

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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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	PACKAGING STRATEGIES E-NEWSLETTER	PACKAGING STRATEGIES APPS	PACKAGING STRATEGIES WEBSITE	PACKAGING STRATEGIES SOCIAL MEDIA
 6 issues in the period 49,000 average circulation	 26 issued in the period 21,833 average per occurrence	 Apple Apps 2,357 cumulative downloads Android Apps 1,202 cumulative downloads	 21,709 average users	 29,286 Twitter followers 5,052 LinkedIn group members 2,981 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)	49,000	-	49,000
a. Print	38,847	-	38,847
b. Digital	10,153	-	10,153
1. Requested	10,141	-	10,141
2. Non-Requested	12	-	12
PACKAGING STRATEGIES E-NEWSLETTER			
Packaging Strategies eXTRA (26 issued in the period)	21,833	-	21,833
PACKAGING STRATEGIES APPS			
a. Apple Apps	*2,357	-	*2,357
b. Android Apps	*1,202	-	*1,202
PACKAGING STRATEGIES WEBSITE (Monthly Users with 49,423 average Pageviews)	21,709	-	21,709
PACKAGING STRATEGIES SOCIAL MEDIA			
a. Twitter followers	*29,286	-	*29,286
b. LinkedIn group members	*5,052	-	*5,052
c. Facebook likes	*2,981	-	*2,981

*App downloads and 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	20
Advertiser and Agency	1,277
Allocated for Trade Shows and Conventions	-
All Other	597
TOTAL	1,894

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	49,000	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	49,000	100.0	49,000	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Print	Digital	Total Qualified
July	38,831	10,169	49,000
August	38,874	10,126	49,000
September	38,748	10,252	49,000
October	38,800	10,200	49,000
November	38,865	10,135	49,000
December	38,965	10,035	49,000

3a. CLASSIFICATION BY JOB FUNCTION OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018
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)	17,651	36.0
Packaging Development & R&D (Note 2)	10,998	22.4
Corporate Management & Administration	18,944	38.7
Purchasing	1,407	2.9
TOTAL QUALIFIED CIRCULATION	49,000	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 NOVEMBER 2018

This is an analysis of 48,626 or 99.2% recipients of which 38,014 or 77.5% responded to the categories below for the question "Which of the following best describe the primary products produced at your company?" and 10,612 or 21.7% 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	10,351
Bakery Products & Snack Foods & Cereal/Grain Based	14,370
Candy & Confectionery Products	8,560
Dairy Foods	9,753
Prepared Foods & Fruits/Vegetables (Note 1)	16,254
Pet Foods	5,865
Beverages	13,846
Pharmaceutical, Medical and Personal Care Products (Note 2)	21,546
Others	1,259

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 NOVEMBER 2018

Qualification Source	Qualified Within					Total Qualified	Percent
	1 Year	2 Year	3 Year	Print	Digital		
I. Direct Request:	18,722	19,447	-	28,046	10,123	38,169	77.9
II. Request from recipient's company:	-	1	-	1	-	1	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (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:	6,167	4,663	-	10,818	12	10,830	22.1
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	24,889	24,111	-	38,865	10,135	49,000	100.0
PERCENT	50.8	49.2	-	79.3	20.7	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2018*

