

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	Dairy FOODS E-NEWSLETTER	Dairy FOODS WEBINARS	Dairy FOODS APPS	Dairy FOODS WEBSITE	Dairy FOODS SOCIAL MEDIA
 6 issues in the period 20,550 average circulation	 26 issued in the period 17,324 average per occurrence	 4 webinars in the period 566 average registrants 149 average attendees	 Android Apps 1,812 cumulative downloads Apple Apps 2,552 cumulative downloads	 58,084 average users	 28,100 LinkedIn group members 7,176 Twitter followers 2,719 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	16,147	-	16,147
b. Digital	4,403	-	4,403
1. Requested	4,348	-	4,348
2. Non-Requested	55	-	55
<b>Dairy FOODS E-NEWSLETTER</b>			
Dairy PRODUCT INNOVATIONS (26 issued in the period)	17,324	-	17,324
<b>Dairy FOODS WEBINARS</b> (4 webinars in the period)			
a. Registrants	566	-	566
b. Attendees	149	-	149
<b>Dairy FOODS APPS</b>			
a. Dairy FOODS Android Apps	*1,812	-	*1,812
b. Dairy FOODS Apple Apps	*2,552	-	*2,552
<b>Dairy FOODS WEBSITE</b> (Monthly Users with 130,327 average Pageviews)	58,084	-	58,084
<b>Dairy FOODS SOCIAL MEDIA</b>			
a. LinkedIn group members	*28,100	-	*28,100
b. Twitter followers	*7,176	-	*7,176
c. Facebook likes	*2,719	-	*2,719

\*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	71
Advertiser and Agency	2,032
Allocated for Trade Shows and Conventions	-
All Other	1,066
<b>TOTAL</b>	<b>3,169</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**

2018 Issue	Print	Digital	Total Qualified
January	16,036	4,514	20,550
February	16,109	4,441	20,550
March	16,066	4,484	20,550
April	16,262	4,288	20,550
May	16,179	4,371	20,550
June	16,229	4,321	20,550

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 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)
<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.	4,464	21.7	3,709	755	1,224	1,862	778	600
Headquarters	3,504	17.1	2,679	825	1,689	680	651	484
<b>TOTAL COPIES TO FLUID PRODUCTS COMPANIES</b>	<b>7,968</b>	<b>38.8</b>	<b>6,388</b>	<b>1,580</b>	<b>2,913</b>	<b>2,542</b>	<b>1,429</b>	<b>1,084</b>
<b>ICE CREAM &amp; FROZEN DESSERT PRODUCTS, NOVELTIES (stick and stickless)</b>	3,143	15.3	2,799	344	1,871	535	472	265
including ice cream, ice milk, tofu, ice cream mix, sherbet								
Headquarters	3,757	18.3	3,019	738	2,543	481	422	311
<b>TOTAL COPIES TO ICE CREAM COMPANIES</b>	<b>6,900</b>	<b>33.6</b>	<b>5,818</b>	<b>1,082</b>	<b>4,414</b>	<b>1,016</b>	<b>894</b>	<b>576</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.	2,426	11.8	1,683	743	323	1,110	398	595
Headquarters	3,256	15.8	2,290	966	1,273	640	688	655
<b>TOTAL COPIES TO MILK PRODUCTS COMPANIES</b>	<b>5,682</b>	<b>27.6</b>	<b>3,973</b>	<b>1,709</b>	<b>1,596</b>	<b>1,750</b>	<b>1,086</b>	<b>1,250</b>
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,550</b>	<b>100.0</b>	<b>16,179</b>	<b>4,371</b>	<b>8,923</b>	<b>5,308</b>	<b>3,409</b>	<b>2,910</b>
<b>PERCENT</b>	<b>100.0</b>		<b>78.7</b>	<b>21.3</b>	<b>43.4</b>	<b>25.8</b>	<b>16.6</b>	<b>14.2</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 2018**

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Year	3 Year				
I. Direct Request:	10,694	4,924	-	11,360	4,258	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	-	-	38	9	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	-	-	4,777	104	4,881	23.8
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,626</b>	<b>4,924</b>	<b>-</b>	<b>16,179</b>	<b>4,371</b>	<b>20,550</b>	<b>100.0</b>
<b>PERCENT</b>	<b>76.0</b>	<b>24.0</b>	<b>-</b>	<b>78.7</b>	<b>21.3</b>	<b>100.0</b>	

\*See Additional Data

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

Mailing Address	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	16,179	4,371	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>16,179</b>	<b>4,371</b>	<b>20,550</b>	<b>100.0</b>

**AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2015	January - June 2016	July - December 2016	January - June 2017	July - December 2017*	January - June 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	20,550	20,548	20,550
Print:	16,821	16,538	16,418	15,963	16,071	16,147
Digital:	3,729	4,012	4,132	4,587	4,477	4,403
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 2017 - June 2018 data is unaudited.

\*\*NC = None Claimed.

