.8

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 2022

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	7,259	3,714	973	11,946	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	7,259	3,714	973	11,946	100.0
PERCENT	60.8	31.1	8.1	100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2022

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	11,946	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	11,946	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2019	January - June 2020	July - December 2020	January - June 2021	July - December 2021*	January - June 2022*
Total Audit Average Qualified:	20,550	20,550	12,305	11,916	13,373	12,372
Qualified Non-Paid:	20,548	20,546	12,304	11,915	13,373	12,372
Print:	13,273	10,983	1,292	-	-	-
Digital:	7,275	9,563	11,012	11,915	13,373	12,372
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 2021 - June 2022 data is unaudited.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2022*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	47		Kentucky	96	
New Hampshire	47		Tennessee	100	
Vermont	48		Alabama	65	
Massachusetts	230		Mississippi	35	
Rhode Island	41		EAST SO. CENTRAL	296	2.5
Connecticut	89		Arkansas	47	
NEW ENGLAND	502	4.2	Louisiana	65	
New York	658		Oklahoma	14	
New Jersey	402		Texas	534	
Pennsylvania	456		WEST SO. CENTRAL	660	5.5
MIDDLE ATLANTIC	1,516	12.7	Montana	19	
Ohio	412		Idaho	111	
Indiana	195		Wyoming	5	
Illinois	704		Colorado	189	
Michigan	273		New Mexico	48	
Wisconsin	871		Arizona	124	
EAST NO. CENTRAL	2,455	20.6	Utah	92	
Minnesota	408		Nevada	49	
Iowa	173		MOUNTAIN	637	5.3
Missouri	282		Alaska	13	
North Dakota	21		Washington	177	
South Dakota	48		Oregon	112	
Nebraska	66		California	1,027	
Kansas	137		Hawaii	25	
WEST NO. CENTRAL	1,135	9.5	PACIFIC	1,354	11.3
Delaware	22		UNITED STATES	9,795	82.0
Maryland	128		U.S. Territories	17	
Washington, DC	24		Canada	150	
Virginia	133		Mexico	147	
West Virginia	14		Other International	1,746	
North Carolina	180		APO/FPO	-	
South Carolina	75		Email Only	91	
Georgia	196				
Florida	468				
SOUTH ATLANTIC	1,240	10.4			
			TOTAL QUALIFIED CIRCULATION	11,946	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2022*

Region/Country	Total Qualified	Percent	Region/Country	Total Qualified	Percent
ASIA	531	4.5	CARIBBEAN	33	0.3
MIDDLE EAST	125	1.1	CENTRAL AMERICA	51	0.4
EUROPE	452	3.8	SOUTH AMERICA	288	2.4
AFRICA	158	1.3	ASIA PACIFIC	108	0.9
NORTH AMERICA			Email Only	91	0.7
Canada	150				
Mexico	147				
United States	9,812				
Subtotal	10,109	84.6	TOTAL QUALIFIED CIRCULATION	11,946	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2022	Dairy Foods News & Views
JANUARY	
January 6	12,059
January 13	12,053
January 20	12,028
January 27	11,875
FEBRUARY	
February 3	11,863
February 10	11,829
February 17	11,818
February 24	11,841
MARCH	
March 3	11,794
March 10	11,758
March 17	11,703
March 24	11,916
March 31	11,879
APRIL	
April 7	11,800
April 13	11,777
April 21	11,766
April 28	11,714
MAY	
May 5	11,905
May 12	11,876
May 19	11,947
May 26	11,921
JUNE	
June 2	11,849
June 9	11,866
June 16	11,901
June 23	11,946
June 30	11,937
AVERAGE:	
11,870	

Dairy Foods News & Views (26 issued in the period)

WEBINAR CHANNEL

2022	Webinar Name	Registrants*	Attendees*/**
January 18	Improve Efficiencies and Reduce Costs in Lactose-Free Production	368	123
March 16	New Dairy Product Development: Trends and Opportunities	486	116
May 26	Get Creative with Dairy Flavors	283	79
AVERAGE		379	106

*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

2022	Pageviews	Sessions	Users	Average Session Duration
January	133,782	78,550	65,676	1:14
February	118,048	69,290	58,239	1:15
March	128,552	72,947	61,293	1:14
April	121,682	70,021	59,023	1:12
May	123,003	71,682	59,507	1:18
June	131,572	74,585	60,919	1:20
AVERAGE:	126,106	72,845	60,776	1:15

January– June 2022 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>

2022

Beginning Balance:	4,389	8,586	3,927
January	4,590	8,610	3,934
February	4,708	8,638	3,954
March	4,839	8,661	3,965
April	4,970	8,672	3,978
May	5,188	8,688	3,987
June	5,423	8,720	3,987

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

July 5, 2022

State

Michigan

County

Oakland

Received by BPA Worldwide

July 5, 2022

Type

BJ

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About BPA Worldwide.

BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Performing nearly 1,000 annual audits of media channels in 19 countries, BPA is a trusted resource for compliance and assurance services.

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

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