FOOD
ENGINEERING

DIGITAL AUDIENCE PROFILE

ADVERTISE WITH FOOD ENGINEERING

FOOD ENGINEERING is the industry's oldest and most preferred publication serving the $630 billion food and beverage manufacturing market.

www.foodengineeringmag.com

BNP Media Inc.

Birmingham, MI

Alliance for Audited Media has reviewed the BNP Media audience and media management technology

platform and Digital Audience Profile reporting solution for conformance to generally accepted information security management and reporting standards.

Our examination was performed in accordance with generally accepted information security management

and reporting standards. Our examination included reviews of Platform Technology, Data Life Cycle Management, System Monitoring, Access Controls, Software Development Life Cycle, Media Production, Media Distribution, Audience Data, Documentation, Reporting, and Disclosures. The examination included those procedures we considered necessary in the circumstances to obtain a reasonable basis for rendering our opinion.

Based on our review, we are not aware of any material modifications that should be made to the BNP Media

audience and media management platform and Digital Audience Profile reporting solution for recording, processing, and reporting audience and media data.

The accreditation of the BNP Media audience and media management technology platform and Digital Audience Profile reporting solution is as of December 31, 2023.

This report is intended solely for use by the management of BNP Media and its customers.

Alliance for Audited Media

Alliance for Audited Media

March 31, 2024

Audience Profile

Total Audience

FOOD ENGINEERING serves those in the areas of food processing, packaging, food safety, plant operations, material handling and automation.

104,810	**27,965**	**69%**
Total Audience Reach	Unique Active Audience	Engaged

Core Channels

	Total Channel Audience	Unique to Channel	
Website	24,779	2,870	
eMagazine	19,500	7,600	
Newsletter	14,565	2,948	

- Unique to Channel
- Active in 2 Channels
- Active in all 3 Channels
- Website Unknown Users

Additional Channels

158	**107**	**10,504**	**45,966**
Webinar Average Registrants	Unique Event Registrants	Standard eBlast Delivery	Social Media Total Followers

Demographics
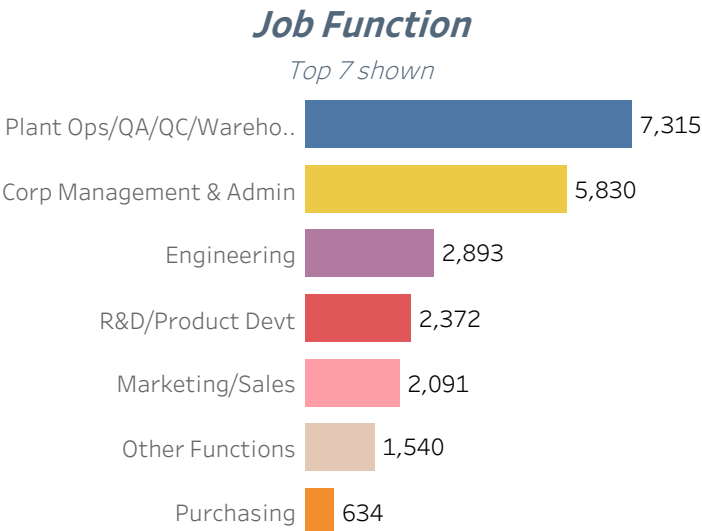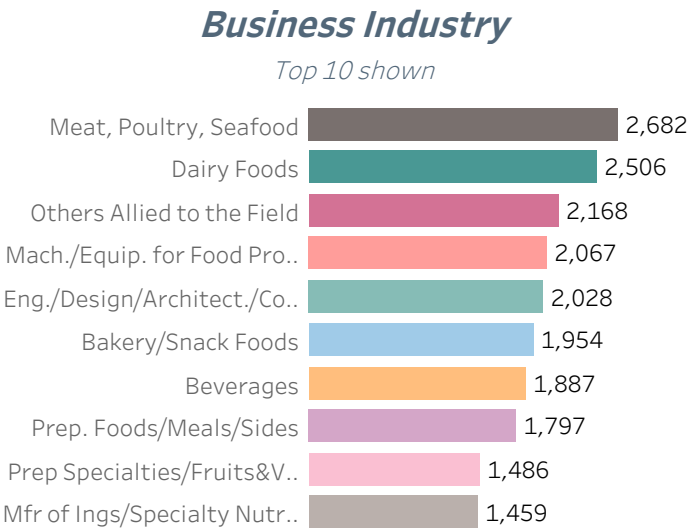
Job Function
Top 7 shown

Plant Ops/QA/QC/Wareho..	7,315
Corp Management & Admin	5,830
Engineering	2,893
R&D/Product Devt	2,372
Marketing/Sales	2,091
Other Functions	1,540
Purchasing	634

22,675 responses

Business Industry
Top 10 shown

Meat, Poultry, Seafood	2,682
Dairy Foods	2,506
Others Allied to the Field	2,168
Mach./Equip. for Food Pro..	2,067
Eng./Design/Architect./Co..	2,028
Bakery/Snack Foods	1,954
Beverages	1,887
Prep. Foods/Meals/Sides	1,797
Prep Specialties/Fruits&V..	1,486
Mfr of Ings/Specialty Nutr..	1,459

22,831 responses

Time Frame - *As of Last day of Month shown*

- *Total Audience:*
  Total Audience Reach: Reflects the combined exposure across Website, Newsletter, Social Media Followers, and eMagazine channels. Counts are cumulative and may include overlap between platforms. Only where applicable, also includes Continuing Education user counts.
- *Unique Active Audience:* Number of unique active customers with known first-party data active within product specific time frames for all products.
  Engaged: Number of engaged customers with known first-party data within product specific time frames for all products.
  * Product-specific time frames for each Channel may be found in Table A.

