

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

FOOD ENGINEERING is a B2B brand that covers manufacturing technologies in the areas of processing, packaging, food safety, plant operations, material handling and automation. The editorial scope of the brand focuses on a mix of research-based articles, special reports, technology updates, new products and in-plant case history stories.

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.

CHANNEL

Channel	Key Metrics
FOOD ENGINEERING MAGAZINE	6 issues in the period 41,650 average circulation
FOOD ENGINEERING E-NEWSLETTERS	52 total issued in the period 23,302 average per occurrence 12,897 average per occurrence
FOOD ENGINEERING WEBINARS	539 average registrants 122 average attendees
FOOD ENGINEERING WEBSITES	Food Engineering Website 32,925 average users Food Engineering Supplement, Refrigerated & Frozen Foods Website 37,864 average users
FOOD ENGINEERING SUPPLEMENT - REFRIGERATED & FROZEN FOODS	14,500 average
FOOD ENGINEERING SOCIAL MEDIA	14,305 Twitter followers 14,126 Facebook likes 8,005 LinkedIn group members

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
FOOD ENGINEERING MAGAZINE (6 issues in the period)	41,639	11	41,650
a. Print	33,166	11	33,177
b. Digital	8,473	-	8,473
1. Requested	7,766	-	7,766
2. Non-Requested	707	-	707
FOOD ENGINEERING E-NEWSLETTERS			
a. Food Engineering's Tech Flash (26 issued in the period)	23,302	-	23,302
b. What's Hot in Cold: Food Engineering Supplement - Refrigerated & Frozen Foods (26 issued in the period)	12,897	-	12,897
FOOD ENGINEERING WEBINARS (3 webinars in the period)			
a. Registrants	539	-	539
b. Attendees	122	-	122
FOOD ENGINEERING WEBSITE (Monthly Users with 69,264 average Pageviews)	32,925	-	32,925
FOOD ENGINEERING SUPPLEMENT, REFRIGERATED & FROZEN FOODS WEBSITE (Monthly Users with 90,960 average Pageviews)	37,864	-	37,864
FOOD ENGINEERING SUPPLEMENT - REFRIGERATED & FROZEN FOODS	14,500	-	14,500
FOOD ENGINEERING SOCIAL MEDIA			
a. Twitter followers	*14,305	-	*14,305
b. Facebook likes	*14,126	-	*14,126
c. LinkedIn group members	*8,005	-	*8,005

*Social Media claims are cumulative figures, not averages.

FIELD SERVED

FOOD ENGINEERING serves businesses in meat, poultry, seafood; dairy foods; prepared specialties and fruits & vegetables; prepared foods/meals/side dishes; cereal & grain-based products and pet food; bakery products and snack foods; candy and confectionery products; beverages; manufacturer of ingredients/nutritional ingredients & specialty nutritional products; machinery/equipment for food processing and/or packaging, engineering, design, architectural and construction services; warehousing/distribution/logistics and co-packer/contract manufacturer as shown in Paragraph 3a. Also, included is additional data on headquarter locations.

DEFINITION OF RECIPIENT QUALIFICATION

Titled personnel includes those in plant operations/production, QA/QC, warehousing/distribution/logistics, engineering, corporate management & administration, research & development/product development and purchasing as shown in Paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	42
Advertiser and Agency	1,309
Allocated for Trade Shows and Conventions	-
All Other	1,487
TOTAL	2,838

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	41,650	100.0	41,639	100.0	11	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	41,650	100.0	41,639	100.0	11	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019	Print	Digital	Total Qualified
January	33,591	8,059	41,650
February	33,385	8,265	41,650
March	32,903	8,747	41,650
April	33,900	7,750	41,650
May	33,630	8,020	41,650
June	31,651	9,999	41,650

