

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.

BNP Media II, LLC  
2401 W. Big Beaver Road  
Suite 700  
Troy, MI 48084-3333  
Tel. No.: (248) 362-3700  
Fax No.: (248) 362-0317  
www.snackandbakery.com



Scan for Publisher's contact information

**SNACK FOOD & WHOLESALE BAKERY** is a B2B brand serving large volume commercial and wholesale snack producers and bakers throughout the USA. The editorial scope of the brand delivers strategies, trends, formulation and problem-solving solutions by highlighting best practices for this dynamic industry.

### 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

### SNACK FOOD & WHOLESALE BAKERY MAGAZINE



6 issues in the period  
14,000 average circulation

### SNACK FOOD & WHOLESALE BAKERY E-NEWSLETTER



26 issued in the period  
11,487 average per occurrence

### SNACK FOOD & WHOLESALE BAKERY WEBSITE



www.snackandbakery.com  
18,586 average users

http://www.snackandbakery.com/digitaleditions  
542 average users

### SNACK FOOD & WHOLESALE BAKERY SOCIAL MEDIA



10,029 LinkedIn group members  
1,887 Facebook likes  
1,860 Twitter followers

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>SNACK FOOD &amp; WHOLESALE BAKERY MAGAZINE</b> (6 issues in the period)	13,997	3	14,000
a. Print	10,911	3	10,914
b. Digital	3,086	-	3,086
1. Requested	2,973	-	2,973
2. Non-Requested	113	-	113
<b>SNACK FOOD &amp; WHOLESALE BAKERY E-NEWSLETTER</b>			
The Weekly Mix (26 issued in the period)	11,487	-	11,487
<b>SNACK FOOD &amp; WHOLESALE BAKERY WEBSITE</b>			
a. www.snackandbakery.com (Monthly Users with 43,122 average Pageviews)	18,586	-	18,586
b. http://www.snackandbakery.com/digitaleditions (Monthly Users with 21,906 average Pageviews)	542	-	542
<b>SNACK FOOD &amp; WHOLESALE BAKERY SOCIAL MEDIA</b>			
a. LinkedIn group members	*10,029	-	*10,029
b. Facebook likes	*1,887	-	*1,887
c. Twitter followers	*1,860	-	*1,860

\*Social Media claims are cumulative figures, not averages.

**FIELD SERVED**

**SNACK FOOD & WHOLESALE BAKERY** serves the snack food and wholesale baking industry which includes processors of bakery products; snack foods; and pizza, cheese snacks, meat snacks, prepared snacks and other prepared products, as shown in 3a.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients include corporate management & administration; plant operations/production; engineering; warehousing/distribution/logistics; research & development/product development; QA/QC; purchasing and marketing/sales, as shown in 3a.

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	31
Advertiser and Agency	1,208
Allocated for Trade Shows and Conventions	-
All Other	805
<b>TOTAL</b>	<b>2,044</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	14,000	100.0	13,997	100.0	3	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,000</b>	<b>100.0</b>	<b>13,997</b>	<b>100.0</b>	<b>3</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2018	Print	Digital	Total Qualified
January	11,192	2,808	14,000
February	11,111	2,889	14,000
March	10,826	3,174	14,000
April	10,587	3,413	14,000
May	10,886	3,114	14,000
June	10,881	3,119	14,000

**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)	Research & Development/Product Development, QA/QC/Purchasing (Note 3)	Marketing/Sales (Note 4)	
<b>Bakery Products</b>									
(Includes breads & rolls, waffles, cookies, crackers, snack cakes, pies, donuts, toasted pastries, tortillas, snack bars, and other bakery products)	10,001	71.4	8,064	1,937	5,636	2,393	1,562	410	
<b>Snack Foods</b>									
(Includes chips & pretzels, nuts/trail mix, extruded snacks, and other snack foods)	2,723	19.5	1,938	785	1,465	590	574	94	
Pizza, Cheese Snacks, Meat Snacks, Prepared Snacks and Other Prepared Products	1,276	9.1	884	392	604	233	409	30	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>14,000</b>	<b>100.0</b>	<b>10,886</b>	<b>3,114</b>	<b>7,705</b>	<b>3,216</b>	<b>2,545</b>	<b>534</b>	
<b>PERCENT</b>	<b>100.0</b>		<b>77.8</b>	<b>22.2</b>	<b>55.0</b>	<b>23.0</b>	<b>18.2</b>	<b>3.8</b>	

Note 1: Corporate Management & Administration (President, Owner, Partner, Chairman of the Board, Executive VP, VP, General Manager, Secretary-Treasurer, Manager, Assistant Manager and Store/Location Manager).

