

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.

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



26 issued in the period
21,999 average per occurrence

PACKAGING STRATEGIES WEBSITE



26,868 average users

PACKAGING STRATEGIES SOCIAL MEDIA



17,270 Twitter followers
5,156 LinkedIn group members
3,051 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) | 48,998 | 2 | 49,000 |
| a. Print | 38,533 | 2 | 38,535 |
| b. Digital | 10,465 | - | 10,465 |
| 1. Requested | 10,314 | - | 10,314 |
| 2. Non-Requested | 151 | - | 151 |
| PACKAGING STRATEGIES E-NEWSLETTER | | | |
| Packaging Strategies eXTRA (26 issued in the period) | 21,999 | - | 21,999 |
| PACKAGING STRATEGIES WEBSITE (Monthly Users with 63,839 average Pageviews) | 26,868 | - | 26,868 |
| PACKAGING STRATEGIES SOCIAL MEDIA | | | |
| a. Twitter followers | *17,270 | - | *17,270 |
| b. LinkedIn group members | *5,156 | - | *5,156 |
| c. Facebook likes | *3,051 | - | *3,051 |

* 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 | 18 |
| Advertiser and Agency | 1,366 |
| Allocated for Trade Shows and Conventions | - |
| All Other | 589 |
| TOTAL | 1,973 |

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 | 48,998 | 100.0 | 2 | - |
| Sponsored Individually Addressed | - | - | - | - | - | - |
| Membership Benefit | - | - | - | - | - | - |
| Multi-Copy Same Addressee | - | - | - | - | - | - |
| Single Copy Sales | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 49,000 | 100.0 | 48,998 | 100.0 | 2 | - |

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

| 2019 Issue | Print | Digital | Total Qualified |
|------------|--------|---------|-----------------|
| January | 38,999 | 10,001 | 49,000 |
| February | 38,983 | 10,017 | 49,000 |
| March | 39,047 | 9,953 | 49,000 |
| April | 39,109 | 9,891 | 49,000 |
| May | 36,566 | 12,434 | 49,000 |
| June | 38,505 | 10,495 | 49,000 |

3a. CLASSIFICATION BY JOB FUNCTION OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2019
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) | 14,714 | 30.0 |
| Packaging Development & R&D (Note 2) | 9,032 | 18.5 |
| Corporate Management & Administration | 24,073 | 49.1 |
| Purchasing | 1,181 | 2.4 |
| 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 JUNE 2019

This is an analysis of 48,932 or 99.8% recipients of which 38,075 or 77.7% responded to the categories below for the question "Which of the following best describe the primary products produced at your company?" and 10,857 or 22.1% 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 | 10,196 |
| Bakery Products & Snack Foods & Cereal/Grain Based | 14,018 |
| Candy & Confectionery Products | 8,194 |
| Dairy Foods | 9,326 |
| Prepared Foods & Fruits/Vegetables (Note 1) | 17,217 |
| Pet Foods | 5,839 |
| Beverages | 13,040 |
| Pharmaceutical, Medical and Personal Care Products (Note 2) | 20,171 |
| Others | 2,298 |

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 2019

| Qualification Source | Qualified Within | | | | | Total Qualified | Percent |
|---|------------------|---------------|----------|---------------|---------------|-----------------|--------------|
| | 1 Year | 2 Year | 3 Year | Print | Digital | | |
| I. Direct Request: | 20,538 | 17,605 | - | 27,962 | 10,181 | 38,143 | 77.8 |
| II. Request from recipient's company: | - | - | - | - | - | - | - |
| 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: | 5,141 | 5,716 | - | 10,543 | 314 | 10,857 | 22.2 |
| VI. Single Copy Sales: | - | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 25,679 | 23,321 | - | 38,505 | 10,495 | 49,000 | 100.0 |
| PERCENT | 52.4 | 47.6 | - | 78.6 | 21.4 | 100.0 | |

