

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.

**PUBLICATION FORMAT – DIGITAL**

**PACKAGING STRATEGIES** 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.

## CHANNELS

<p><b>PACKAGING STRATEGIES MAGAZINE</b></p>  <p>6 issues in the period 21,518 average circulation</p>	<p><b>PACKAGING STRATEGIES E-NEWSLETTER</b></p>  <p>27 issued in the period 12,926 average per occurrence</p>	<p><b>PACKAGING STRATEGIES VIRTUAL EVENT</b></p>  <p>1 Virtual event in the period 1,364 registrants 367 attendees</p>	<p><b>PACKAGING STRATEGIES WEBINARS</b></p>  <p>4 webinars in the period 342 average registrants 91 average attendees</p>	<p><b>PACKAGING STRATEGIES WEBSITE</b></p>  <p>45,515 average users</p>	<p><b>PACKAGING STRATEGIES SOCIAL MEDIA</b></p>  <p>18,860 Twitter followers 6,009 LinkedIn group members 3,482 Facebook likes</p>
---	--	---	--	---	--

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>PACKAGING STRATEGIES MAGAZINE</b> (6 issues in the period)	21,517	1	21,518
<b>PACKAGING STRATEGIES E-NEWSLETTER</b>			
Packaging Strategies eXTRA (27 issued in the period)	12,926	-	12,926
<b>PACKAGING STRATEGIES VIRTUAL EVENT</b> (1 event in the period)			
a. Registrants	1,364	-	1,364
b. Attendees	367	-	367
<b>PACKAGING STRATEGIES WEBINARS</b> (4 webinars in the period)			
a. Registrants	342	-	342
b. Attendees	91	-	91
<b>PACKAGING STRATEGIES WEBSITE</b> (Monthly Users with 93,170 average Pageviews)	45,515	-	45,515
<b>PACKAGING STRATEGIES SOCIAL MEDIA</b>			
a. Twitter followers	*18,860	-	*18,860
b. LinkedIn group members	*6,009	-	*6,009
c. Facebook likes	*3,482	-	*3,482

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

Proud Partner of [www.buysafemedia.com](http://www.buysafemedia.com)

## FIELD SERVED

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

## PURPOSE

The supplemental data reported herein contains a multiple analysis of respondents' 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	1
Advertiser and Agency	1,258
Allocated for Trade Shows and Conventions	-
All Other	-
<b>TOTAL</b>	<b>1,259</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	21,518	100.0	21,517	100.0	1	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>21,518</b>	<b>100.0</b>	<b>21,517</b>	<b>100.0</b>	<b>1</b>	<b>-</b>

## 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Total Qualified
July	21,031
August	20,720
September	20,452
October	22,214
November	22,270
December	22,421

**3a. CLASSIFICATION BY JOB FUNCTION OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2020**  
**This issue is 5.1% or 1,084 copies above 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)	5,250	23.4
Packaging Development & R&D (Note 2)	5,183	23.1
Corporate Management & Administration	11,276	50.3
Purchasing	712	3.2
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>22,421</b>	<b>100.0</b>
	<b>PERCENT</b>	<b>100.0</b>

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 DECEMBER 2020**

**This is an analysis of 22,421 or 100.0% recipients of which 22,183 or 98.9% responded to the categories below for the question "Which of the following best describe the primary products produced at your company?" 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	4,689
Bakery Products & Snack Foods & Cereal/Grain Based	6,773
Candy & Confectionery Products	3,433
Dairy Foods	4,358
Prepared Foods & Fruits/Vegetables (Note 1)	8,560
Pet Foods	2,302
Beverages	6,113
Pharmaceutical, Medical and Personal Care Products (Note 2)	5,147
Others	2,961

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 DECEMBER 2020**

Qualification Source	Total Qualified	Percent
I. Direct Request:	22,421	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:	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>22,421</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	

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 permitting publishers to carry as "qualified" circulation sources aging beyond 36 months but not to exceed 48 months. 3,037 copies or 13.5% of Total Qualified circulation is 36 to 48 months.

