

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

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
12,768 average per
occurrence

SNACK FOOD & WHOLESALE BAKERY WEBSITES



www.snackandbakery.com
22,065 average users

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

SNACK FOOD & WHOLESALE BAKERY SOCIAL MEDIA



10,510 LinkedIn group
members
2,387 Facebook likes
2,138 Twitter followers

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
SNACK FOOD & WHOLESALE BAKERY MAGAZINE (6 issues in the period)	13,996	4	14,000
a. Print	10,637	4	10,641
b. Digital	3,359	-	3,359
1. Requested	3,074	-	3,074
2. Non-Requested	285	-	285
SNACK FOOD & WHOLESALE BAKERY E-NEWSLETTER			
The Weekly Mix (26 issued in the period)	12,768	-	12,768
SNACK FOOD & WHOLESALE BAKERY WEBSITES			
a. www.snackandbakery.com (Monthly Users with 49,921 average Pageviews)	22,065	-	22,065
b. http://www.snackandbakery.com/digitaleditions (Monthly Users with 18,238 average Pageviews)	517	-	517
SNACK FOOD & WHOLESALE BAKERY SOCIAL MEDIA			
a. LinkedIn group members	*10,510	-	*10,510
b. Facebook likes	*2,387	-	*2,387
c. Twitter followers	*2,138	-	*2,138

*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	21
Advertiser and Agency	1,254
Allocated for Trade Shows and Conventions	-
All Other	673
TOTAL	1,948

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	13,996	100.0	4	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	14,000	100.0	13,996	100.0	4	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019	Print	Digital	Total Qualified
January	10,914	3,086	14,000
February	10,826	3,174	14,000
March	10,744	3,256	14,000
April	10,657	3,343	14,000
May	10,655	3,345	14,000
June	10,048	3,952	14,000

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				
					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)	
Bakery Products									
(Includes breads & rolls, waffles, cookies, crackers, snack cakes, pies, donuts, toasted pastries, tortillas, snack bars, and other bakery products)	10,004	71.5	7,855	2,149	5,286	2,724	1,622	372	
Snack Foods									
(Includes chips & pretzels, nuts/trail mix, extruded snacks, and other snack foods)	2,736	19.5	1,906	830	1,635	421	560	120	
Pizza, Cheese Snacks, Meat Snacks, Prepared Snacks and Other Prepared Products	1,260	9.0	894	366	679	215	348	18	
TOTAL QUALIFIED CIRCULATION	14,000	100.0	10,655	3,345	7,600	3,360	2,530	510	
PERCENT	100.0		76.1	23.9	54.3	24.0	18.1	3.6	

