

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.packagingstrategies.com



Scan for Publisher's Contact Information

PACKAGING STRATEGIES is a B2B magazine that identifies and analyzes the trends, solutions and innovations for consumer packaged goods processors responsible for food, beverage, household, medical and pharmaceutical packaging.

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

PACKAGING STRATEGIES MAGAZINE



6 issues in the period
49,000 average circulation

PACKAGING STRATEGIES E-NEWSLETTER



25 issued in the period
19,044 average per occurrence

PACKAGING STRATEGIES WEBSITE



42,139 average users

PACKAGING STRATEGIES SOCIAL MEDIA



18,460 Twitter followers
5,492 LinkedIn group members
3,399 Facebook likes

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
PACKAGING STRATEGIES MAGAZINE (6 issues in the period)	48,995	5	49,000
(See Paragraph 3b for Format Type and Source)			
PACKAGING STRATEGIES E-NEWSLETTER			
Packaging Strategies eXTRA (25 issued in the period)	19,044	-	19,044
PACKAGING STRATEGIES WEBSITE (Monthly Users with 87,200 average Pageviews)	42,139	-	42,139
PACKAGING STRATEGIES SOCIAL MEDIA			
a. Twitter followers	*18,460	-	*18,460
b. LinkedIn group members	*5,492	-	*5,492
c. Facebook likes	*3,399	-	*3,399

* Social Media claims are cumulative figures, not averages.

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FIELD SERVED

PACKAGING STRATEGIES serves the packaging market, as described in 3a.

PURPOSE

The supplemental data reported herein contains a multiple analysis of respondents and primary products produced.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include those in Production & Engineering (including Plant Operations/Production, Engineering, Warehousing/Distribution/Logistics, QA/QC and Packaging Machinery Engineering). Packaging Development & R&D (including Packaging Development/Research & Development/Product Development, Creative Services/Brand/Packaging Design and Marketing/Sales). Corporate Management & Administration and Purchasing, as shown in 3a.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	14
Advertiser and Agency	892
Allocated for Trade Shows and Conventions	-
All Other	249
TOTAL	1,155

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	49,000	100.0	48,995	100.0	5	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	49,000	100.0	48,995	100.0	5	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Print	Digital	Total Qualified
January	26,767	22,233	49,000
February	26,581	22,419	49,000
March	27,266	21,734	49,000
April	28,206	20,794	49,000
May	22,060	26,940	49,000
June	25,562	23,438	49,000

3a. CLASSIFICATION BY JOB FUNCTION OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2020
This issue is equal to the average of the other 5 issues reported in Paragraph 2.

Primary Job Function	Total Qualified (Note 3)	Percent of Total
Production & Engineering (Note 1)	13,386	27.3
Packaging Development & R&D (Note 2)	9,501	19.4
Corporate Management & Administration	24,889	50.8
Purchasing	1,224	2.5
	TOTAL QUALIFIED CIRCULATION	49,000
	PERCENT	100.0

Note 1: Production & Engineering includes: Plant Operations/Production, Engineering, Warehousing/Distribution/Logistics, QA/QC and Packaging Machinery Engineering.
 Note 2: Packaging Development & R&D includes: Packaging Development/Research & Development/Product Development, Creative Services/Brand/Packaging Design and Marketing/Sales.
 Note 3: Packaging Strategies serves the packaging market.

SUPPLEMENTARY DATA FOR ISSUE OF JUNE 2020

This is an analysis of 49,000 or 100.0% recipients of which 38,880 or 79.3% responded to the categories below for the question "Which of the following best describe the primary products produced at your company?" and 10,120 or 20.7% were obtained through a list and coded into categories based on primary products produced. Since any one respondent may have checked more than one response, the totals for each of these products and/or industries should not be added together as the total may exceed the total circulation. This data is represented for statistical and marketing purposes only.

Primary Products Produced	Total Respondents
Meat, Poultry & Seafood	9,076
Bakery Products & Snack Foods & Cereal/Grain Based	12,576
Candy & Confectionery Products	6,734
Dairy Foods	8,141
Prepared Foods & Fruits/Vegetables (Note 1)	16,528
Pet Foods	4,740
Beverages	11,779
Pharmaceutical, Medical and Personal Care Products (Note 2)	19,300
Others	3,033

Note 1: Prepared Foods & Fruits and Vegetables include: Prepared Specialties & Prepared Foods/Meals/Side Dishes & Fruits/Vegetables.
 Note 2: Pharmaceutical, Medical and Personal Care Products include: Health Care/Vitamins/Nutraceutical, Pharmaceutical, Medical Devices/Diagnostic Instruments, Medical/Dental Instruments or Supplies, Biological/Biopharmaceutical, Cosmetics, Toiletries, Baby Products, Soap, Household Cleaners, Other Household Products.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2020

Qualification Source	Print	Digital	Total Qualified	Percent
I. Direct Request:	15,702	23,178	38,880	79.3
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:	9,860	260	10,120	20.7
VI. Single Copy Sales:	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,562	23,438	49,000	100.0
PERCENT	52.2	47.8	100.0	

***See Additional Data**

Note: In these unprecedented times caused by the coronavirus (COVID-19) pandemic, resulting in workplace closures, sporadic workplace visits and work-from-home solutions, consent and renewal campaigns are impacted.