Core Channels
The three core channels are Website, Newsletter, and eMagazine.
- *Total Channel Audience:* Total number of customers for specified product.
- *Unique to Channel:* Number of unique customers active only in specified channel.
- *Active in 2 Channels:* Number of unique customers active in two channels. Examples: A customer is active within Website and Newsletter channels but not eMagazine. Or a customer is active within Newsletter and eMagazine channels but not the Website.
- *Active in all 3 Channels:* Number of unique customers active in all three channels.
- *Website Unknown Users:* Number of total users who visited the website within the specified time frame who are not accounted for in the BNP Media database. The number of Unique Website Users may be higher than shown due to the number of unknown users.

Additional Channels
Additional channels may include Webinars, Events, Continuing Education (CE), eBlast, Social Media.
- *Webinar Average Registrants (if applicable):* Average registrants per webinar.
- *Unique Event Registrants (if applicable):* Average registrants per event.
- *CE Active Registered Users (if applicable):* Total active registered users for the Continuing Education Center.
- *Standard eBlast Delivery (sponsored only):* Delivery count of a typical eBlast within the last 3 months.
- *Social Media Total Followers (if applicable):* Follower counts by channel for the most recent month.

Demographics
- *Job Function:* Top job functions of the Unique Active Audience.
- *Business Industry:* Top business industries of the Unique Active Audience.

Table A
* BNP Media uses a proprietary algorithm to calculate the number of active and engaged users for each channel based on the time frames listed in the table below.
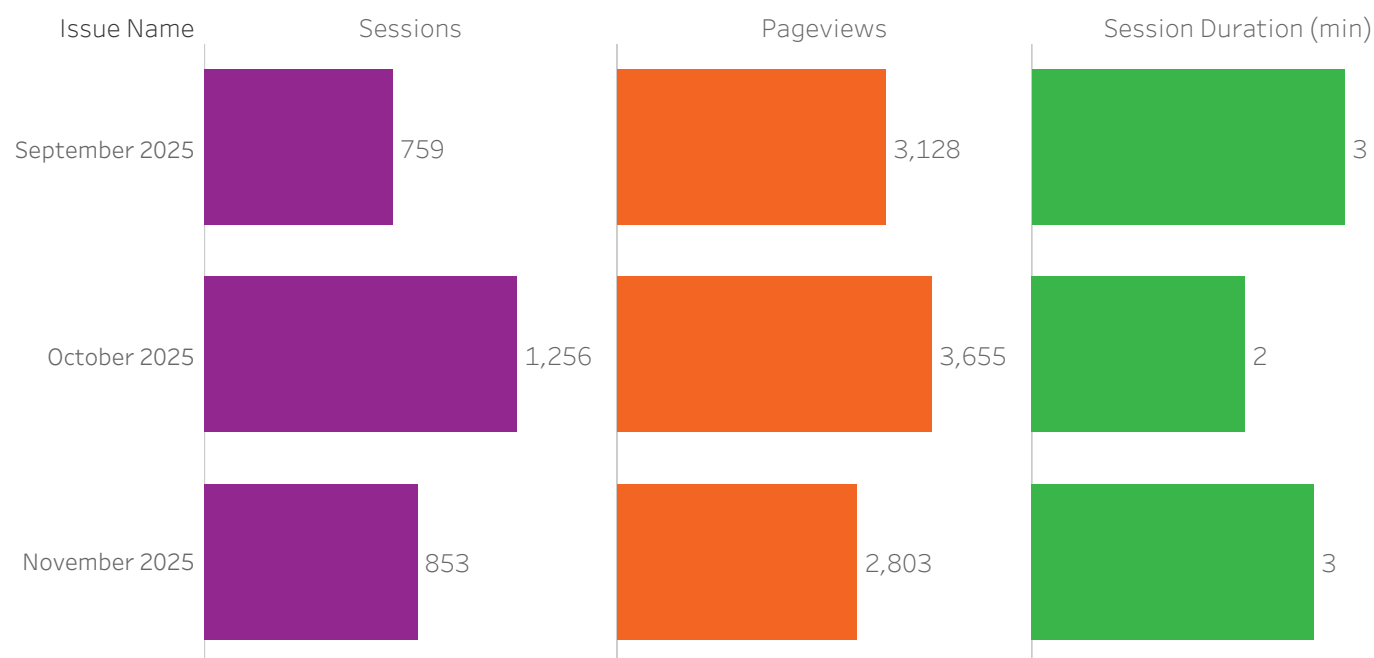
	Active Criteria	*Engaged Criteria*
Website	6 Months	6 Months
Newsletter	Included in most recent list	6 Months
eMagazine	Included in most recent list	12 Months
Webinar	12 Months	18 Months
Event	18 Months	18 Months
Continuing Education	13 Months	13 Months
eBlast	Included in most recent list	6 Months