Note 2: Plant Operations/Production (VP Production, Production Mgr, Plant Mgr/Supv/Supt/Production Line Foreman, VP Operations, Processing/Packaging Supervisor, Maintenance Foreman, Plant Security Manager, Safety Foreman) Engineering (VP Engineering, Plant Engineer, Maintenance Engineer, Chief Engineer, Packaging Engineer, Processing/Production Engineer and Engineering Director) Warehousing/Distribution/Logistics (Warehouse/Distribution Manager/Director, Logistics/Traffic Manager/Director and Truck Fleet Mgr & Repairs/RTE Mgr).

Note 3: Research & Development/Product Development (President/VP of R&D, Food Tech, Chemist, Flavor Room Manager, Lab Tech, Design Manager, Tech Services Manager, Project Manager) QA/QC (Quality Assurance Manager, Quality Control Manager, QA/QC Personnel) Purchasing (VP Purchasing, Purchasing or Procurement Director/Manager/Supervisor, Purchasing Agent, Grocery Buyer, Retail Buyer and Buyer).

Note 4: Marketing/Sales (Category/Brand/Product Manager, Marketing Director/Manager, VP Sales, Sales Mgr/Director, Vending Manager, Merchandising Manager and Account Exec).

**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:	8,669	2,800	-	8,538	2,931	11,469	81.9
II. Request from recipient's company:	2	-	-	2	-	2	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request):	1,106	-	-	960	146	1,106	7.9
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	1,423	-	-	1,386	37	1,423	10.2
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION PERCENT</b>	<b>11,200</b>	<b>2,800</b>	<b>-</b>	<b>10,886</b>	<b>3,114</b>	<b>14,000</b>	<b>100.0</b>
	<b>80.0</b>	<b>20.0</b>	<b>-</b>	<b>77.8</b>	<b>22.2</b>	<b>100.0</b>	

\*See Additional Data

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

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	59	10	69		Kentucky	134	34	168	
New Hampshire	50	6	56		Tennessee	211	56	267	
Vermont	39	7	46		Alabama	63	12	75	
Massachusetts	259	52	311		Mississippi	55	9	64	
Rhode Island	53	7	60		<b>EAST SO. CENTRAL</b>	<b>463</b>	<b>111</b>	<b>574</b>	<b>4.1</b>
Connecticut	152	25	177		Arkansas	106	45	151	
<b>NEW ENGLAND</b>	<b>612</b>	<b>107</b>	<b>719</b>	<b>5.1</b>	Louisiana	91	14	105	
New York	756	157	913		Oklahoma	84	13	97	
New Jersey	490	134	624		Texas	535	134	669	
Pennsylvania	644	162	806		<b>WEST SO. CENTRAL</b>	<b>816</b>	<b>206</b>	<b>1,022</b>	<b>7.3</b>
<b>MIDDLE ATLANTIC</b>	<b>1,890</b>	<b>453</b>	<b>2,343</b>	<b>16.7</b>	Montana	39	8	47	
Ohio	510	121	631		Idaho	65	12	77	
Indiana	258	42	300		Wyoming	20	4	24	
Illinois	815	252	1,067		Colorado	119	38	157	
Michigan	471	111	582		New Mexico	38	6	44	
Wisconsin	339	107	446		Arizona	127	35	162	
<b>EAST NO. CENTRAL</b>	<b>2,393</b>	<b>633</b>	<b>3,026</b>	<b>21.6</b>	Utah	87	20	107	
Minnesota	341	92	433		Nevada	51	14	65	
Iowa	130	32	162		<b>MOUNTAIN</b>	<b>546</b>	<b>137</b>	<b>683</b>	<b>4.9</b>
Missouri	256	59	315		Alaska	10	4	14	
North Dakota	49	11	60		Washington	183	55	238	
South Dakota	32	7	39		Oregon	149	42	191	
Nebraska	88	28	116		California	1,149	305	1,454	
Kansas	139	34	173		Hawaii	79	23	102	
<b>WEST NO. CENTRAL</b>	<b>1,035</b>	<b>263</b>	<b>1,298</b>	<b>9.3</b>	<b>PACIFIC</b>	<b>1,570</b>	<b>429</b>	<b>1,999</b>	<b>14.3</b>
Delaware	32	1	33		<b>UNITED STATES</b>	<b>10,850</b>	<b>2,705</b>	<b>13,555</b>	<b>96.8</b>
Maryland	192	32	224		U.S. Territories	32	11	43	
Washington, DC	14	3	17		Canada	1	95	96	
Virginia	196	47	243		Mexico	-	42	42	
West Virginia	43	6	49		Other International	3	261	264	
North Carolina	240	64	304		APO/FPO	-	-	-	
South Carolina	93	22	115						
Georgia	307	94	401						
Florida	408	97	505						
<b>SOUTH ATLANTIC</b>	<b>1,525</b>	<b>366</b>	<b>1,891</b>	<b>13.5</b>					
					<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10,886</b>	<b>3,114</b>	<b>14,000</b>	<b>100.0</b>

