BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED JUNE 2021

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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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.

MAGAZINE CHANNEL FORMAT – DIGITAL ISSUES

FOOD ENGINEERING is produced in a digital format and is written and designed for the digital reading experience, which may be 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.

CHANNEL

FOOD ENGINEERING DIGITAL MAGAZINE

FOOD ENGINEERING E-NEWSLETTERS

FOOD ENGINEERING eNewsletters

FOOD ENGINEERING WEBINARS

FOOD ENGINEERING Webinars

FOOD ENGINEERING WEBSITES

FOOD ENGINEERING SUPPLEMENT - REFRIGERATED & FROZEN FOODS

FOOD ENGINEERING SOCIAL MEDIA

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
FOOD ENGINEERING DIGITAL MAGAZINE (6 issues in the period)	25,834	2	25,836
(See Paragraph 3b for Source)			
FOOD ENGINEERING E-NEWSLETTERS			
a. FOOD ENGINEERING'S Tech Flash (26 issued in the period)	14,768	-	14,768
b. What's Hot in Cold: Food Engineering Supplement - Refrigerated & Frozen Foods (26 issued in the period)	8,301	-	8,301
FOOD ENGINEERING WEBINARS (4 webinars in the period)			
a. Average Registrants	284		284
b. Average Attendees	82		82
FOOD ENGINEERING WEBSITE (Monthly Users with 110,144 average Pageviews)	61,507	-	61,507
FOOD ENGINEERING SUPPLEMENT, REFRIGERATED & FROZEN FOODS WEBSITE (Monthly Users with 90,351 average Pageviews)	51,535	-	51,535
FOOD ENGINEERING SUPPLEMENT - REFRIGERATED & FROZEN FOODS	11,291	-	11,291
FOOD ENGINEERING SOCIAL MEDIA			
a. Facebook likes	*16,270	-	*16,270
b. Twitter followers	*16,162	-	*16,162
c. LinkedIn group members	*8,836	-	*8,836

*Social Media claims are cumulative figures, not averages.

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MAGAZINE CHANNEL FORMAT: This magazine is produced in digital format.
No attempt has been made to identify or eliminate duplication that may exist across media channels.

MAGAZINE CHANNEL

Official Publication of: None/Established: 1928/Issues Per Year: 12

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 foods; 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, co-packer/contract manufacturer and other 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, purchasing, marketing/sales and other as shown in Paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	1,241
Allocated for Trade Shows and Conventions	-
All Other	-
TOTAL	**1,241**

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

	Total Qualified		Qualified Non-Paid		Qualified Paid	
Qualified Circulation	Copies	Percent	Copies	Percent	Copies	Percent
Individual	25,836	100.0	25,834	100.0	2	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi–Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**25,836**	**100.0**	**25,834**	**100.0**	**2**	**-**

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021 Issue	Total Qualified
January	25,216
February	25,549
March	25,668
April	26,127
May	26,553
June	25,904

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2021

Qualification Source	Total Qualified	Percent
I. Direct Request:	26,553	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	**26,553**	**100.0**
PERCENT	**100.0**	

Note: Although age is not reported, all qualified circulation must be sourced within 36 months of the analyzed issue.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2021*

State	Total Qualified	Percent
Maine	100	
New Hampshire	109	
Vermont	86	
Massachusetts	386	
Rhode Island	58	
Connecticut	219	
NEW ENGLAND	958	3.6
New York	1,179	
New Jersey	813	
Pennsylvania	1,089	
MIDDLE ATLANTIC	3,081	11.6
Ohio	1,040	
Indiana	506	
Illinois	1,584	
Michigan	732	
Wisconsin	1,244	
EAST NO. CENTRAL	5,106	19.2
Minnesota	711	
Iowa	474	
Missouri	553	
North Dakota	100	
South Dakota	114	
Nebraska	245	
Kansas	347	
WEST NO. CENTRAL	2,544	9.6
Delaware	67	
Maryland	307	
Washington, DC	32	
Virginia	371	
West Virginia	39	
North Carolina	586	
South Carolina	203	
Georgia	678	
Florida	883	
SOUTH ATLANTIC	3,166	11.9
Kentucky	281	
Tennessee	340	
Alabama	180	
Mississippi	120	
EAST SO. CENTRAL	921	3.5
Arkansas	291	
Louisiana	151	
Oklahoma	69	
Texas	1,155	
WEST SO. CENTRAL	1,666	6.3
Montana	73	
Idaho	198	
Wyoming	20	
Colorado	348	
New Mexico	90	
Arizona	216	
Utah	224	
Nevada	114	
MOUNTAIN	1,283	4.8
Alaska	29	
Washington	457	
Oregon	315	
California	2,285	
Hawaii	79	
PACIFIC	3,165	11.9
UNITED STATES	21,890	82.4
U.S. Territories	65	
Canada	2,400	
Mexico	218	
Other International	1,968	
APO/FPO	-	
Email Only	12	
TOTAL QUALIFIED CIRCULATION	**26,553**	**100.0**

