

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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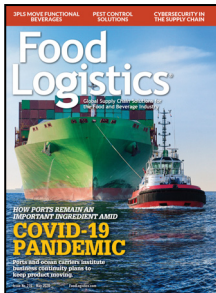
FOOD LOGISTICS is a business-to-business trade journal targeting supply chain executives that have an expertise in transportation, logistics, warehousing, and software and technology; along with food industry professionals (growers, producers, manufacturers, food service, restaurants, grocers and others), who together share a mutual interest in the operations and business aspects of the global food supply chain.

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.

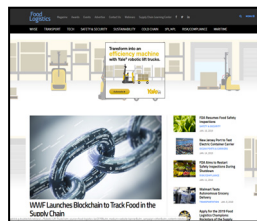
CHANNELS

FOOD LOGISTICS MAGAZINE



5 issues in the period
26,663 average circulation

FOOD LOGISTICS WEBSITE



39,988 average users

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
FOOD LOGISTICS MAGAZINE (5 issues in the period)	26,663	-	26,663
(See Paragraph 3b for Format Type and Source)			
FOOD LOGISTICS WEBSITE (Monthly Users with 92,494 average Pageviews)	39,988	-	39,988

FIELD SERVED

FOOD LOGISTICS serves food processors/manufacturers, beverage manufacturers, dairy/meat/seafood producers, agribusiness, growers, wholesalers, supermarket chain/mass merchandiser/drug store distribution centers, grocery wholesalers/retailers and convenience store wholesalers, food service and beverage distributors, restaurant/food service chains, third-party warehouses/transportation/logistics providers, consulting firms, and supermarket chains, mass merchandisers, and drug/convenience stores.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients of **FOOD LOGISTICS** are those in corporate management, operating management, traffic, logistics, physical distribution and warehousing management, purchasing management and related personnel.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	41
Advertiser and Agency	167
Allocated for Trade Shows and Conventions	40
All Other	606
TOTAL	854

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	26,663	100.0	26,663	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	26,663	100.0	26,663	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Print	Digital	Total Qualified
January/February	24,007	2,566	26,573
March	24,008	2,889	26,897
April	24,009	2,917	26,926
May	24,022	2,436	26,458
June	24,009	2,451	26,460

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020

This issue is 1.0% or 256 copies below the average of the other 4 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Print	Digital	Classification by Title			
					Corporate Management (Note 1)	Operating Management (Note 2)	Traffic, Logistics, Physical Distribution, Warehousing Management (Note 3)	Purchasing Management (Note 4)
Food Processors/Manufacturers, Beverage Manufacturers	4,517	17.1	3,959	558	2,994	1,217	188	118
Dairy/Meat/Seafood Producers, Agribusiness, Growers, Wholesalers	1,367	5.2	1,225	142	1,065	245	27	30
Supermarket Chain/Mass Merchandiser/Drug Store Distribution Centers	580	2.2	517	63	212	306	31	31
Grocery Wholesalers/Retailers, Convenience Store Wholesalers	4,618	17.4	4,224	394	2,110	2,229	103	176
Food Service and Beverage Distributors, Restaurant/Food Service Chains	8,853	33.4	8,520	333	7,259	1,363	115	116
Third-Party Warehouses/Transportation/Logistic Providers	2,794	10.6	2,310	484	1,474	960	316	44
Consulting Firms	273	1.0	165	108	182	73	10	8
Supermarket Chains, Mass Merchandisers, Drug/Convenience Stores	3,456	13.1	3,102	354	1,538	1,706	59	153
TOTAL QUALIFIED CIRCULATION	26,458	100.0	24,022	2,436	16,834	8,099	849	676
PERCENT	100.0		90.8	9.2	63.6	30.6	3.2	2.6

Note 1: Corporate Management includes: CEO, CFO, CIO, President, VP, Owner, Partner, Chairman of the Board, Director, Treasurer, VP/Director/Chief of CTO, IS/IT, MIS/DF and related personnel.

Note 2: Operating Management includes: General Manager, Plant Manager, Factory Manager, Brand Manager, Production Manager, Assistant to Corporate Officials, Engineers and related personnel.

Note 3: Traffic, Logistics, Physical Distribution, Warehousing Management includes: Warehouse Manager, Supervisor or Superintendent, Director of Transportation, Director/Manager of Logistics, VP of Distribution/Traffic/Logistics, Distribution Manager and related personnel.

Note 4: Purchasing Management includes: VP of Purchasing, Director of Purchasing, Purchasing Agent, Buyer and related personnel.

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

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	10,857	7,927	-	16,348	2,436	18,784	71.0
II. Request from recipient's company:	6	11	-	17	-	17	0.1
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	7,657	-	-	7,657	-	7,657	28.9
Association rosters and directories	-	-	-	-	-	-	-
*Business directories	7,657	-	-	7,657	-	7,657	28.9
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
	TOTAL QUALIFIED CIRCULATION	18,520	7,938	-	24,022	2,436	26,458
	PERCENT	70.0	30.0	-	90.8	9.2	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2020*

Region	Print	Digital	Total Qualified	Percent	Region	Print	Digital	Total Qualified	Percent
New England	1,228	125	1,353	5.1	UNITED STATES	24,016	2,431	26,447	100.0
Middle Atlantic	3,363	304	3,667	13.9	U.S. Territories	6	2	8	-
East No. Central	3,776	357	4,133	15.6	Canada	-	3	3	-
West No. Central	2,020	212	2,232	8.4	Mexico	-	-	-	-
South Atlantic	4,500	492	4,992	18.9	Other International	-	-	-	-
East So. Central	1,460	144	1,604	6.1	APO/FPO	-	-	-	-
West So. Central	2,515	238	2,753	10.4					
Mountain	1,720	194	1,914	7.2					
Pacific	3,434	365	3,799	14.4					
					TOTAL QUALIFIED CIRCULATION	24,022	2,436	26,458	100.0

*See Additional Data

WEBSITE CHANNEL

[HTTPS://WWW.FOODLOGISTICS.COM/](https://www.foodlogistics.com/)

2020	Pageviews	Sessions	Users	Average Session Duration
January	71,141	38,444	27,741	2:14
February	80,194	46,531	35,675	2:17
March	96,964	53,950	41,884	2:20
April	112,167	67,101	52,192	2:24
May	98,719	58,852	45,231	2:29
June	95,783	47,771	37,209	3:16
AVERAGE:	92,494	52,108	39,988	2:30

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 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.

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 1 source of circulation for a quantity of 7,657 copies or 28.9%, including Infogroup.

GEOGRAPHIC DISTRIBUTION:

Geographic data for Website is 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.

Jason DeSarle, Group Publisher

Angela Franks, Audience Development Manager

(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 24, 2020
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County	Jefferson
Received by BPA Worldwide	July 24, 2020
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ID Number	F153B0J0

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.