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	161	39	200		Kentucky	447	123	570	
New Hampshire	195	36	231		Tennessee	545	143	688	
Vermont	115	37	152		Alabama	318	74	392	
Massachusetts	1,121	171	1,292		Mississippi	219	46	265	
Rhode Island	146	23	169		EAST SO. CENTRAL	1,529	386	1,915	3.9
Connecticut	465	105	570		Arkansas	310	122	432	
NEW ENGLAND	2,203	411	2,614	5.3	Louisiana	282	66	348	
New York	2,900	583	3,483		Oklahoma	253	64	317	
New Jersey	2,049	371	2,420		Texas	1,728	457	2,185	
Pennsylvania	1,962	455	2,417		WEST SO. CENTRAL	2,573	709	3,282	6.7
MIDDLE ATLANTIC	6,911	1,409	8,320	17.0	Montana	99	25	124	
Ohio	2,013	429	2,442		Idaho	203	66	269	
Indiana	858	173	1,031		Wyoming	40	10	50	
Illinois	2,989	637	3,626		Colorado	516	149	665	
Michigan	1,185	273	1,458		New Mexico	145	24	169	
Wisconsin	1,540	456	1,996		Arizona	337	94	431	
EAST NO. CENTRAL	8,585	1,968	10,553	21.5	Utah	319	82	401	
Minnesota	1,068	317	1,385		Nevada	134	40	174	
Iowa	523	132	655		MOUNTAIN	1,793	490	2,283	4.7
Missouri	880	231	1,111		Alaska	34	17	51	
North Dakota	110	25	135		Washington	629	195	824	
South Dakota	110	36	146		Oregon	441	126	567	
Nebraska	309	87	396		California	4,910	1,035	5,945	
Kansas	424	103	527		Hawaii	114	36	150	
WEST NO. CENTRAL	3,424	931	4,355	8.9	PACIFIC	6,128	1,409	7,537	15.4
Delaware	170	28	198		UNITED STATES	38,799	9,102	47,901	97.8
Maryland	650	142	792		U.S. Territories	66	33	99	
Washington, DC	57	21	78		Canada	-	318	318	
Virginia	625	148	773		Mexico	-	3	3	
West Virginia	171	32	203		Other International	-	679	679	
North Carolina	1,261	244	1,505		APO/FPO	-	-	-	
South Carolina	374	94	468						
Georgia	977	275	1,252						
Florida	1,368	405	1,773						
SOUTH ATLANTIC	5,653	1,389	7,042	14.4					
					TOTAL QUALIFIED CIRCULATION	38,865	10,135	49,000	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2018	Packaging Strategies eXTRA
JULY	
July 5	22,184
July 11	22,175
July 18	22,148
July 25	22,071
AUGUST	
August 1	22,109
August 8	22,013
August 15	22,122
August 22	22,092
August 29	22,083
SEPTEMBER	
September 5	22,038
September 12	21,997
September 19	21,954
September 26	21,955
OCTOBER	
October 3	21,895
October 10	21,815
October 17	21,778
October 24	21,747
October 31	21,706
NOVEMBER	
November 7	21,630
November 15	21,509
November 21	21,538
November 28	21,525
DECEMBER	
December 5	21,428
December 12	21,416
December 19	21,433
December 26	21,299
AVERAGE:	21,833

Packaging Strategies eXTRA (26 issued in the period)

APP CHANNEL

Packaging Strategies Apple Apps

2018	Monthly Downloads	Cumulative Downloads*
Beginning Balance		2,186
July	34	2,220
August	30	2,250
September	27	2,277
October	29	2,306
November	33	2,339
December	18	2,357

*Cumulative downloads represents the aggregate number of downloads of the Packaging Strategies Apple App, not copies. Information regarding App deletion/removal is not available from third party vendors and have not been removed from these figures.

Packaging Strategies Android Apps

2018	Monthly Downloads	Cumulative Downloads*
Beginning Balance		1,008
July	17	1,025
August	26	1,051
September	31	1,082
October	36	1,118
November	33	1,151
December	51	1,202

*Cumulative downloads represents the aggregate number of downloads of the Packaging Strategies Android App, not copies. Information regarding App deletion/removal is not available from third party vendors and have not been removed from these figures.

WEBSITE CHANNEL

WWW.PACKAGINGSTRATEGIES.COM

2018	Pageviews	Sessions	Users	Average Session Duration
July	40,633	21,660	17,383	1:43
August	44,881	25,001	20,140	1:35
September	43,538	23,848	19,690	1:35
October	55,070	30,060	24,729	1:32
November	64,693	33,888	28,114	1:28
December	47,727	25,213	20,203	1:32
AVERAGE:	49,423	26,611	21,709	1:34

July – December 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

Packaging Strategies Social Media



Twitter followers



LinkedIn group members



Facebook likes

2018	https://twitter.com/PackStrat	https://linkedin.com/groups/2665966/profile	https://www.facebook.com/PackStrat
Beginning Balance:	15,828	4,653	2,880
July	15,849	4,955	2,914
August	16,004	4,998	2,940
September	16,186	5,025	2,946
October	16,380	5,033	2,957
November	29,200	5,048	2,972
December	29,286	5,052	2,981

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. Apps are downloaded to view enhanced versions of the print edition and are available as a single download or by subscription use on tablets, smart phones or other mobile devices.

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 355 copies or 0.7% to 10,475 copies or 21.4%, including InfoUSA and Dun & Bradstreet.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter, Apps, 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. Fomia, 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	January 10, 2019
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County	Oakland
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