***See Additional Data**

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2021*

Region/Country	Total Qualified	Percent
ASIA	532	2.0
MIDDLE EAST	91	0.3
EUROPE	513	1.9
AFRICA	226	0.9
NORTH AMERICA		
Canada	2,400	
Mexico	218	
United States	21,890	
U.S. Territories & APO/FPO	65	
Subtotal	24,573	92.5
CARIBBEAN	47	0.2
CENTRAL AMERICA	66	0.3
SOUTH AMERICA	390	1.5
ASIA PACIFIC	103	0.4
Email Only	12	-
TOTAL QUALIFIED CIRCULATION	**26,553**	**100.0**

***See Additional Data**

2021	FOOD ENGINEERING'S Tech Flash
JANUARY	
January 5	14,591
January 12	14,491
January 19	14,486
January 26	14,534
FEBRUARY	
February 2	14,568
February 9	14,512
February 16	14,548
February 23	14,648
MARCH	
March 2	14,338
March 9	14,832
March 16	14,866
March 23	14,867
March 30	14,885
APRIL	
April 6	14,876
April 13	14,876
April 20	14,999
April 27	14,956
MAY	
May 4	14,948
May 11	15,287
May 18	15,084
May 25	14,999
JUNE	
June 1	14,958
June 8	14,794
June 15	14,707
June 22	14,640
June 29	14,688
AVERAGE:	**14,768**

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

FOOD ENGINEERING SUPPLEMENT – REFRIGERATED & FROZEN FOODS

2021	What's Hot in Cold
JANUARY	
January 6	8,180
January 13	8,364
January 20	8,360
January 27	8,326
FEBRUARY	
February 3	8,371
February 10	8,327
February 17	8,307
February 24	8,104
MARCH	
March 3	8,295
March 10	8,280
March 17	8,258
March 24	8,226
March 31	8,197
APRIL	
April 7	8,184
April 14	8,234
April 21	8,349
April 28	8,314
MAY	
May 5	8,286
May 12	8,438
May 19	8,408
May 26	8,391
JUNE	
June 2	8,369
June 9	8,330
June 16	8,301
June 23	8,298
June 30	8,327
AVERAGE:	**8,301**

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

WEBINAR CHANNEL

2021	Webinar Name	Registrants*	Attendees*/**
January 20	Fundraising 101: Raising Money for Your Food and Beverage Brand	284	68
April 20	Improving Efficiency and Safety with High Performance Doors	165	49
April 27	Perfecting the Production Process	232	50
May 19	2021 State of the Cannabis Edibles & Beverages Industry	455	161
	AVERAGE	**284**	**82**

*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

2021	Pageviews	Sessions	Users	Average Session Duration
January	111,552	72,321	62,294	1:09
February	116,966	75,990	64,512	1:05
March	119,387	77,286	66,004	1:06
April	103,739	67,441	57,299	1:09
May	99,228	66,423	56,346	1:08
June	109,993	74,106	62,588	1:05
AVERAGE:	**110,144**	**72,261**	**61,507**	**1:07**

January - June 2021 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 cookied 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 Cookied 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

2021	Pageviews	Sessions	Users	Average Session Duration
January	76,247	51,146	45,882	0:56
February	72,912	48,524	43,178	0:57
March	81,890	55,921	49,875	0:52
April	151,550	82,221	74,185	0:42
May	77,518	52,544	46,984	0:51
June	81,986	54,942	49,107	0:51
AVERAGE:	**90,351**	**57,550**	**51,535**	**0:51**

January - June 2021 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 cookied 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 Cookied 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

2021	Total*
January	10,640
March	11,586
May	11,648
AVERAGE:	**11,291**

*An average of 11,368 copies of REFRIGERATED & FROZEN FOODS Supplement to FOOD ENGINEERING, were emailed with FOOD ENGINEERING issues. These copies were shipped to qualified subscribers. Of the qualified subscribers who received the May 2021 RFF supplement, 11,025 indicated they chill/refrigerate or freeze products they manufacture.

BUSINESS/OCCUPATIONAL BREAKOUT OF CIRCULATION FOR ISSUE OF MAY 2021
This issue is 0.2% or 35 copies above the other 2 issues reported.