Total Subscribers
18,235

Average Issue Pageviews
3,195

Activity by eMagazine Issue

Issue Name	Sessions	Pageviews	Session Duration (min)
September 2025	759	3,128	3
October 2025	1,256	3,655	2
November 2025	853	2,803	3

eMagazine Notification Email Metrics

Issue Name	Sends	Unique Delivered	* Unique Opens	* Open Rate	Total Clicks	CTR
September 2025	4	18,903	8,008	42.4%	325	0.9%
October 2025	4	18,570	6,984	37.6%	364	1.0%
November 2025	4	18,329	6,959	38.0%	316	0.9%

* Due to Apple Mail Privacy enabled on user devices, open rates may be inflated as of November 2021. Clicks are not impacted.
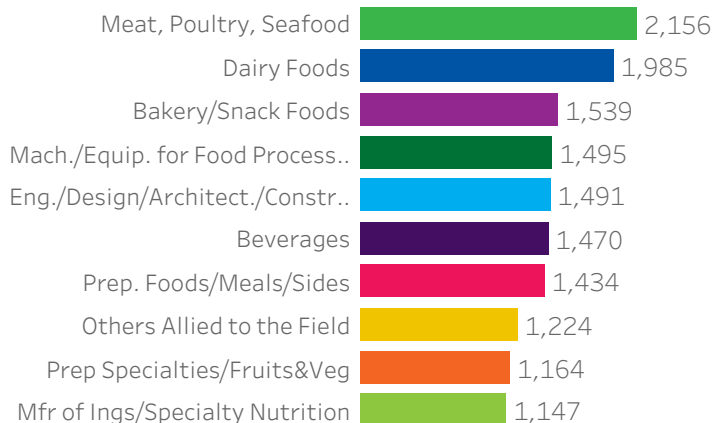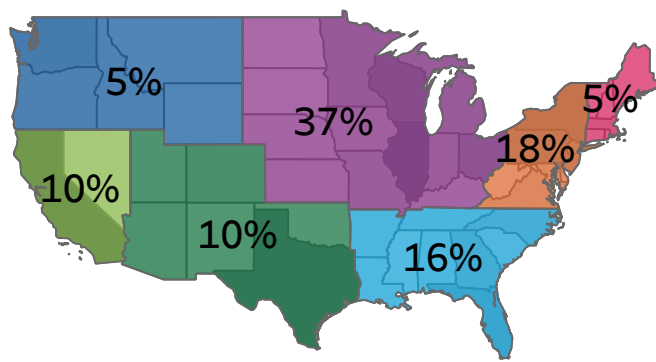
Demographic - Job Function

Top 7 Shown

Job Function	Count
Plant Ops/QA/QC/Warehousing	5,850
Corp Management & Admin	4,591
Engineering	2,242
R&D/Product Devt	1,756
Marketing/Sales	1,374
Other Functions	963
Purchasing	510

17,286 or 95% of subscribers with responses

Demographic - Business/Industry

Top 10 Shown

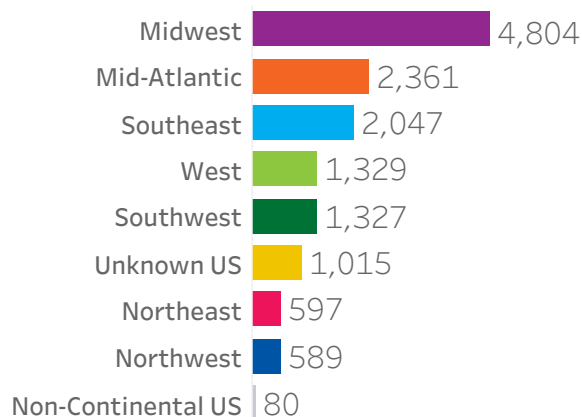| Business/Industry	Count
Meat, Poultry, Seafood	2,156
Dairy Foods	1,985
Bakery/Snack Foods	1,539
Mach./Equip. for Food Process..	1,495
Eng./Design/Architect./Constr..	1,491
Beverages	1,470
Prep. Foods/Meals/Sides	1,434
Others Allied to the Field	1,224
Prep Specialties/Fruits&Veg	1,164
Mfr of Ings/Specialty Nutrition	1,147

17,304 or 95% of subscribers with responses

Unique Subscribers by Region

Region	Count
Midwest	4,804
Mid-Atlantic	2,361
Southeast	2,047
West	1,329
Southwest	1,327
Unknown US	1,015
Northeast	597
Northwest	589
Non-Continental US	80

