

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

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.

MAGAZINE CHANNEL FORMAT – DIGITAL ISSUES

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

PACKAGING STRATEGIES DIGITAL MAGAZINE

PACKAGING STRATEGIES E-NEWSLETTER

PACKAGING STRATEGIES WEBSITE

PACKAGING STRATEGIES SOCIAL MEDIA

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
PACKAGING STRATEGIES DIGITAL MAGAZINE (6 issues in the period)	22,777	1	22,778
(See Paragraph 3b for Source)			
PACKAGING STRATEGIES E-NEWSLETTER			
Packaging Strategies eXTRA (26 issued in the period)	11,398	-	11,398
PACKAGING STRATEGIES WEBSITE (Monthly Users with 96,457 average Pageviews)	52,071	-	52,071
PACKAGING STRATEGIES SOCIAL MEDIA			
a. Twitter followers	*19,056	-	*19,056
b. LinkedIn group members	*6,611	-	*6,611
c. Facebook likes	*3,505	-	*3,505

* 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' 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, Purchasing and others, as shown in 3a.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	1,067
Allocated for Trade Shows and Conventions	-
All Other	-
TOTAL	1,067

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	22,778	100.0	22,777	100.0	1	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	22,778	100.0	22,777	100.0	1	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021 Issue	Total Qualified
January	22,902
February	22,865
March	23,088
April	22,999
May	22,999
June	21,811

3a. CLASSIFICATION BY JOB FUNCTION OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2021
This issue is 5.0% or 1,160 copies below 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)	4,793	22.0
Packaging Development & R&D (Note 2)	4,564	20.9
Corporate Management & Administration	11,566	53.0
Purchasing	664	3.1
Others	224	1.0
TOTAL QUALIFIED CIRCULATION	21,811	100.0
	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 2021

This is an analysis of 21,811 or 100% recipients who responded to the question "Which of the following best describe the primary products produced at your company?" 12,421 or 57.0% recipients responded to more than one category. 9,390 or 43.0% recipients responded to a single category. The single responses were combined with the multiple responses. Each recipient was only counted once. The totals for each of these categories 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	3,238
Bakery Products & Snack Foods & Cereal/Grain Based	4,579
Candy & Confectionery Products	1,959
Dairy Foods	2,873
Prepared Foods & Fruits/Vegetables (Note 1)	6,675
Plant Based Food & Beverages	329
Pet Foods	1,207
Beverages	4,212
Pharmaceutical, Medical and Personal Care Products (Note 2)	3,905
Store Brands/Private Labels Products	466
Others	3,444

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, Medical Devices/Medical Products & Supplies, Biological/Biopharmaceutical, Personal Care Products, Fragrances, Cosmetics, Toiletries, Baby Products, Soap, Household Cleaners, Other Household Products, Legal Cannabis (CBD/THC) products.

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

Qualification Source	Total Qualified	Percent
I. Direct Request:	21,811	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	21,811	100.0
PERCENT	100.0	

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

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2021

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	21,811	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	21,811	100.0

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2021*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	74		Kentucky	272	
New Hampshire	90		Tennessee	344	
Vermont	70		Alabama	172	
Massachusetts	413		Mississippi	134	
Rhode Island	60		EAST SO. CENTRAL	922	4.2
Connecticut	272		Arkansas	207	
NEW ENGLAND	979	4.5	Louisiana	130	
New York	1,315		Oklahoma	71	
New Jersey	847		Texas	1,057	
Pennsylvania	1,057		WEST SO. CENTRAL	1,465	6.7
MIDDLE ATLANTIC	3,219	14.8	Montana	63	
Ohio	1,000		Idaho	141	
Indiana	416		Wyoming	31	
Illinois	1,421		Colorado	276	
Michigan	655		New Mexico	67	
Wisconsin	1,033		Arizona	197	
EAST NO. CENTRAL	4,525	20.8	Utah	161	
Minnesota	549		Nevada	103	
Iowa	361		MOUNTAIN	1,039	4.8
Missouri	491		Alaska	30	
North Dakota	74		Washington	384	
South Dakota	74		Oregon	250	
Nebraska	175		California	2,028	
Kansas	267		Hawaii	66	
WEST NO. CENTRAL	1,991	9.1	PACIFIC	2,758	12.6
Delaware	75		UNITED STATES	20,232	92.8
Maryland	294		U.S. Territories	59	
Washington, DC	44		Canada	408	
Virginia	361		Mexico	46	
West Virginia	92		Other International	1,066	
North Carolina	594		APO/FPO	-	
South Carolina	256				
Georgia	633				
Florida	985				
SOUTH ATLANTIC	3,334	15.3			
			TOTAL QUALIFIED CIRCULATION	21,811	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2021*

Region/Country	Total Qualified	Percent	Region/Country	Total Qualified	Percent
ASIA	327	1.5	CARIBBEAN	14	0.1
MIDDLE EAST	54	0.2	CENTRAL AMERICA	21	0.1
EUROPE	407	1.9	SOUTH AMERICA	115	0.5
AFRICA	79	0.4	ASIA PACIFIC	49	0.2
NORTH AMERICA					
Canada	408				
Mexico	46				
United States	20,291				
Subtotal	20,745	95.1	TOTAL QUALIFIED CIRCULATION	21,811	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2021	Packaging Strategies eXTRA
JANUARY	
January 6	11,443
January 13	11,731
January 20	11,715
January 27	11,712
FEBRUARY	
February 3	11,721
February 10	11,621
February 17	11,619
February 24	11,132
MARCH	
March 3	11,474
March 10	11,456
March 17	11,491
March 24	11,453
March 31	11,407
APRIL	
April 7	11,367
April 16	11,322
April 21	11,290
April 28	11,199
MAY	
May 5	11,150
May 12	11,233
May 19	11,242
May 26	11,352
JUNE	
June 2	11,301
June 9	11,243
June 16	11,256
June 23	11,227
June 30	11,197
AVERAGE:	11,398

Packaging Strategies eXTRA (26 issued in the period)

WEBSITE CHANNEL

WWW.PACKAGINGSTRATEGIES.COM

2021	Pageviews	Sessions	Users	Average Session Duration
January	90,745	57,257	49,278	1:07
February	105,329	66,013	56,192	0:56
March	100,812	63,570	54,374	1:05
April	93,176	58,924	50,352	1:04
May	93,595	59,806	51,175	1:07
June	95,086	60,058	51,055	1:12
AVERAGE:	96,457	60,938	52,071	1:05

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 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

2021

<https://twitter.com/PackStrat>

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

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

	Twitter followers	LinkedIn group members	Facebook likes
Beginning Balance:	18,860	6,009	3,482
January	18,886	6,065	3,483
February	18,976	6,179	3,488
March	19,051	6,289	3,499
April	19,102	6,421	3,502
May	19,042	6,500	3,501
June	19,056	6,611	3,505

ADDITIONAL DATA

MAGAZINE:

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

https://bnp.dragonforms.com/BNP6212_Fkdigital

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

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 30, 2021

State

Michigan

County

Oakland

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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.

MAGAZINE CHANNEL FORMAT: This magazine is produced in digital format.

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