

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

<p>Dairy FOODS MAGAZINE</p>  <p>6 issues in the period 20,550 average circulation</p>	<p>Dairy FOODS E-NEWSLETTER</p>  <p>26 issued in the period 18,645 average per occurrence</p>	<p>Dairy FOODS WEBINARS</p>  <p>5 webinars in the period 524 average registrants 228 average attendees</p>	<p>Dairy FOODS APPS</p>  <p>Android Apps 2,158 cumulative downloads Apple Apps 2,750 cumulative downloads</p>	<p>Dairy FOODS WEBSITE</p>  <p>55,284 average users</p>	<p>Dairy FOODS SOCIAL MEDIA</p>  <p>28,439 LinkedIn group members 7,384 Twitter followers 2,870 Facebook likes</p>
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EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
Dairy FOODS MAGAZINE (6 issues in the period)	20,550	-	20,550
a. Print	16,307	-	16,307
b. Digital	4,243	-	4,243
1. Requested	4,130	-	4,130
2. Non-Requested	113	-	113
Dairy FOODS E-NEWSLETTER			
Dairy PRODUCT INNOVATIONS (26 issued in the period)	18,645	-	18,645
Dairy FOODS WEBINARS (5 webinars in the period)			
a. Registrants	524	-	524
b. Attendees	228	-	228
Dairy FOODS APPS			
a. Dairy FOODS Android Apps	*2,158	-	*2,158
b. Dairy FOODS Apple Apps	*2,750	-	*2,750
Dairy FOODS WEBSITE (Monthly Users with 128,377 average Pageviews)	55,284	-	55,284
Dairy FOODS SOCIAL MEDIA			
a. LinkedIn group members	*28,439	-	*28,439
b. Twitter followers	*7,384	-	*7,384
c. Facebook likes	*2,870	-	*2,870

*App downloads and Social Media claims are cumulative figures, not averages.

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	54
Advertiser and Agency	2,023
Allocated for Trade Shows and Conventions	-
All Other	956
TOTAL	3,033

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	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,550	100.0	20,550	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Print	Digital	Total Qualified
July	16,271	4,279	20,550
August	16,288	4,262	20,550
September	16,427	4,123	20,550
October	16,259	4,291	20,550
November	16,280	4,270	20,550
December	16,319	4,231	20,550

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018

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)
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.	4,387	21.4	3,650	737	1,165	1,839	796	587
Headquarters	3,581	17.4	2,784	797	1,803	678	624	476
TOTAL COPIES TO FLUID PRODUCTS COMPANIES	7,968	38.8	6,434	1,534	2,968	2,517	1,420	1,063
ICE CREAM & FROZEN DESSERT PRODUCTS, NOVELTIES (stick and stickless)								
including ice cream, ice milk, tofu, ice cream mix, sherbet	3,104	15.1	2,719	385	1,798	547	480	279
Headquarters	3,796	18.4	3,061	735	2,547	503	417	329
TOTAL COPIES TO ICE CREAM COMPANIES	6,900	33.5	5,780	1,120	4,345	1,050	897	608
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.	2,464	12.0	1,773	691	334	1,140	423	567
Headquarters	3,218	15.7	2,293	925	1,228	652	688	650
TOTAL COPIES TO MILK PRODUCTS COMPANIES	5,682	27.7	4,066	1,616	1,562	1,792	1,111	1,217
TOTAL QUALIFIED CIRCULATION	20,550	100.0	16,280	4,270	8,875	5,359	3,428	2,888
PERCENT	100.0		79.2	20.8	43.2	26.0	16.7	14.1

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 2018

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Year	3 Year				
I. Direct Request:	10,694	4,924	-	11,482	4,136	15,618	76.0
II. Request from recipient's company:	4	-	-	4	-	4	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	47	-	-	3	44	47	0.2
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	4,881	-	-	4,791	90	4,881	23.8
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,626	4,924	-	16,280	4,270	20,550	100.0
PERCENT	76.0	24.0	-	79.2	20.8	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018