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019

Qualification Source	Qualified Within					Total Qualified	Percent
	1 Year	2 Year	3 Year	Print	Digital		
I. Direct Request:	27,840	8,307	-	28,569	7,578	36,147	86.8
II. Request from recipient's company:	-	3	-	3	-	3	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request):	4,222	-	-	3,826	396	4,222	10.1
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	1,278	-	-	1,232	46	1,278	3.1
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	33,340	8,310	-	33,630	8,020	41,650	100.0
PERCENT	80.0	20.0	-	80.7	19.3	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	131	32	163		Kentucky	420	89	509	
New Hampshire	131	15	146		Tennessee	519	101	620	
Vermont	96	25	121		Alabama	289	37	326	
Massachusetts	546	100	646		Mississippi	179	29	208	
Rhode Island	88	9	97		EAST SO. CENTRAL	1,407	256	1,663	4.0
Connecticut	265	45	310		Arkansas	463	75	538	
NEW ENGLAND	1,257	226	1,483	3.5	Louisiana	261	34	295	
New York	1,720	297	2,017		Oklahoma	227	43	270	
New Jersey	1,051	239	1,290		Texas	1,582	312	1,894	
Pennsylvania	1,565	287	1,852		WEST SO. CENTRAL	2,533	464	2,997	7.2
MIDDLE ATLANTIC	4,336	823	5,159	12.4	Montana	130	12	142	
Ohio	1,396	283	1,679		Idaho	276	43	319	
Indiana	702	113	815		Wyoming	36	4	40	
Illinois	2,151	430	2,581		Colorado	452	90	542	
Michigan	986	166	1,152		New Mexico	130	24	154	
Wisconsin	1,667	343	2,010		Arizona	311	54	365	
EAST NO. CENTRAL	6,902	1,335	8,237	19.8	Utah	288	72	360	
Minnesota	1,034	217	1,251		Nevada	139	31	170	
Iowa	676	108	784		MOUNTAIN	1,762	330	2,092	5.0
Missouri	764	157	921		Alaska	69	13	82	
North Dakota	147	17	164		Washington	689	139	828	
South Dakota	154	27	181		Oregon	497	91	588	
Nebraska	378	64	442		California	3,283	684	3,967	
Kansas	449	88	537		Hawaii	166	24	190	
WEST NO. CENTRAL	3,602	678	4,280	10.3	PACIFIC	4,704	951	5,655	13.6
Delaware	93	15	108		UNITED STATES	30,846	5,879	36,725	88.2
Maryland	428	72	500		U.S. Territories	111	37	148	
Washington, DC	42	19	61		Canada	2,249	781	3,030	
Virginia	571	93	664		Mexico	20	78	98	
West Virginia	91	8	99		Other International	404	1,244	1,648	
North Carolina	799	142	941		APO/FPO	-	1	1	
South Carolina	290	65	355						
Georgia	920	183	1,103						
Florida	1,109	219	1,328						
SOUTH ATLANTIC	4,343	816	5,159	12.4					
					TOTAL QUALIFIED CIRCULATION	33,630	8,020	41,650	100.0

*See Additional Data

2019

Food Engineering's Tech Flash

2019		Food Engineering's Tech Flash
JANUARY		
January 3		23,009
January 8		23,007
January 15		22,834
January 23		22,943
January 29		23,028
FEBRUARY		
February 5		22,986
February 12		23,176
February 19		23,226
February 28		23,492
MARCH		
March 5		23,539
March 12		23,443
March 19		23,511
March 26		23,454
APRIL		
April 2		23,615
April 10		23,709
April 17		23,556
April 24		23,482
MAY		
May 2		23,491
May 7		23,506
May 14		23,399
May 21		23,241
May 29		23,191
JUNE		
June 4		23,205
June 11		23,182
June 18		23,305
June 25		23,315
AVERAGE:		23,302

Food Engineering's Tech Flash (26 issued in the period)

FOOD ENGINEERING SUPPLEMENT – REFRIGERATED & FROZEN FOODS

2019

What's Hot in Cold

2019		What's Hot in Cold
JANUARY		
January 2		12,837
January 9		12,844
January 16		12,816
January 23		12,864
January 30		12,844
FEBRUARY		
February 6		12,817
February 13		12,865
February 20		12,800
February 27		12,836
MARCH		
March 6		12,864
March 13		12,825
March 20		12,838
March 27		12,783
APRIL		
April 3		13,049
April 10		13,096
April 17		13,053
April 24		13,051
MAY		
May 1		12,964
May 8		13,027
May 15		13,056
May 22		12,930
May 29		12,747
JUNE		
June 5		12,864
June 12		12,867
June 19		12,894
June 26		12,882
AVERAGE:		12,897

What's Hot in Cold (26 issued in the period)

WEBINAR CHANNEL

2019	Webinar Name	Registrants*	Attendees*
February 20	Reducing Mechanical Wear in Food Processing while Increasing Productivity	449	89
March 6	Uncover Untapped Line Potentials to Optimise Productivity and Capacity	419	85
March 19	FSMA Compliance: Updated cGMPs for Equipment Design	750	191
AVERAGE		539	122

*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

FOOD ENGINEERING WWW.FOODENGINEERINGMAG.COM

2019	Pageviews	Sessions	Users	Average Session Duration
January	76,325	41,007	34,241	1:27
February	66,636	36,689	31,141	1:26
March	76,899	43,525	36,202	1:21
April	72,804	41,853	34,838	1:25
May	62,476	36,886	30,977	1:19
June	60,446	35,537	30,150	1:14
AVERAGE:	69,264	39,250	32,925	1:22

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.