78% of subscribers are located in the US

Unique Subscribers by Region
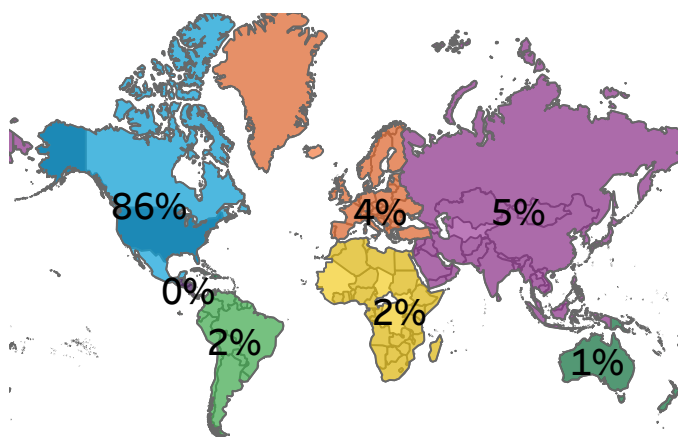
Region	Count
North America	15,638
Asia	964
Europe	754
South America	309
Africa	276
Oceania	187
Central America	73

22% of subscribers are located internationally
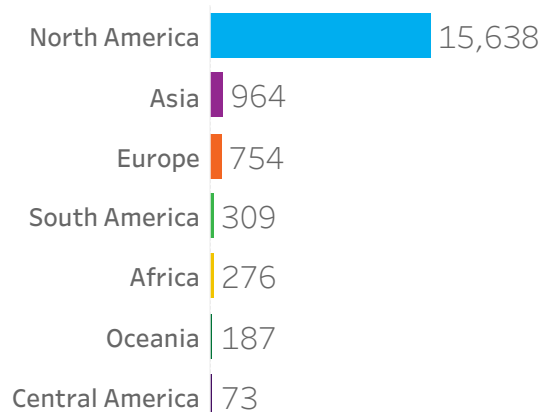
Time Frame
3 months

KPIs
- *Total Qualified Subscribers:* Active digital subscribers as of the most recent issue.
- *Average Issue Pageviews:* The average monthly pageviews on the eMagazines.

Activity by eMagazine Issue
- *Issue Date:* eMagazine issue date.
- *Sessions:* Number of times users interacted with the eMagazine. Sessions are terminated after 30 minutes of inactivity.
- *Session Duration (min):* The average session length.
- *Pageviews:* The total number of eMagazine pageviews.

eMagazine Notification Email Metrics
- *Monthly Sends:* Total number of notification emails deployed per issue.
- *Delivered:* Number of unique email subscriber addresses eMagazine notification emails were delivered to for this issue.
- *Unique Opens:* Number of unique subscriber email addresses who opened any notification email for this issue.
- *Open Rate:* Ratio of unique Opens to Delivered.
- *Total Clicks:* Number of subscribers who clicked a link within a particular notification email.
- *CTR:* Click Through Rate is the percentage of subscribers who click on a link within the notification email.
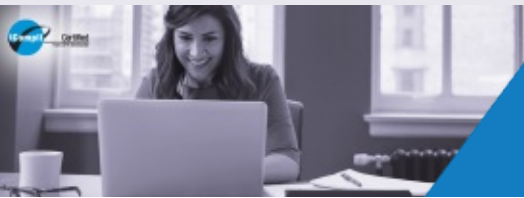
Active Unique Recipients
14,565

% of Recipients Engaged
72%

Sends per Month
5

Recipient Activity by Newsletter Over the Last 3 Months

Newsletter Name	Average Delivered		
FOOD ENGINEERING Newsletter	13,080	**5,226** * Unique Opens - Single Send Avg *(40%)* **9,546** * Total Engaged Recipients *(72%)*	
Food Plant Update	3,462	**1,463** * Unique Opens - Single Send Avg *(42%)* **2,021** * Total Engaged Recipients *(57%)*	

Engaged Recipient: Any recipient who opened at least one email of this type in the report time frame.

- Unique Opens - Single Send Avg
- Unique Opens - All Sends
- Delivered

Newsletter Activity Averages

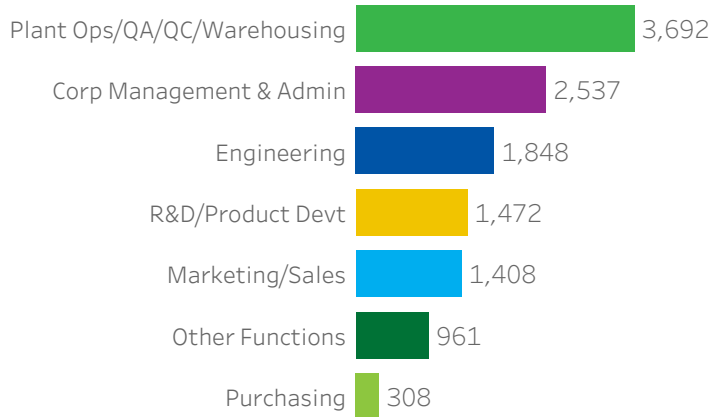| Newsletter Name	Monthly Sends	Delivered	* Unique Opens	* Open Rate	Total Clicks	CTR
FOOD ENGINEERING Newsletter	4.3	13,080	5,226	40.0%	386	3.0%
Food Plant Update	1.0	3,462	1,463	42.3%	235	6.8%

* Due to Apple Mail Privacy enabled on user devices, open rates may be inflated as of November 2021. Clicks are not impacted.