			Classification by Title*					
Business and Industry*	Total	Percent of Total	Plant Operations/ Production/ QA/QC/ Warehousing/ Distribution/ Logistics	Engineering	Corporate Management & Administration	Research & Development/ Product Development	Purchasing	Marketing/ Sales
Meat, Poultry, Seafood	2,811	24.1	1,590	222	767	107	115	10
Dairy Foods	1,644	14.1	896	182	375	119	63	9
Prepared Specialties and Fruits & Vegetables	1,083	9.3	535	86	326	77	53	6
Prepared Foods/Meals/Side Dishes	1,233	10.6	559	96	408	115	51	4
Cereal & Grain-based Products and Pet Foods	212	1.8	101	24	48	23	14	2
Bakery Products and Snack Foods	1,353	11.6	663	114	425	113	36	2
Candy and Confectionery Products	354	3.0	140	35	125	29	25	-
Beverages	1,157	10.0	494	102	429	91	40	1
Manufacturer of Ingredients/Nutritional Ingredients & Specialty Nutritional Products	523	4.5	187	63	150	93	26	4
Machinery/Equipment for Food Processing and/or Packaging	356	3.1	96	130	87	27	8	8
Engineering, Design, Architectural and Construction Services	419	3.6	59	251	78	21	8	2
Warehousing/Distribution/Logistics	376	3.2	198	23	123	8	24	-
Co-Packer/Contract Manufacturer	127	1.1	52	10	45	9	7	4
TOTAL	**11,648**	**100.0**	**5,570**	**1,338**	**3,386**	**832**	**470**	**52**

*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

2021	Facebook likes http://facebook.com/FoodEngineering	Twitter followers http://www.twitter.com/FoodEng	LinkedIn group members http://www.linkedin.com/groups?gid=3194485
Beginning Balance:	16,203	15,700	8,832
January	16,241	15,792	8,823
February	16,246	15,918	8,823
March	16,288	16,023	8,802
April	16,295	16,125	8,826
May	16,287	16,121	8,823
June	16,270	16,162	8,836

ADDITIONAL DATA

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

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 14, 2021
State	Michigan
County	Oakland
Received by BPA Worldwide	July 14, 2021
Type	BJ
ID Number	F056B0J1

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.

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3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2021
This issue is 3.3% or 860 copies above average of the other 5 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	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)	Marketing/Sales	Other
MEAT, POULTRY, SEAFOOD Including processed/further processed meat, poultry, seafood, slaughtering, fabricating, cutting, rendering, other meat, poultry, seafood	4,240	16.0	2,379	318	1,194	169	164	14	2
DAIRY FOODS Including ice cream & frozen desserts, novelties, fluid milk & beverages, cheese products, cultured products, butter or margarine products, powdered products, other dairy foods	2,759	10.4	1,419	320	672	228	102	15	3
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.	2,158	8.1	1,038	173	682	161	83	18	3
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	2,129	8.0	988	152	727	173	82	6	1
CEREAL & GRAIN-BASED PRODUCTS and PET FOODS Including cereals, pet foods, prepared flour, pasta, rice and corn milling and other grain-based products	860	3.2	457	88	204	79	27	4	1
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	2,842	10.7	1,390	252	884	215	83	17	1
CANDY and CONFECTIONERY PRODUCTS	915	3.5	363	79	307	89	66	8	3
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	2,918	11.0	1,235	251	1,116	208	87	21	-
MANUFACTURER OF INGREDIENTS/NUTRITIONAL INGREDIENTS and SPECIALTY NUTRITIONAL PRODUCTS	1,759	6.6	714	179	478	281	72	33	2
MACHINERY/EQUIPMENT FOR FOOD PROCESSING AND/OR PACKAGING	2,124	8.0	437	631	687	159	46	160	4
ENGINEERING, DESIGN, ARCHITECTURAL AND CONSTRUCTION SERVICES	1,964	7.4	252	1,153	408	89	24	33	5
WAREHOUSING/DISTRIBUTION/LOGISTICS	1,307	4.9	684	69	451	29	60	14	-
CO-PACKER/CONTRACT MANUFACTURER	433	1.6	188	37	141	33	21	11	2
OTHER	145	0.6	12	2	33	22	11	32	33
TOTAL QUALIFIED CIRCULATION	**26,553**	**100.0**	**11,556**	**3,704**	**7,984**	**1,935**	**928**	**386**	**60**
PERCENT		**100.0**	**43.5**	**13.9**	**30.1**	**7.3**	**3.5**	**1.5**	**0.2**

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 FOR ISSUE OF MAY 2021

Analysis of the question: Are you located at the headquarter location of your company?	Total "Yes" Responses	Classification by Title*: Plant Operations/ Production/QA/QC/ Warehousing/ Distribution/Logistics	Engineering	Corporate Management & Administration	Research & Development/ Product Development	Purchasing	Marketing/ Sales	Other
Yes	15,864	6,648	2,032	5,490	1,014	593	87	-

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

www.bpaww.com **MAGAZINE CHANNEL FORMAT: This magazine is produced in digital format.**