\*See Additional Data

**E-NEWSLETTER CHANNEL**

2018	The Weekly Mix
<b>JANUARY</b>	
January 3	10,629
January 10	10,626
January 17	10,774
January 24	10,829
January 31	10,905
<b>FEBRUARY</b>	
February 7	10,895
February 14	10,257
February 21	10,948
February 28	10,974
<b>MARCH</b>	
March 7	10,923
March 14	11,122
March 21	11,333
March 28	11,512
<b>APRIL</b>	
April 4	11,442
April 11	12,010
April 18	11,990
April 25	12,117
<b>MAY</b>	
May 2	12,246
May 9	12,172
May 16	12,190
May 23	12,160
May 30	12,249
<b>JUNE</b>	
June 6	12,136
June 13	12,069
June 20	12,020
June 27	12,136
<b>AVERAGE:</b>	<b>11,487</b>

The Weekly Mix (26 issued in the period)

## WEBSITE CHANNEL

### WWW.SNACKANDBAKERY.COM

2018	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
January	42,260	21,554	18,246	1:24
February	42,383	21,576	18,269	1:18
March	47,098	23,879	20,187	1:24
April	44,841	22,668	19,009	1:23
May	41,899	22,008	18,649	1:22
June	40,246	20,302	17,155	1:30
<b>AVERAGE:</b>	<b>43,122</b>	<b>21,998</b>	<b>18,586</b>	<b>1:23</b>

January – June 2018 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

### HTTP://WWW.SNACKANDBAKERY.COM/DIGITALEDITIONS

2018	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
January	20,927	668	518	3:51
February	21,947	697	535	4:11
March	18,428	746	538	3:57
April	22,643	777	571	3:54
May	25,061	809	640	3:41
June	22,429	566	446	4:44
<b>AVERAGE:</b>	<b>21,906</b>	<b>711</b>	<b>542</b>	<b>4:03</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 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

### Snack Food & Wholesale Bakery Social Media



LinkedIn group members

<https://linkedin.com/groups/3263929/profile>



Facebook likes\*

<https://www.facebook.com/SnackandBakery>



Twitter followers

<https://twitter.com/SFWB>

#### 2018

Beginning Balance:	9,246	1,793	1,710
January	9,522	1,804	1,740
February	9,600	1,826	1,766
March	9,758	1,848	1,793
April	9,841	1,849	1,816
May	9,903	1,849	1,841
June	10,029	1,887	1,860

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

## 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 1 source of communication for a quantity of 1 copy or -%; Telecommunication includes 2 sources of circulation for quantities of 388 copies or 2.8% to 474 copies or 3.4%; Electronic includes 3 sources of circulation for quantities of 27 copies or 0.1% to 80 copies or 0.6% to 136 or 1.0%.

Business directories include 2 sources of circulation for quantities of 261 copies or 1.9% to 1,143 copies or 8.2%.

Other sources include 1 source of circulation for a quantity of 19 copies or 0.1%.

### GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter, 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

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Type BJ

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#### 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.