Demographic - Job Function

Top 7 Shown

Job Function	Value
Plant Ops/QA/QC/Warehousing	3,692
Corp Management & Admin	2,537
Engineering	1,848
R&D/Product Devt	1,472
Marketing/Sales	1,408
Other Functions	961
Purchasing	308

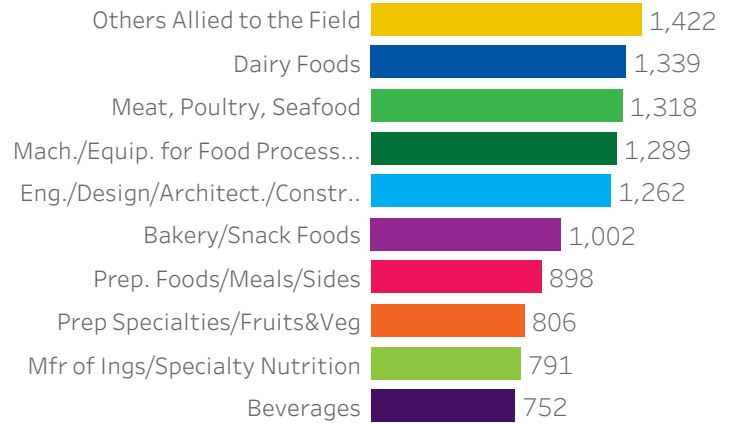*12,226 recipients with responses*
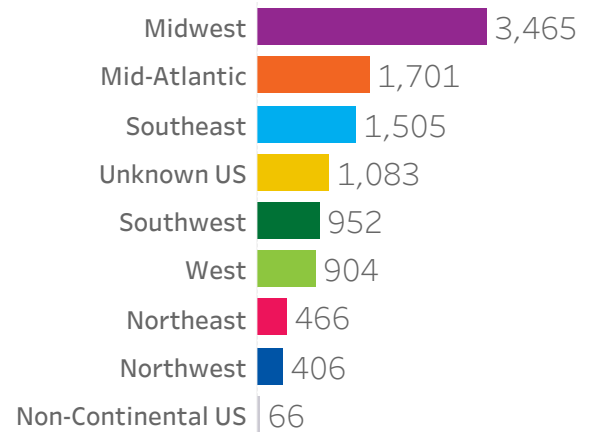
Demographic - Business/Industry

Top 10 Shown

Business/Industry	Value
Others Allied to the Field	1,422
Dairy Foods	1,339
Meat, Poultry, Seafood	1,318
Mach./Equip. for Food Process...	1,289
Eng./Design/Architect./Constr..	1,262
Bakery/Snack Foods	1,002
Prep. Foods/Meals/Sides	898
Prep Specialties/Fruits&Veg	806
Mfr of Ings/Specialty Nutrition	791
Beverages	752

12,306 recipients with responses

Unique Recipients by Region

Region	Value
Midwest	3,465
Mid-Atlantic	1,701
Southeast	1,505
Unknown US	1,083
Southwest	952
West	904
Northeast	466
Northwest	406
Non-Continental US	66
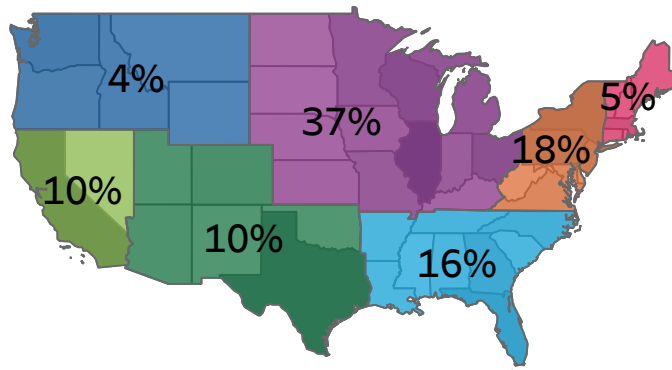
72% of recipients are located in the US

Unique Recipients by Region

Region	Value
North America	11,742
Asia	1,016
Europe	904
South America	401
Africa	297
Oceania	196
Central America	96

28% of recipients are located internationally

Time Frame
3 Months

KPIs
- *Active Unique Recipients:* Number of unique email addresses that received any brand Newsletter in the 3-month period.
- *% of Recipients Engaged:* Percent of recipients who opened* any Newsletter.
- *Sends / Month:* Total Newsletters sent per month.