FOOD ENGINEERING SUPPLEMENT, REFRIGERATED & FROZEN FOODS WEBSITE WWW.REFRIGERATEDFROZENFOOD.COM

2019	Pageviews	Sessions	Users	Average Session Duration
January	56,353	32,092	26,773	1:15
February	48,923	28,336	24,284	1:13
March	296,540	125,122	105,749	0:52
April	48,082	28,021	23,573	1:18
May	49,753	28,891	23,928	1:30
June	46,111	26,998	22,874	1:15
AVERAGE:	90,960	44,910	37,864	1:14

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.

SUPPLEMENT CHANNEL

FOOD ENGINEERING Supplement - Refrigerated & Frozen Foods

	2019	Total*
January		14,500
March		14,500
May		14,500
AVERAGE:		14,500

*An average of 14,500 copies of REFRIGERATED & FROZEN FOODS Supplement to FOOD ENGINEERING were polybagged with FOOD ENGINEERING issues. These copies were shipped to qualified subscribers. Of the qualified subscribers who received the May 2019 RFF supplement, 11,963 indicated they chill/refrigerate or freeze products they manufacture.

BUSINESS/OCCUPATIONAL BREAKOUT OF CIRCULATION FOR ISSUE OF MAY 2019

Business and Industry*	Total	Percent of Total	Print	Digital	Classification by Title*				
					Plant Operations/ Production/ QA/QC/ Warehousing/ Distribution/ Logistics	Engineering	Corporate Management & Administration	Research & Development/ Product	Purchasing
Meat, Poultry, Seafood	3,375	23.2	3,375	-	2,019	286	844	104	122
Dairy Foods	1,879	12.9	1,879	-	1,106	202	411	77	83
Prepared Specialties and Fruits & Vegetables	1,334	9.2	1,334	-	698	126	394	70	46
Prepared Foods/Meals/Side Dishes	1,418	9.9	1,418	-	690	129	458	81	60
Cereal & Grain-based Products and Pet Foods	266	1.8	266	-	149	46	46	21	4
Bakery Products and Snack Foods	1,803	12.4	1,803	-	968	152	546	80	57
Candy and Confectionery Products	458	3.2	458	-	191	49	176	19	23
Beverages	1,615	11.1	1,615	-	763	122	633	48	49
Manufacturer of Ingredients/Nutritional Ingredients & Specialty Nutritional Products	572	3.9	572	-	248	73	157	69	25
Machinery/Equipment for Food Processing and/or Packaging	497	3.4	497	-	163	174	136	17	7
Engineering, Design, Architectural and Construction Services	694	4.8	694	-	109	468	94	16	7
Warehousing/Distribution/Logistics	459	3.2	459	-	275	24	127	6	27
Co-Packer/Contract Manufacturer	130	1.0	130	-	59	21	35	7	8
TOTAL	14,500	100.0	14,500	-	7,438	1,872	4,057	615	518

*Business and Industry categories and Title footnotes are the same as in the FOOD ENGINEERING Magazine Channel's Paragraph 3a reported herein.

SOCIAL MEDIA CHANNEL

Food Engineering Social Media



Twitter followers

<http://twitter.com/FoodEng>



Facebook likes

<http://www.facebook.com/FoodEngineering>



LinkedIn group members

<http://www.linkedin.com/groups?gid=3194485>

2019

	Twitter followers	Facebook likes	LinkedIn group members
Beginning Balance:	13,878	13,122	7,940
January	13,209	13,987	7,932
February	14,068	13,278	7,923
March	14,115	13,417	7,923
April	14,167	13,583	7,943
May	14,234	13,806	7,996
June	14,305	14,126	8,005

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:

Communication from recipient or recipient's company (other than request): Written includes 4 sources of circulation for quantities of 2 copies or -% to 17 copies or 0.1%; Telecommunication includes 4 sources of circulation for quantities of 374 copies or 0.9% to 1,216 copies or 2.9%; Electronic includes 4 sources of circulation for quantities of 177 copies or 0.4% to 203 copies or 0.5%. Business directories include 2 sources of circulation for quantities of 257 copies or 0.6% to 1,021 copies or 2.5%.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletters, Webinars, Websites, Supplement 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.

Catherine M. Ronan, Corporate Audience Audit Manager

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 9, 2019

State

Michigan

County

Oakland

Received by BPA Worldwide

July 9, 2019

Type

BJ

ID Number

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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.