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2019*

| State | Print | Digital | Total Qualified | Percent | State | Print | Digital | Total Qualified | Percent |
|-------------------------|--------------|--------------|-----------------|-------------|------------------------------------|---------------|---------------|-----------------|--------------|
| Maine | 166 | 33 | 199 | | Kentucky | 428 | 125 | 553 | |
| New Hampshire | 174 | 35 | 209 | | Tennessee | 592 | 149 | 741 | |
| Vermont | 117 | 37 | 154 | | Alabama | 340 | 65 | 405 | |
| Massachusetts | 1,342 | 175 | 1,517 | | Mississippi | 245 | 39 | 284 | |
| Rhode Island | 162 | 20 | 182 | | EAST SO. CENTRAL | 1,605 | 378 | 1,983 | 4.1 |
| Connecticut | 523 | 110 | 633 | | Arkansas | 270 | 120 | 390 | |
| NEW ENGLAND | 2,484 | 410 | 2,894 | 5.9 | Louisiana | 224 | 70 | 294 | |
| New York | 3,097 | 588 | 3,685 | | Oklahoma | 223 | 67 | 290 | |
| New Jersey | 2,246 | 408 | 2,654 | | Texas | 1,833 | 471 | 2,304 | |
| Pennsylvania | 1,986 | 452 | 2,438 | | WEST SO. CENTRAL | 2,550 | 728 | 3,278 | 6.7 |
| MIDDLE ATLANTIC | 7,329 | 1,448 | 8,777 | 17.9 | Montana | 111 | 27 | 138 | |
| Ohio | 1,720 | 467 | 2,187 | | Idaho | 243 | 61 | 304 | |
| Indiana | 872 | 167 | 1,039 | | Wyoming | 48 | 11 | 59 | |
| Illinois | 2,484 | 664 | 3,148 | | Colorado | 519 | 133 | 652 | |
| Michigan | 1,044 | 276 | 1,320 | | New Mexico | 134 | 27 | 161 | |
| Wisconsin | 1,475 | 450 | 1,925 | | Arizona | 349 | 96 | 445 | |
| EAST NO. CENTRAL | 7,595 | 2,024 | 9,619 | 19.6 | Utah | 327 | 83 | 410 | |
| Minnesota | 1,125 | 318 | 1,443 | | Nevada | 172 | 45 | 217 | |
| Iowa | 544 | 142 | 686 | | MOUNTAIN | 1,903 | 483 | 2,386 | 4.9 |
| Missouri | 932 | 200 | 1,132 | | Alaska | 34 | 15 | 49 | |
| North Dakota | 112 | 30 | 142 | | Washington | 634 | 191 | 825 | |
| South Dakota | 109 | 39 | 148 | | Oregon | 450 | 127 | 577 | |
| Nebraska | 295 | 94 | 389 | | California | 4,478 | 1,019 | 5,497 | |
| Kansas | 419 | 111 | 530 | | Hawaii | 111 | 30 | 141 | |
| WEST NO. CENTRAL | 3,536 | 934 | 4,470 | 9.1 | PACIFIC | 5,707 | 1,382 | 7,089 | 14.5 |
| Delaware | 127 | 42 | 169 | | UNITED STATES | 38,443 | 9,322 | 47,765 | 97.5 |
| Maryland | 631 | 154 | 785 | | U.S. Territories | 62 | 50 | 112 | |
| Washington, DC | 61 | 20 | 81 | | Canada | - | 273 | 273 | |
| Virginia | 574 | 173 | 747 | | Mexico | - | 36 | 36 | |
| West Virginia | 165 | 33 | 198 | | Other International | - | 814 | 814 | |
| North Carolina | 1,251 | 272 | 1,523 | | APO/FPO | - | - | - | |
| South Carolina | 411 | 125 | 536 | | | | | | |
| Georgia | 1,012 | 282 | 1,294 | | | | | | |
| Florida | 1,502 | 434 | 1,936 | | | | | | |
| SOUTH ATLANTIC | 5,734 | 1,535 | 7,269 | 14.8 | | | | | |
| | | | | | TOTAL QUALIFIED CIRCULATION | 38,505 | 10,495 | 49,000 | 100.0 |

*See Additional Data

E-NEWSLETTER CHANNEL

| 2019 | Packaging Strategies eXTRA |
|-----------------|----------------------------|
| JANUARY | |
| January 2 | 21,364 |
| January 9 | 21,315 |
| January 16 | 21,257 |
| January 23 | 21,160 |
| January 30 | 21,236 |
| FEBRUARY | |
| February 6 | 21,176 |
| February 13 | 21,156 |
| February 20 | 21,073 |
| February 27 | 21,040 |
| MARCH | |
| March 6 | 21,184 |
| March 13 | 21,391 |
| March 20 | 21,380 |
| March 27 | 21,510 |
| APRIL | |
| April 3 | 21,681 |
| April 10 | 22,151 |
| April 17 | 22,907 |
| April 24 | 22,859 |
| MAY | |
| May 1 | 23,050 |
| May 8 | 22,925 |
| May 15 | 22,993 |
| May 22 | 22,960 |
| May 29 | 23,063 |
| JUNE | |
| June 5 | 22,630 |
| June 12 | 22,878 |
| June 19 | 22,857 |
| June 26 | 22,769 |
| AVERAGE: | 21,999 |

Packaging Strategies eXTRA (26 issued in the period)

WEBSITE CHANNEL

WWW.PACKAGINGSTRATEGIES.COM

| 2019 | Pageviews | Sessions | Users | Average Session Duration |
|-----------------|---------------|---------------|---------------|--------------------------|
| January | 75,503 | 37,584 | 29,097 | 1:45 |
| February | 62,634 | 32,635 | 26,216 | 1:35 |
| March | 68,010 | 35,534 | 28,510 | 1:41 |
| April | 50,975 | 28,296 | 22,844 | 1:35 |
| May | 59,494 | 32,120 | 24,964 | 1:41 |
| June | 66,418 | 36,871 | 29,578 | 1:29 |
| AVERAGE: | 63,839 | 33,840 | 26,868 | 1:37 |

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

Packaging Strategies Social Media



Twitter followers



LinkedIn group members



Facebook likes

2019

<https://twitter.com/PackStrat>

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

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

| | Twitter followers | LinkedIn group members | Facebook likes |
|--------------------|-------------------|------------------------|----------------|
| Beginning Balance: | 29,286 | 5,052 | 2,981 |
| January | 16,697 | 5,070 | 2,981 |
| February | 16,799 | 5,088 | 3,000 |
| March | 16,890 | 5,101 | 3,017 |
| April | 17,037 | 5,107 | 3,020 |
| May | 17,159 | 5,131 | 3,028 |
| June | 17,270 | 5,156 | 3,051 |

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 2,034 copies or 4.2% to 8,823 copies or 18.0%, including InfoGroup 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. 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 | July 2, 2019 |
| State | Michigan |
| County | Oakland |
| Received by BPA Worldwide | July 2, 2019 |
| Type | BSJ |
| ID Number | F125B0J9 |

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.