Recipient Activity by Newsletter
- *Average Delivered:* The average number of emails delivered per Newsletter.
- *Unique Opens, Single Send Avg:* Average unique opens* (uniqueness calculated for each email sent) for all emails sent.
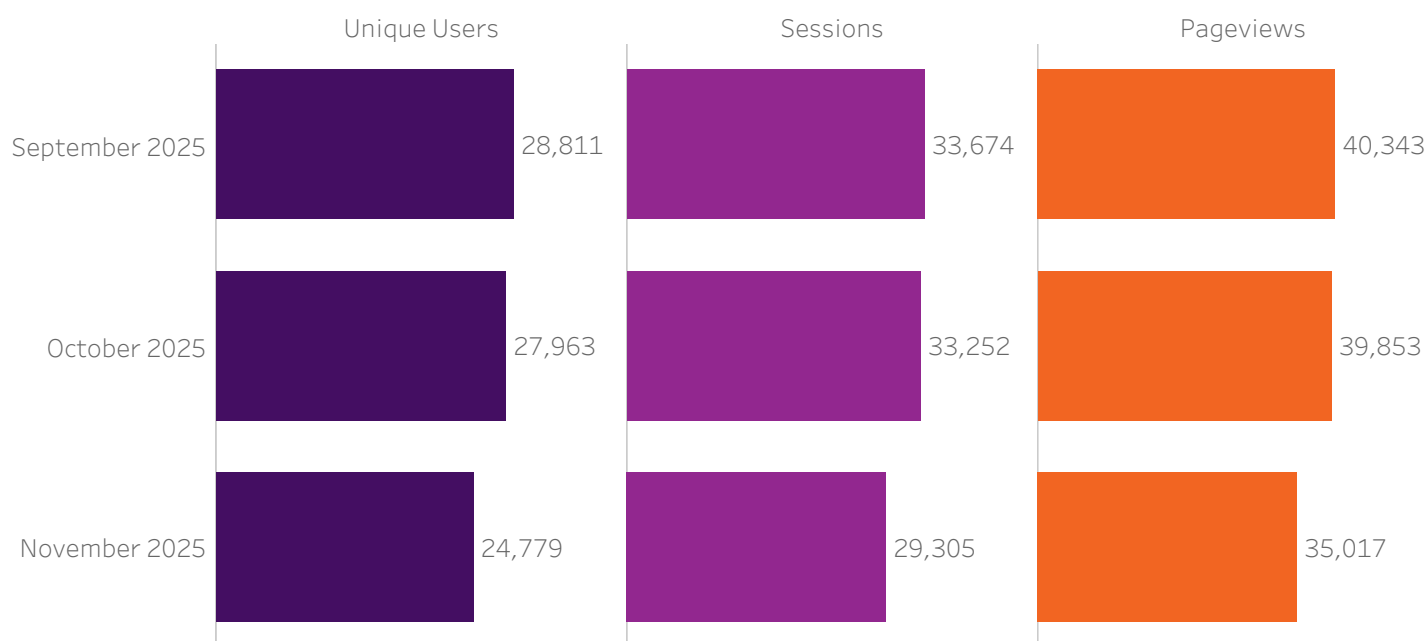- *Total Engaged Recipients:* Number of unique Recipients who have opened* one or more of the delivered emails.

Newsletter Activity Averages
- *Monthly Sends:* Total number of Newsletters deployed per month.
- *Delivered:* Average number of eMails, per Newsletter, deployed per month.
- *Unique Opens:* Average number of unique Recipients (delivered) who opened* a particular Newsletter.
- *Open Rate:* The ratio of Unique Opens* to Delivered.
- *Total Clicks:* Average number of recipients who clicked a link within a particular Newsletter.
- *CTR:* Click Through Rate is the percentage of recipients who click on a link within the Newsletter.

Due to Apple Mail Privacy enabled on user devices, opens/open rates may be inflated as of November 2021. Clicks are not impacted.

Average Monthly Users
27,184

Average Monthly Sessions
32,077

Average Monthly Pageviews
38,404

Monthly Website Statistics

	Unique Users	Sessions	Pageviews
September 2025	28,811	33,674	40,343
October 2025	27,963	33,252	39,853
November 2025	24,779	29,305	35,017

Top 8 Content Topics Viewed

Packaging

People & Industry

Plant Openings

Automation

Food Safety

Manufacturing News

Latest headlines

Average Monthly Pageviews

Latest headlines	5,671
Food Safety	3,078
Manufacturing News	2,838
Plant Openings	2,614
Automation	2,170
Packaging	1,901
People & Industry News	1,730
New Plant Products	1,646
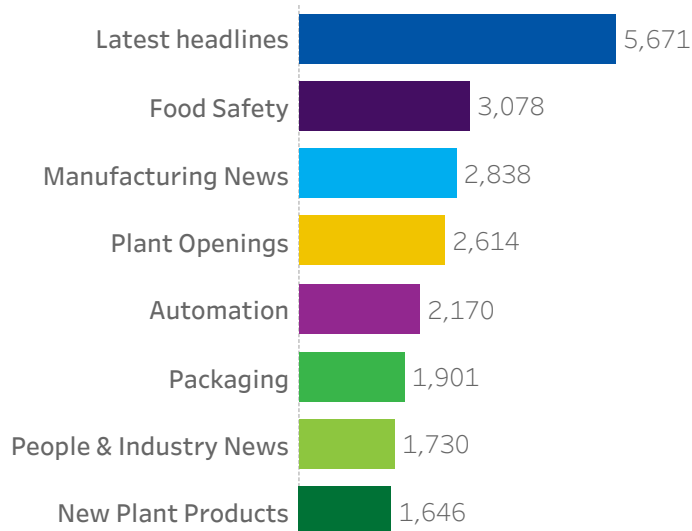
Website - *Known User Activity*