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				
					Plant Operations/Production/QA/QC/Warehousing/Distribution/Logistics (Note 1)	Engineering (Note 2)	Corporate Management & Administration (Note 3)	Research & Development/Product Development (Note 4)	Purchasing (Note 5)
MEAT, POULTRY, SEAFOOD Including processed/further processed meat, poultry, seafood, slaughtering, fabricating, cutting, rendering, other meat, poultry, seafood	8,128	19.5	6,925	1,203	5,205	804	1,670	223	226
DAIRY FOODS Including ice cream & frozen desserts, novelties, fluid milk & beverages, cheese products, cultured products, butter or margarine products, powdered products, other dairy foods	4,323	10.4	3,402	921	2,432	611	922	229	129
PREPARED SPECIALTIES and FRUITS & VEGETABLES Including fruits and vegetables, ketchup, sauces, gravies, condiments, peanut butter, seasonings, flavors & syrups, oils, salad dressings, mayonnaise and pickled products, etc.	3,412	8.2	2,735	677	1,829	374	934	182	93
PREPARED FOODS/MEALS/SIDE DISHES Including prepared products, prepared dinners/meals/entrees, prepared side dishes, baby food, RTE breakfast foods, pizza, cheese snacks, meat snacks, prepared snacks, other prepared products	3,453	8.3	2,806	647	1,958	288	917	194	96
CEREAL & GRAIN-BASED PRODUCTS and PET FOODS Including cereals, pet foods, prepared flour, pasta, rice and corn milling and other grain-based products	1,268	3.0	999	269	731	225	200	90	22
BAKERY PRODUCTS and SNACK FOODS Including breads & rolls, waffles, cookies and crackers, snack cakes, pies, donuts, toasted pastries, tortillas, snack bars, other bakery products, chips & pretzels, nuts/trail mix, extruded snacks, other snack foods	5,003	12.0	4,129	874	2,797	619	1,251	220	116
CANDY and CONFECTIONERY PRODUCTS	1,361	3.3	1,086	275	611	172	432	83	63
BEVERAGES Including soft drinks, beer, bottled water, alternative beverages/sports drinks (including fortified/nutraceutical), wine/liquor, juice/fruit drinks, coffee/tea, dairy-based drinks, other beverages	5,541	13.3	4,586	955	3,057	724	1,489	169	102
MANUFACTURER OF INGREDIENTS/NUTRITIONAL INGREDIENTS and SPECIALTY NUTRITIONAL PRODUCTS	2,261	5.4	1,659	602	1,102	259	554	290	56
MACHINERY/EQUIPMENT FOR FOOD PROCESSING AND/OR PACKAGING	2,447	5.9	1,820	627	634	949	702	121	41
ENGINEERING, DESIGN, ARCHITECTURAL AND CONSTRUCTION SERVICES	2,364	5.7	1,789	575	338	1,532	402	72	20
WAREHOUSING/DISTRIBUTION/LOGISTICS	1,616	3.9	1,335	281	966	97	446	17	90
CO-PACKER/CONTRACT MANUFACTURER	473	1.1	359	114	233	72	126	24	18
TOTAL QUALIFIED CIRCULATION	41,650	100.0	33,630	8,020	21,893	6,726	10,045	1,914	1,072
PERCENT	100.0		80.7	19.3	52.6	16.1	24.1	4.6	2.6

Note 1: Plant Operations/Production (VP Production, Production Mgr, Plant Mgr/Supervisor/Superintendent/Production Line Foreman, VP Operations, Processing/Packaging Supervisor, Maintenance Foreman, Plant Security Manager, Safety Foreman) QA/QC (Quality Assurance Manager, Quality Control Manager, QA/QC Personnel) Warehousing/Distribution/Logistics (Warehouse/Distribution Manager/Director, Logistics/Traffic Manager/Director, Truck Fleet Manager and Repairs/RTE Manager)
 Note 2: Engineering (VP Engineering, Plant Engineer, Maintenance Engineer, Chief Engineer, Packaging Engineer, Processing/Production Engineer, Engineering Director)
 Note 3: Corporate Management & Administration (President, Owner, Partner, Chairman of the Board, Executive VP, VP, General Manager, Secretary-Treasurer, Manager, Assistant Manager, Store/Location Manager)
 Note 4: Research & Development/Product Development (President/VP of R&D, Food Tech, Chemist, Flavor Room Manager, Lab Tech, Design Manager, Research Chef, Tech Services Manager, Project Manager)
 Note 5: Purchasing (VP Purchasing, Purchasing or Procurement Director/Manager/Supervisor, Purchasing Agent, Grocery Buyer, Retail Buyer, Buyer)

ADDITIONAL DATA – Analysis of the question: Are you located at your company's headquarters?

Analysis of the question: Do you work at a Headquarter location of your company?	Total "Yes" Responses	Classification by Title*						
		Print	Digital	Plant Operations/Production/QA/QC/Warehousing/Distribution/Logistics	Engineering	Corporate Management & Administration	Research & Development/Product Development	Purchasing
Yes	22,906	18,295	4,611	10,364	3,197	7,515	1,125	705

*Title category descriptions are the same as in the FOOD ENGINEERING Magazine Channel Paragraph 3a reported herein.