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018\***

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	99	14	113		Kentucky	181	34	215	
New Hampshire	56	15	71		Tennessee	228	38	266	
Vermont	160	20	180		Alabama	118	13	131	
Massachusetts	371	56	427		Mississippi	82	14	96	
Rhode Island	49	7	56		<b>EAST SO. CENTRAL</b>	<b>609</b>	<b>99</b>	<b>708</b>	<b>3.5</b>
Connecticut	168	29	197		Arkansas	101	20	121	
<b>NEW ENGLAND</b>	<b>903</b>	<b>141</b>	<b>1,044</b>	<b>5.1</b>	Louisiana	115	23	138	
New York	1,159	244	1,403		Oklahoma	103	19	122	
New Jersey	576	99	675		Texas	1,109	174	1,283	
Pennsylvania	837	126	963		<b>WEST SO. CENTRAL</b>	<b>1,428</b>	<b>236</b>	<b>1,664</b>	<b>8.1</b>
<b>MIDDLE ATLANTIC</b>	<b>2,572</b>	<b>469</b>	<b>3,041</b>	<b>14.8</b>	Montana	42	3	45	
Ohio	764	154	918		Idaho	184	43	227	
Indiana	313	47	360		Wyoming	15	2	17	
Illinois	992	226	1,218		Colorado	311	67	378	
Michigan	428	78	506		New Mexico	80	9	89	
Wisconsin	1,294	299	1,593		Arizona	187	27	214	
<b>EAST NO. CENTRAL</b>	<b>3,791</b>	<b>804</b>	<b>4,595</b>	<b>22.4</b>	Utah	172	35	207	
Minnesota	586	171	757		Nevada	86	16	102	
Iowa	296	59	355		<b>MOUNTAIN</b>	<b>1,077</b>	<b>202</b>	<b>1,279</b>	<b>6.2</b>
Missouri	385	86	471		Alaska	13	1	14	
North Dakota	39	5	44		Washington	277	58	335	
South Dakota	58	15	73		Oregon	264	52	316	
Nebraska	80	16	96		California	1,612	329	1,941	
Kansas	167	36	203		Hawaii	40	9	49	
<b>WEST NO. CENTRAL</b>	<b>1,611</b>	<b>388</b>	<b>1,999</b>	<b>9.7</b>	<b>PACIFIC</b>	<b>2,206</b>	<b>449</b>	<b>2,655</b>	<b>12.9</b>
Delaware	38	4	42		<b>UNITED STATES</b>	<b>16,104</b>	<b>3,191</b>	<b>19,295</b>	<b>93.9</b>
Maryland	162	39	201		U.S. Territories	33	8	41	
Washington, DC	19	7	26		Canada	24	224	248	
Virginia	204	45	249		Mexico	1	80	81	
West Virginia	61	8	69		Other International	17	868	885	
North Carolina	314	70	384		APO/FPO	-	-	-	
South Carolina	120	20	140		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>16,179</b>	<b>4,371</b>	<b>20,550</b>	<b>100.0</b>
Georgia	272	68	340						
Florida	717	142	859						
<b>SOUTH ATLANTIC</b>	<b>1,907</b>	<b>403</b>	<b>2,310</b>	<b>11.2</b>					

\*See Additional Data

**E-NEWSLETTER CHANNEL**
**2018**
**Dairy PRODUCT INNOVATIONS**
**JANUARY**

January 4	16,657
January 11	16,638
January 18	16,578
January 25	16,679

**FEBRUARY**

February 1	16,568
February 8	16,583
February 15	15,498
February 22	16,460

**MARCH**

March 1	16,511
March 8	16,343
March 15	16,514
March 22	16,539
March 29	16,771

**APRIL**

April 5	16,778
April 12	17,457
April 19	17,481
April 26	18,526

**MAY**

May 3	18,543
May 10	18,519
May 17	18,466
May 24	18,544
May 31	18,518

**JUNE**

June 7	18,348
June 14	18,280
June 21	18,239
June 28	18,375

**AVERAGE:**
**17,324**

Dairy PRODUCT INNOVATIONS (26 issued in the period)

## WEBINAR CHANNEL

2018	Webinar Name	Attendees*	Registrants*
January 22	Build Demand and Open New Markets	78	295
January 22	Influence the Future of U.S. Trade Policy	43	204
March 15	Identify Trends and Opportunities in the Ice Cream Space	218	806
May 17	The Future of Cultured Dairy Products	257	959
		<b>AVERAGE</b>	<b>149</b>
			<b>566</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.

## APP CHANNEL

### Dairy FOODS ANDROID APP

2018	Monthly Downloads	Cumulative Downloads
Beginning Balance:		1,640
January	50	1,690
February	26	1,716
March	26	1,742
April	21	1,763
May	14	1,777
June	35	1,812

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:		2,254
January	70	2,324
February	51	2,375
March	46	2,421
April	56	2,477
May	34	2,511
June	41	2,552

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
January	147,561	73,596	63,202	1:28
February	127,592	65,029	55,516	1:25
March	133,908	70,688	60,914	1:19
April	127,710	69,101	59,375	1:18
May	131,475	68,226	58,723	1:20
June	113,714	59,433	50,770	1:23
<b>AVERAGE:</b>	<b>130,327</b>	<b>67,679</b>	<b>58,084</b>	<b>1:22</b>

January – June 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:	27,592	6,808	2,605
January	27,664	6,882	2,642
February	27,768	6,944	2,657
March	27,950	7,009	2,668
April	28,007	7,076	2,673
May	28,070	7,124	2,673
June	28,100	7,176	2,719

\*Due to a technical issue, May 2018 data for Facebook repeats April 2018.

## ADDITIONAL DATA

### 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.

### MAGAZINE:

#### 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, Corporate Strategy 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 3, 2018
State	Michigan
County	Oakland
Date Received	July 3, 2018
Type	BJ
ID Number	D004B0J8

#### 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](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.