Active Registered Users
2,346

Active Known Users
5,599

Average Visits per User
8.4

Website Users
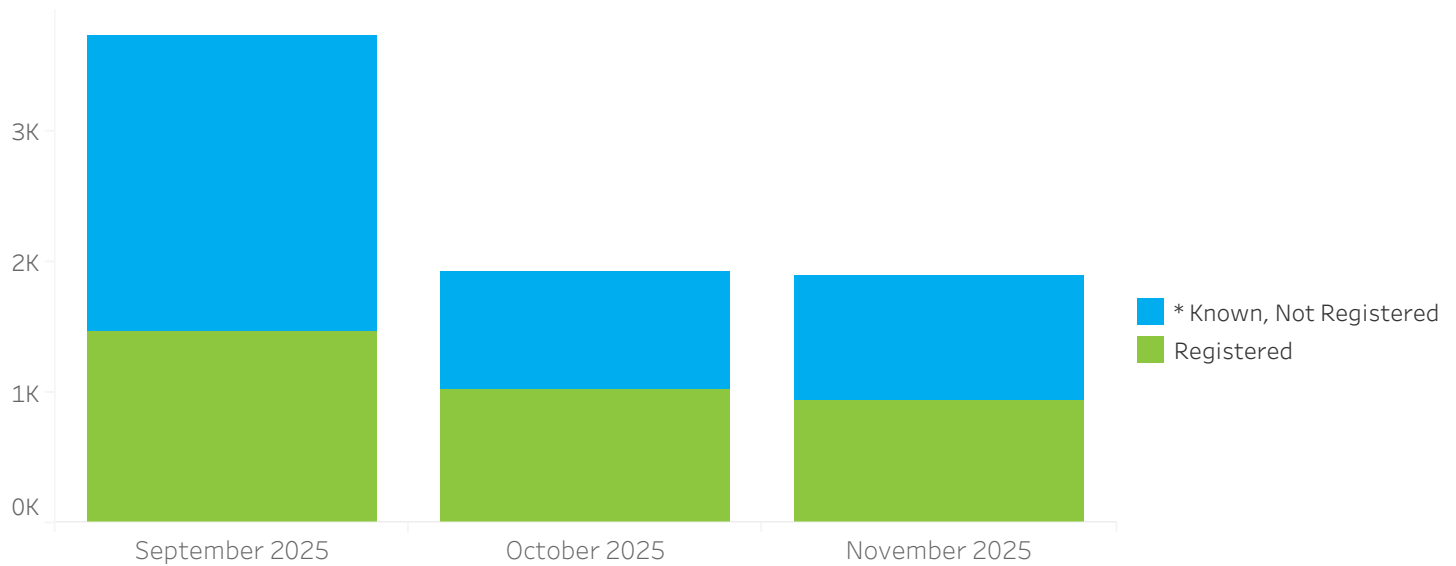
* Known, Not Registered
Registered