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 2020\***

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	74		Kentucky	281	
New Hampshire	93		Tennessee	345	
Vermont	72		Alabama	183	
Massachusetts	418		Mississippi	146	
Rhode Island	71		<b>EAST SO. CENTRAL</b>	<b>955</b>	<b>4.3</b>
Connecticut	279		Arkansas	225	
<b>NEW ENGLAND</b>	<b>1,007</b>	<b>4.5</b>	Louisiana	126	
New York	1,367		Oklahoma	112	
New Jersey	910		Texas	1,105	
Pennsylvania	1,071		<b>WEST SO. CENTRAL</b>	<b>1,568</b>	<b>7.0</b>
<b>MIDDLE ATLANTIC</b>	<b>3,348</b>	<b>14.9</b>	Montana	64	
Ohio	1,036		Idaho	153	
Indiana	428		Wyoming	32	
Illinois	1,440		Colorado	282	
Michigan	662		New Mexico	70	
Wisconsin	1,025		Arizona	205	
<b>EAST NO. CENTRAL</b>	<b>4,591</b>	<b>20.5</b>	Utah	171	
Minnesota	611		Nevada	109	
Iowa	332		<b>MOUNTAIN</b>	<b>1,086</b>	<b>4.8</b>
Missouri	515		Alaska	24	
North Dakota	74		Washington	389	
South Dakota	79		Oregon	266	
Nebraska	181		California	2,108	
Kansas	261		Hawaii	67	
<b>WEST NO. CENTRAL</b>	<b>2,053</b>	<b>9.2</b>	<b>PACIFIC</b>	<b>2,854</b>	<b>12.7</b>
Delaware	87		<b>UNITED STATES</b>	<b>20,876</b>	<b>93.1</b>
Maryland	304		U.S. Territories	76	
Washington, DC	43		Canada	436	
Virginia	385		Mexico	42	
West Virginia	87		Other International	991	
North Carolina	594		APO/FPO	-	
South Carolina	264				
Georgia	646		<b>TOTAL QUALIFIED CIRCULATION</b>	<b>22,421</b>	<b>100.0</b>
Florida	1,004				
<b>SOUTH ATLANTIC</b>	<b>3,414</b>	<b>15.2</b>			

\*See Additional Data

## E-NEWSLETTER CHANNEL

2020	Packaging Strategies eXTRA
<b>JULY</b>	
July 1	14,458
July 8	14,332
July 15	14,265
July 22	14,306
July 29	14,175
<b>AUGUST</b>	
August 5	14,013
August 12	13,861
August 19	13,776
August 26	13,699
<b>SEPTEMBER</b>	
September 2	13,482
September 9	13,333
September 16	13,234
September 23	12,897
September 30	12,744
<b>OCTOBER</b>	
October 7	12,541
October 14	12,408
October 21	12,318
October 28	12,086
<b>NOVEMBER</b>	
November 4	11,945
November 11	11,890
November 18	11,868
November 25	11,957
<b>DECEMBER</b>	
December 2	11,890
December 9	11,869
December 16	11,838
December 23	11,930
December 29	11,887
<b>AVERAGE:</b>	<b>12,926</b>

Packaging Strategies eXTRA (27 issued in the period)

## VIRTUAL EVENT CHANNEL

2020	Event Name	Registrants*	Attendees*
August 24-25	Convertors Expo	1,364	367
<b>TOTAL</b>		<b>1,364</b>	<b>367</b>

\*Registrants and Attendees are reflective of the participants during the live virtual event. 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 virtual event. The virtual event 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

## WEBINAR CHANNEL

2020	Webinar Name	Registrants*	Attendees*
September 2	Rethinking Probiotic Stability: New Solutions to Old Challenges	475	151
September 24	How to Ensure Safe Smart AND Sustainable Packaging	443	102
September 29	Safe Attractive Tins & Tubes for the Booming Marijuana-based Market	312	78
December 1	The Future of Meat Packaging Requires Forward-Thinking Solutions	136	33
<b>AVERAGE</b>		<b>342</b>	<b>91</b>

\*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

### WWW.PACKAGINGSTRATEGIES.COM

2020	Pageviews	Sessions	Users	Average Session Duration
July	85,935	50,223	41,733	1:17
August	112,318	56,034	44,615	1:56
September	113,520	61,880	50,000	1:38
October	85,087	55,121	47,532	1:04
November	85,083	53,500	45,989	1:08
December	77,082	49,835	43,223	1:03
<b>AVERAGE:</b>	<b>93,170</b>	<b>54,432</b>	<b>45,515</b>	<b>1:21</b>

July – December 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 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

### 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>

Beginning Balance:	18,460	5,492	3,399
July	18,535	5,514	3,405
August	18,581	5,562	3,422
September	18,646	5,696	3,438
October	18,715	5,784	3,469
November	18,795	5,883	3,478
December	18,860	6,009	3,482

## ADDITIONAL DATA

#### MAGAZINE:

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

#### GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter, Event, Webinars, 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 Kashat, Audience Audit/Postal Specialist

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

January 15, 2021

State

Michigan

County

Oakland

Received by BPA Worldwide

January 15, 2021

Type

BSJ

ID Number

F125B0D0

#### 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.