

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.

AC Business Media  
(See Additional Data)  
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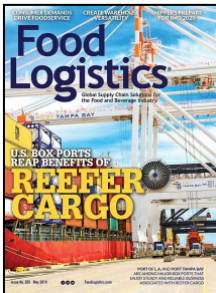
**FOOD LOGISTICS** is a business-to-business trade journal targeting supply chain executives that have an expertise in transportation, logistics, warehousing, and software and technology; along with food industry professionals (growers, producers, manufacturers, food service, restaurants, grocers and 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.

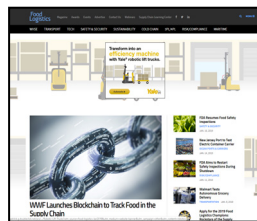
## CHANNELS

### FOOD LOGISTICS MAGAZINE



5 issues in the period  
26,495 average circulation

### FOOD LOGISTICS WEBSITE



20,773 average users

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>FOOD LOGISTICS MAGAZINE</b> (5 issues in the period)	26,495	-	26,495
a. Print	24,007	-	24,007
b. Digital	2,488	-	2,488
1. Requested	2,488	-	2,488
2. Non-Requested	-	-	-
<b>FOOD LOGISTICS WEBSITE</b> (Monthly Users with 68,860 average Pageviews)	20,773	-	20,773

**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, full-line grocery wholesalers/retailers and full-line 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	40
Advertiser and Agency	403
Allocated for Trade Shows and Conventions	327
All Other	473
<b>TOTAL</b>	<b>1,243</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	26,495	100.0	26,495	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>26,495</b>	<b>100.0</b>	<b>26,495</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2019 Issue	Print	Digital	Total Qualified
January/February	24,005	2,551	26,556
March	24,009	2,533	26,542
April	24,012	2,750	26,762
May	24,001	2,324	26,325
June	24,008	2,281	26,289

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019**

This issue is 0.8% or 212 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	10,062	38.2	9,500	562	6,400	3,313	224	125
Dairy/Meat/Seafood Producers, Agribusiness, Growers, Wholesalers	2,159	8.2	2,021	138	1,489	536	68	66
Supermarket Chain/Mass Merchandiser/Drug Store Distribution Centers	730	2.8	658	72	273	371	44	42
Full-line Grocery Wholesalers/Retailers, Full-line Convenience Store Wholesalers	3,050	11.6	2,635	415	1,385	1,496	76	93
Food Service and Beverage Distributors, Restaurant/Food Service Chains	3,178	12.1	2,878	300	1,832	1,152	115	79
Third-Party Warehouses/Transportation/Logistic Providers	2,600	9.9	2,203	397	1,378	880	305	37
Consulting Firms	254	0.9	149	105	176	54	18	6
Supermarket Chains, Mass Merchandisers, Drug/Convenience Stores	4,292	16.3	3,957	335	1,932	2,089	69	202
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>26,325</b>	<b>100.0</b>	<b>24,001</b>	<b>2,324</b>	<b>14,865</b>	<b>9,891</b>	<b>919</b>	<b>650</b>
	<b>PERCENT</b>	<b>100.0</b>	<b>91.2</b>	<b>8.8</b>	<b>56.4</b>	<b>37.6</b>	<b>3.5</b>	<b>2.5</b>

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 2019

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	<b>11,296</b>	<b>7,133</b>	-	<b>16,105</b>	<b>2,324</b>	<b>18,429</b>	<b>70.0</b>
II. Request from recipient's company:	<b>1</b>	-	-	<b>1</b>	-	<b>1</b>	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	<b>7,895</b>	-	-	<b>7,895</b>	-	<b>7,895</b>	<b>30.0</b>
Association rosters and directories	-	-	-	-	-	-	-
*Business directories	7,895	-	-	7,895	-	7,895	30.0
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>19,192</b>	<b>7,133</b>	-	<b>24,001</b>	<b>2,324</b>	<b>26,325</b>	<b>100.0</b>
<b>PERCENT</b>	<b>72.9</b>	<b>27.1</b>	-	<b>91.2</b>	<b>8.8</b>	<b>100.0</b>	

\*See Additional Data

### GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2019\*

Region	Print	Digital	Total Qualified	Percent	Region	Print	Digital	Total Qualified	Percent
New England	1,170	127	1,297	4.9	UNITED STATES	23,999	2,317	26,316	100.0
Middle Atlantic	3,535	305	3,840	14.6	U.S. Territories	2	3	5	-
East No. Central	4,271	339	4,610	17.5	Canada	-	3	3	-
West No. Central	2,585	214	2,799	10.6	Mexico	-	1	1	-
South Atlantic	4,311	433	4,744	18.0	Other International	-	-	-	-
East So. Central	1,446	123	1,569	6.0	APO/FPO	-	-	-	-
West So. Central	2,401	217	2,618	10.0					
Mountain	1,564	177	1,741	6.6	<b>TOTAL QUALIFIED CIRCULATION</b>	<b>24,001</b>	<b>2,324</b>	<b>26,325</b>	<b>100.0</b>
Pacific	2,716	382	3,098	11.8					

\*See Additional Data

# WEBSITE CHANNEL

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

2019	Pageviews	Sessions	Users	Average Session Duration
January	81,589	36,260	25,260	2:55
February	72,502	32,969	22,916	3:00
March	72,843	31,746	21,250	3:20
April	69,401	31,335	21,113	2:55
May	62,656	29,048	18,472	3:11
June	54,172	24,963	15,629	3:16
<b>AVERAGE:</b>	<b>68,860</b>	<b>31,053</b>	<b>20,773</b>	<b>3:06</b>

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.

## 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.

#### CHANGE IN OWNERSHIP:

Effective August 23, 2018 with the September 2018 issue, AC Business Media, Inc. was purchased by ACBM, LLC d/b/a AC Business Media.

#### PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 7,895 copies or 30.0%, 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 12, 2019

State

Wisconsin

County

Jefferson

Received by BPA Worldwide

July 12, 2019

Type

BJ

ID Number

F153B0J9

#### 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.