Mailing Address	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	16,280	4,270	20,550	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	16,280	4,270	20,550	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January - June 2016	July - December 2016	January - June 2017	July - December 2017	January - June 2018	July - December 2018*
Total Audit Average Qualified:	20,550	20,550	20,550	20,550	20,550	20,550
Qualified Non-Paid:	20,550	20,550	20,550	20,548	20,550	20,550
Print:	16,538	16,418	15,963	16,071	16,147	16,307
Digital:	4,012	4,132	4,587	4,477	4,403	4,243
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 - December 2018 data is unaudited.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	102	16	118		Kentucky	186	38	224	
New Hampshire	54	14	68		Tennessee	235	36	271	
Vermont	142	23	165		Alabama	126	16	142	
Massachusetts	362	68	430		Mississippi	78	14	92	
Rhode Island	49	9	58		EAST SO. CENTRAL	625	104	729	3.6
Connecticut	164	28	192		Arkansas	101	23	124	
NEW ENGLAND	873	158	1,031	5.0	Louisiana	109	24	133	
New York	1,154	236	1,390		Oklahoma	111	15	126	
New Jersey	585	101	686		Texas	1,094	172	1,266	
Pennsylvania	859	127	986		WEST SO. CENTRAL	1,415	234	1,649	8.0
MIDDLE ATLANTIC	2,598	464	3,062	15.0	Montana	40	3	43	
Ohio	791	153	944		Idaho	188	44	232	
Indiana	311	43	354		Wyoming	15	2	17	
Illinois	968	227	1,195		Colorado	326	69	395	
Michigan	456	77	533		New Mexico	83	9	92	
Wisconsin	1,333	286	1,619		Arizona	179	27	206	
EAST NO. CENTRAL	3,859	786	4,645	22.6	Utah	159	36	195	
Minnesota	595	168	763		Nevada	85	18	103	
Iowa	297	59	356		MOUNTAIN	1,075	208	1,283	6.2
Missouri	378	85	463		Alaska	9	1	10	
North Dakota	41	5	46		Washington	274	55	329	
South Dakota	58	17	75		Oregon	258	44	302	
Nebraska	78	17	95		California	1,649	322	1,971	
Kansas	150	34	184		Hawaii	38	10	48	
WEST NO. CENTRAL	1,597	385	1,982	9.6	PACIFIC	2,228	432	2,660	12.9
Delaware	38	5	43		UNITED STATES	16,255	3,167	19,422	94.5
Maryland	174	36	210		U.S. Territories	25	6	31	
Washington, DC	22	8	30		Canada	-	207	207	
Virginia	205	44	249		Mexico	-	5	5	
West Virginia	58	8	66		Other International	-	885	885	
North Carolina	333	64	397		APO/FPO	-	-	-	
South Carolina	127	19	146						
Georgia	296	68	364						
Florida	732	144	876						
SOUTH ATLANTIC	1,985	396	2,381	11.6					
					TOTAL QUALIFIED CIRCULATION	16,280	4,270	20,550	100.0

*See Additional Data

E-NEWSLETTER CHANNEL
2018
Dairy PRODUCT INNOVATIONS
JULY

July 5	18,260
July 13	18,248
July 19	18,369
July 26	18,867

AUGUST

August 2	18,797
August 9	18,754
August 16	18,838
August 23	18,908
August 30	18,884

SEPTEMBER

September 6	18,882
September 13	18,849
September 20	18,764
September 27	18,736

OCTOBER

October 4	18,697
October 11	18,665
October 18	18,655
October 25	18,626

NOVEMBER

November 1	18,673
November 8	18,633
November 15	18,562
November 20	18,575
November 29	18,567

DECEMBER

December 6	18,387
December 13	18,466
December 20	18,558
December 27	18,549

AVERAGE: 18,645

Dairy PRODUCT INNOVATIONS (26 issued in the period)

WEBINAR CHANNEL

2018	Webinar Name	Attendees*	Registrants*
August 14	How to Overcome Dairy Industry Challenges with a Fully Integrated Transportation and Logistics Network	87	229
September 13	Tap into Opportunities in Milk and Nondairy Beverages	326	704
September 18	Extended Shelf Life: Adding Value to Pasteurized Milk	340	654
September 27	Spiral Wound Membrane Elements - Impact on Dairy Processing Plants	103	413
October 4	Taking Advantage of Dairy Permeate for Food Applications	286	621
		AVERAGE	228
			524

*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.

APP CHANNEL

Dairy FOODS ANDROID APP

2018	Monthly Downloads	Cumulative Downloads
Beginning Balance:		1,812
July	51	1,863
August	64	1,927
September	55	1,982
October	58	2,040
November	68	2,108
December	50	2,158

Cumulative downloads represents the aggregate number of downloads of the Dairy FOODS Android App, not copies. Information regarding App deletion/removal is not available from third party vendors and has not been removed from these figures.

Dairy FOODS APPLE APP

2018	Monthly Downloads	Cumulative Downloads
Beginning Balance:		2,552
July	27	2,579
August	43	2,622
September	32	2,654
October	33	2,687
November	29	2,716
December	34	2,750

Cumulative downloads represents the aggregate number of downloads of the Dairy FOODS Apple App, not copies. Information regarding App deletion/removal is not available from third party vendors and has not been removed from these figures.

WEBSITE CHANNEL

WWW.DAIRYFOODS.COM

2018	Pageviews	Sessions	Users	Average Session Duration
July	111,069	57,187	49,207	1:23
August	125,645	64,444	55,406	1:28
September	129,280	65,488	56,479	1:23
October	141,901	71,793	62,083	1:23
November	137,803	66,954	57,379	1:22
December	124,568	59,127	51,154	1:22
AVERAGE:	128,377	64,165	55,284	1:23

July - December 2018 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'd 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'd 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>

2018

	LinkedIn group members	Twitter followers	Facebook likes
Beginning Balance:	28,100	7,176	2,719
July	28,171	7,133	2,743
August	28,225	7,170	2,767
September	28,270	7,238	2,790
October	28,365	7,316	2,824
November	28,408	7,337	2,843
December	28,439	7,384	2,870

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. Apps are downloaded to view enhanced versions of the print edition and are available as a single download or by subscription use on tablets, smartphones or other mobile devices.

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 1,210 copies or 5.9%. Business directories include 2 sources of circulation for quantities of 282 copies or 1.4% to 2,626 copies or 12.8%, including Dun & Bradstreet. Other sources include 1 source of circulation for a quantity of 763 copies or 3.7%.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter, Webinars, Apps, 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 January 3, 2019

State Michigan

County Oakland

Date Received January 3, 2019

Type BJ

ID Number D004B0D8

About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.