Therefore, BPA Worldwide has granted an exception to reporting Age of Source for all 2020 reports.

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 JUNE 2020*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	116	79	195		Kentucky	263	295	558	
New Hampshire	93	95	188		Tennessee	369	361	730	
Vermont	78	70	148		Alabama	203	186	389	
Massachusetts	846	436	1,282		Mississippi	148	142	290	
Rhode Island	79	75	154		EAST SO. CENTRAL	983	984	1,967	4.0
Connecticut	297	278	575		Arkansas	166	235	401	
NEW ENGLAND	1,509	1,033	2,542	5.1	Louisiana	120	169	289	
New York	2,397	1,454	3,851		Oklahoma	152	117	269	
New Jersey	1,253	990	2,243		Texas	1,150	1,166	2,316	
Pennsylvania	1,336	1,126	2,462		WEST SO. CENTRAL	1,588	1,687	3,275	6.7
MIDDLE ATLANTIC	4,986	3,570	8,556	17.5	Montana	86	55	141	
Ohio	1,042	1,107	2,149		Idaho	155	139	294	
Indiana	693	427	1,120		Wyoming	22	33	55	
Illinois	1,916	1,558	3,474		Colorado	347	285	632	
Michigan	620	670	1,290		New Mexico	81	82	163	
Wisconsin	833	1,064	1,897		Arizona	242	227	469	
EAST NO. CENTRAL	5,104	4,826	9,930	20.3	Utah	248	165	413	
Minnesota	765	651	1,416		Nevada	109	119	228	
Iowa	370	322	692		MOUNTAIN	1,290	1,105	2,395	4.9
Missouri	585	524	1,109		Alaska	17	22	39	
North Dakota	81	72	153		Washington	438	401	839	
South Dakota	63	78	141		Oregon	276	281	557	
Nebraska	202	183	385		California	3,202	2,211	5,413	
Kansas	302	262	564		Hawaii	69	78	147	
WEST NO. CENTRAL	2,368	2,092	4,460	9.1	PACIFIC	4,002	2,993	6,995	14.3
Delaware	66	96	162		UNITED STATES	25,512	21,922	47,434	96.8
Maryland	488	316	804		U.S. Territories	30	83	113	
Washington, DC	41	49	90		Canada	16	339	355	
Virginia	361	417	778		Mexico	-	43	43	
West Virginia	107	93	200		Other International	4	1,051	1,055	
North Carolina	872	633	1,505		APO/FPO	-	-	-	
South Carolina	247	269	516						
Georgia	605	690	1,295						
Florida	895	1,069	1,964						
SOUTH ATLANTIC	3,682	3,632	7,314	14.9					
					TOTAL QUALIFIED CIRCULATION	25,562	23,438	49,000	100.0

***See Additional Data**

E-NEWSLETTER CHANNEL

2020	Packaging Strategies eXTRA
JANUARY	
January 8	22,124
January 15	22,259
January 22	22,434
January 29	22,389
FEBRUARY	
February 5	22,656
February 12	22,975
February 19	22,705
February 26	22,936
MARCH	
March 4	22,916
March 11	23,004
March 18	22,887
March 25	23,053
APRIL	
April 1	22,953
April 8	21,639
April 15	22,695
April 23	15,122
April 29	14,191
MAY	
May 6	12,675
May 13	12,630
May 20	12,426
May 28	13,611
JUNE	
June 3	13,406
June 10	13,303
June 17	14,591
June 24	14,514
AVERAGE:	19,044

Packaging Strategies eXTRA (25 issued in the period)

WEBSITE CHANNEL

WWW.PACKAGINGSTRATEGIES.COM

2020	Pageviews	Sessions	Users	Average Session Duration
January	92,024	48,779	40,650	1:28
February	94,471	53,225	41,452	1:30
March	78,962	45,958	37,053	1:20
April	83,134	52,435	43,091	1:09
May	84,020	53,696	45,009	1:05
June	90,591	54,340	45,583	1:08
AVERAGE:	87,200	51,405	42,139	1:16

January – June 2020 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

Packaging Strategies Social Media



Twitter followers



LinkedIn group members



Facebook likes

2020

<https://twitter.com/PackStrat>

<https://linkedin.com/groups/2665966/profile>

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

	Twitter followers	LinkedIn group members	Facebook likes
Beginning Balance:	17,886	5,240	3,255
January	17,995	5,259	3,278
February	18,142	5,271	3,297
March	18,223	5,306	3,315
April	18,350	5,378	3,353
May	18,426	5,432	3,386
June	18,460	5,492	3,399

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:

Business directories include 2 sources of circulation for quantities of 1,664 copies or 3.4% to 8,456 copies or 17.3%, including Info Group and Dun & Bradstreet.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter, Website and Social Media are not reported at the media owner's option.

FOR SAMPLE OF QUALIFICATION FORM USED BY PUBLICATION TO ELICIT SUPPLEMENTARY DATA, PLEASE VISIT THE FOLLOWING LINK:

https://www.sub-forms.com/dragon/init.do?site=BNP6212_FKnew&PK=W.HOME

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 6, 2020

State

Michigan

County

Oakland

Received by BPA Worldwide

July 6, 2020

Type

BSJ

ID Number

F125B0J0

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.