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 2019

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Year	3 Year				
I. Direct Request:	8,666	2,800	-	8,388	3,078	11,466	81.9
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request):	1,349	-	-	1,109	240	1,349	9.6
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	1,185	-	-	1,158	27	1,185	8.5
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION PERCENT	11,200	2,800	-	10,655	3,345	14,000	100.0
	80.0	20.0	-	76.1	23.9	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	51	10	61		Kentucky	121	35	156	
New Hampshire	44	12	56		Tennessee	215	57	272	
Vermont	41	7	48		Alabama	71	9	80	
Massachusetts	238	51	289		Mississippi	59	6	65	
Rhode Island	53	6	59		EAST SO. CENTRAL	466	107	573	4.1
Connecticut	146	23	169		Arkansas	106	47	153	
NEW ENGLAND	573	109	682	4.9	Louisiana	89	6	95	
New York	832	182	1,014		Oklahoma	68	12	80	
New Jersey	477	144	621		Texas	469	139	608	
Pennsylvania	701	165	866		WEST SO. CENTRAL	732	204	936	6.7
MIDDLE ATLANTIC	2,010	491	2,501	17.9	Montana	47	8	55	
Ohio	489	138	627		Idaho	66	15	81	
Indiana	234	48	282		Wyoming	14	5	19	
Illinois	813	275	1,088		Colorado	132	46	178	
Michigan	418	114	532		New Mexico	41	5	46	
Wisconsin	323	109	432		Arizona	123	34	157	
EAST NO. CENTRAL	2,277	684	2,961	21.1	Utah	88	30	118	
Minnesota	332	118	450		Nevada	49	12	61	
Iowa	128	46	174		MOUNTAIN	560	155	715	5.1
Missouri	212	53	265		Alaska	12	2	14	
North Dakota	59	10	69		Washington	201	58	259	
South Dakota	21	4	25		Oregon	138	34	172	
Nebraska	101	25	126		California	1,133	344	1,477	
Kansas	123	40	163		Hawaii	58	20	78	
WEST NO. CENTRAL	976	296	1,272	9.1	PACIFIC	1,542	458	2,000	14.3
Delaware	31	3	34		UNITED STATES	10,605	2,895	13,500	96.5
Maryland	183	34	217		U.S. Territories	35	26	61	
Washington, DC	8	6	14		Canada	3	94	97	
Virginia	175	40	215		Mexico	2	27	29	
West Virginia	43	4	47		Other International	10	303	313	
North Carolina	273	72	345		AP0/FPO	-	-	-	
South Carolina	89	30	119						
Georgia	269	93	362						
Florida	398	109	507						
SOUTH ATLANTIC	1,469	391	1,860	13.3					
					TOTAL QUALIFIED CIRCULATION	10,655	3,345	14,000	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2019	The Weekly Mix
JANUARY	
January 2	12,489
January 9	12,504
January 16	12,477
January 23	12,577
January 30	12,633
FEBRUARY	
February 6	12,610
February 13	12,603
February 20	12,625
February 27	12,565
MARCH	
March 6	12,710
March 13	12,674
March 20	12,707
March 27	12,675
APRIL	
April 3	13,028
April 10	12,992
April 17	12,981
April 24	12,946
MAY	
May 1	12,948
May 8	12,943
May 15	12,965
May 22	12,943
May 29	12,885
JUNE	
June 5	12,826
June 12	12,855
June 19	12,887
June 26	12,908
AVERAGE:	12,768

The Weekly Mix (26 issued in the period)

WEBSITE CHANNEL

WWW.SNACKANDBAKERY.COM

2019	Pageviews	Sessions	Users	Average Session Duration
January	56,788	30,740	26,412	1:12
February	49,128	26,237	22,667	1:14
March	51,868	27,480	22,733	1:23
April	48,431	25,213	20,160	1:26
May	45,365	23,883	18,839	1:58
June	47,943	25,802	21,581	1:18
AVERAGE:	49,921	26,559	22,065	1:25

January – June 2019 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

HTTP://WWW.SNACKANDBAKERY.COM/DIGITALEDITIONS

2019	Pageviews	Sessions	Users	Average Session Duration
January	27,746	914	774	3:06
February	12,693	497	398	3:10
March	14,775	510	384	4:22
April	16,085	659	539	2:54
May	18,100	677	511	3:49
June	20,029	699	493	3:51
AVERAGE:	18,238	659	517	3:32

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.

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>

2019

Beginning Balance:	10,361	2,036	1,989
January	10,387	2,067	2,009
February	10,397	2,093	2,036
March	10,419	2,216	2,065
April	10,463	2,260	2,095
May	10,468	2,311	2,112
June	10,510	2,387	2,138

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 3 sources of circulation for quantities of 3 copies or -% to 590 or 4.2%; Electronic includes 5 sources of circulation for quantities of 3 copies or -% to 130 or 0.9%. Business directories include 2 sources of circulation for quantities of 152 copies or 1.1% to 1,033 copies or 7.4%.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter, Websites 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 July 2, 2019

State Michigan

County Oakland

Received by BPA Worldwide July 2, 2019

Type BJ

ID Number S047B0J9

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..