

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**

6 issues in the period  
20,550 average circulation

**Dairy FOODS E-NEWSLETTER**

26 issued in the period  
18,407 average per occurrence

**Dairy FOODS WEBINARS**

5 webinars in the period  
430 average registrants  
114 average attendees

**Dairy FOODS WEBSITE**

59,192 average users

**Dairy FOODS SOCIAL MEDIA**

28,691 LinkedIn group members  
7,609 Twitter followers  
3,138 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	16,484	-	16,484
b. Digital	4,066	-	4,066
1. Requested	3,665	-	3,665
2. Non-Requested	401	-	401
<b>Dairy FOODS E-NEWSLETTER</b>			
Dairy PRODUCT INNOVATIONS (26 issued in the period)	18,407	-	18,407
<b>Dairy FOODS WEBINARS</b> (5 webinars in the period)			
a. Registrants	430	-	430
b. Attendees	114	-	114
<b>Dairy FOODS WEBSITE</b> (Monthly Users with 132,876 average Pageviews)	59,192	-	59,192
<b>Dairy FOODS SOCIAL MEDIA</b>			
a. LinkedIn group members	*28,691	-	*28,691
b. Twitter followers	*7,609	-	*7,609
c. Facebook likes	*3,138	-	*3,138

\*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 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	43
Advertiser and Agency	2,116
Allocated for Trade Shows and Conventions	-
All Other	1,129
<b>TOTAL</b>	<b>3,288</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**

2019 Issue	Print	Digital	Total Qualified
January	16,357	4,193	20,550
February	16,585	3,965	20,550
March	16,752	3,798	20,550
April	16,964	3,586	20,550
May	17,047	3,503	20,550
June	15,199	5,351	20,550

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019**  
 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.	4,055	19.7	3,534	521	1,236	1,730	610	479
Headquarters	3,913	19.1	3,235	678	1,938	789	671	515
<b>TOTAL COPIES TO FLUID PRODUCTS COMPANIES</b>	<b>7,968</b>	<b>38.8</b>	<b>6,769</b>	<b>1,199</b>	<b>3,174</b>	<b>2,519</b>	<b>1,281</b>	<b>994</b>
<b>ICE CREAM &amp; FROZEN DESSERT PRODUCTS, NOVELTIES (stick and stickless)</b>								
including ice cream, ice milk, tofu, ice cream mix, sherbet	3,111	15.2	2,716	395	1,617	552	565	377
Headquarters	3,789	18.4	3,167	622	2,497	475	443	374
<b>TOTAL COPIES TO ICE CREAM COMPANIES</b>	<b>6,900</b>	<b>33.6</b>	<b>5,883</b>	<b>1,017</b>	<b>4,114</b>	<b>1,027</b>	<b>1,008</b>	<b>751</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.	2,763	13.4	2,245	518	594	1,260	407	502
Headquarters	2,919	14.2	2,150	769	893	646	731	649
<b>TOTAL COPIES TO MILK PRODUCTS COMPANIES</b>	<b>5,682</b>	<b>27.6</b>	<b>4,395</b>	<b>1,287</b>	<b>1,487</b>	<b>1,906</b>	<b>1,138</b>	<b>1,151</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,550</b>	<b>100.0</b>	<b>17,047</b>	<b>3,503</b>	<b>8,775</b>	<b>5,452</b>	<b>3,427</b>	<b>2,896</b>
<b>PERCENT</b>	<b>100.0</b>		<b>83.0</b>	<b>17.0</b>	<b>42.7</b>	<b>26.5</b>	<b>16.7</b>	<b>14.1</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 2019

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Year	3 Year				
I. Direct Request:	10,756	4,927	-	12,215	3,468	15,683	76.3
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (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:	4,867	-	-	4,832	35	4,867	23.7
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,623</b>	<b>4,927</b>	<b>-</b>	<b>17,047</b>	<b>3,503</b>	<b>20,550</b>	<b>100.0</b>
<b>PERCENT</b>	<b>76.0</b>	<b>24.0</b>	<b>-</b>	<b>83.0</b>	<b>17.0</b>	<b>100.0</b>	

\*See Additional Data

### 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

Mailing Address	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	17,047	3,503	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>17,047</b>	<b>3,503</b>	<b>20,550</b>	<b>100.0</b>

### 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 2016	January - June 2017	July - December 2017	January - June 2018	July - December 2018*	January - June 2019*
Total Audit Average Qualified:	20,550	20,550	20,550	20,550	20,550	20,550
Qualified Non-Paid:	20,550	20,550	20,548	20,550	20,550	20,550
Print:	16,418	15,963	16,071	16,147	16,307	16,484
Digital:	4,132	4,587	4,477	4,403	4,243	4,066
Qualified Paid:	-	-	2	-	-	-
Print:	-	-	1	-	-	-
Digital:	-	-	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 2018 - June 2019 data is unaudited.

\*\*NC = None Claimed.



## WEBINAR CHANNEL

2019	Webinar Name	Attendees**	Registrants**
January 21	President's Breakfast – Leading Dairy Forward	30	185
January 21	General Session – Women Leading Forward	56	190
March 14	Think Indulgence and Innovation in Ice Cream Development	220	727
April 24	*Grass to Customer Case Study: How Glanbia Resolves Production Problems Quickly	105	417
May 23	Sugar Reduction Acid Whey Reuse Spell Opportunity in Cultured Dairy Products	158	629
		<b>AVERAGE</b>	<b>114</b>
			<b>430</b>

\* Webinar serving Dairy FOODS and BEVERAGE INDUSTRY.

\*\*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

2019	Pageviews	Sessions	Users	Average Session Duration
January	149,583	73,779	63,565	1:21
February	125,986	65,157	56,638	1:20
March	135,917	71,984	61,611	1:23
April	124,554	69,295	58,875	1:21
May	125,050	64,919	54,847	1:32
June	136,168	69,221	59,614	1:17
<b>AVERAGE:</b>	<b>132,876</b>	<b>69,058</b>	<b>59,192</b>	<b>1:22</b>

January - June 2019 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>

### 2019

Beginning Balance:	28,439	7,384	2,870
January	28,494	7,436	2,895
February	28,545	7,459	2,933
March	28,581	7,486	2,991
April	28,619	7,515	3,026
May	28,654	7,560	3,081
June	28,691	7,609	3,138

## ADDITIONAL DATA

### MAGAZINE:

### 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.

### 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.

### PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 2,525 copies or 12.3%, including International Dairy Foods Assoc. Business directories include 1 source of circulation for a quantity of 1,356 copies or 6.6%. Other sources include 1 source of circulation for a quantity of 986 copies or 4.8%.

### 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

Rita M. Foumia, HR & IT 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 8, 2019
State	Michigan
County	Oakland
Date Received	July 8, 2019
Type	BJ
ID Number	D004B0J9

### 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.