September 2025   October 2025   November 2025

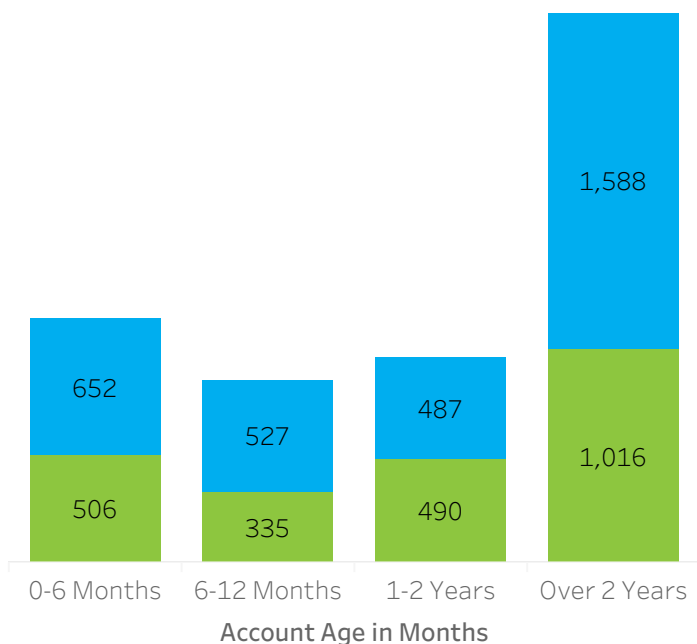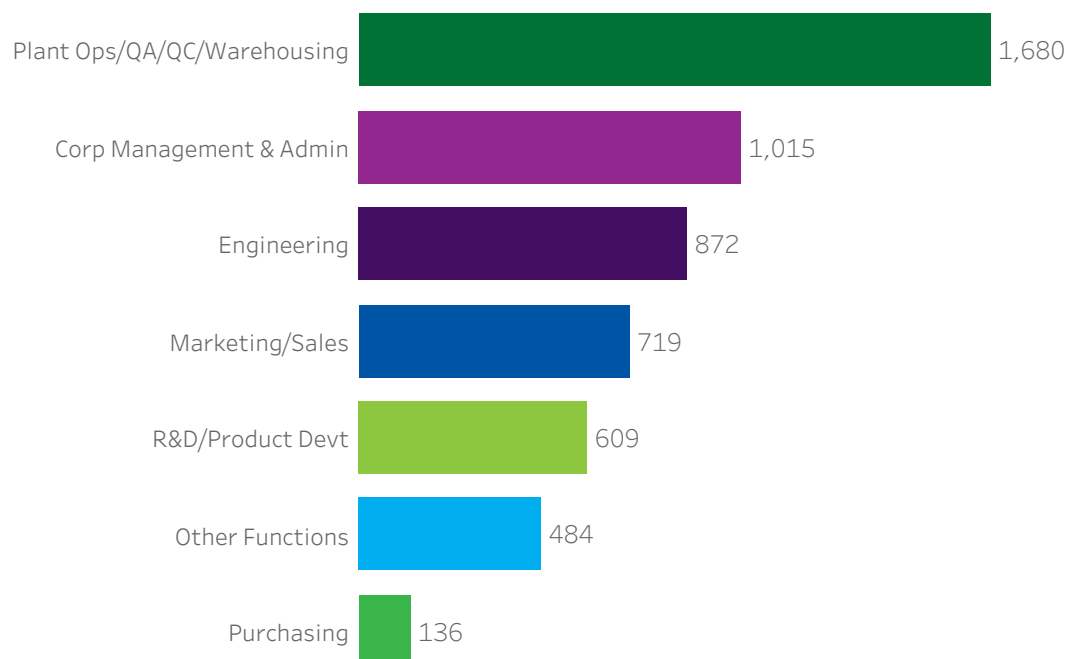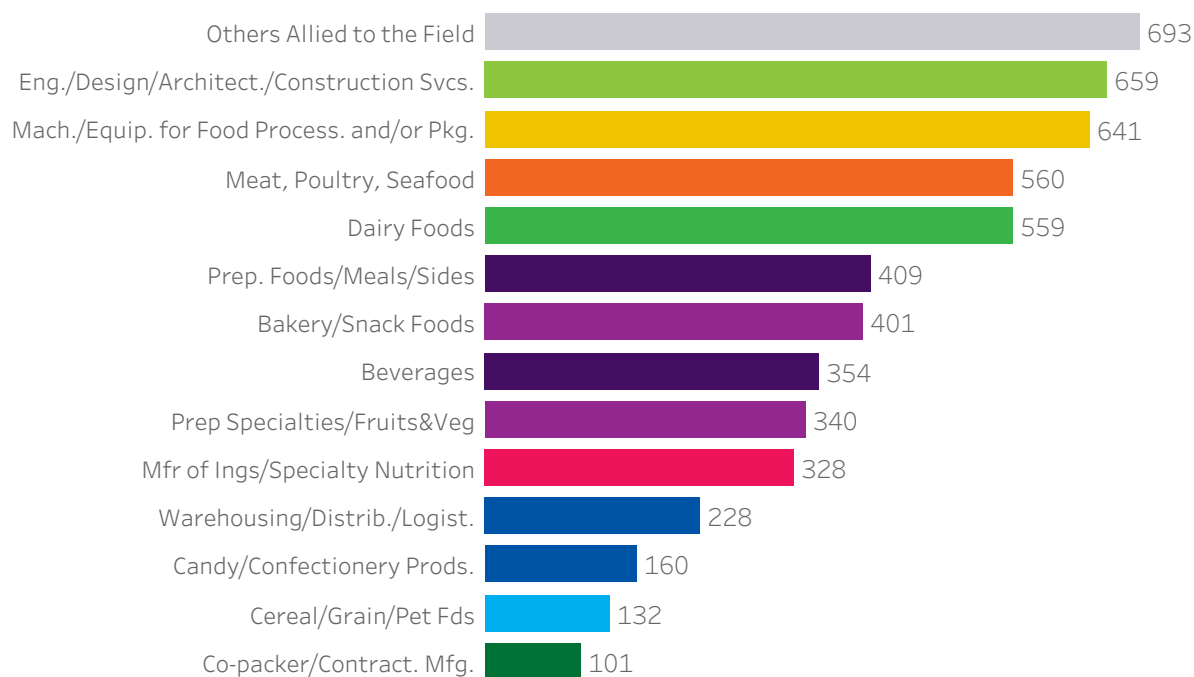* Users that are identified in the BNP Media database but are not registered with this website

Known Users by Account Age

0-6 Months	6-12 Months	1-2 Years	Over 2 Years
652	527	487	1,588
506	335	490	1,016

Account Age in Months

Known Users by Visit Frequency

1	2	3	4	5+
722	1,028	405	267	832
251	477	194	174	1,253

Number of Visits

Demographic - Job Function   *Top 7 Shown*

Job Function	Value
Plant Ops/QA/QC/Warehousing	1,680
Corp Management & Admin	1,015
Engineering	872
Marketing/Sales	719
R&D/Product Devt	609
Other Functions	484
Purchasing	136

5,515 or 98% of users with responses

Demographic - Business/Industry   *Top 14 Shown*

Business/Industry	Value
Others Allied to the Field	693
Eng./Design/Architect./Construction Svcs.	659
Mach./Equip. for Food Process. and/or Pkg.	641
Meat, Poultry, Seafood	560
Dairy Foods	559
Prep. Foods/Meals/Sides	409
Bakery/Snack Foods	401
Beverages	354
Prep Specialties/Fruits&Veg	340
Mfr of Ings/Specialty Nutrition	328
Warehousing/Distrib./Logist.	228
Candy/Confectionery Prods.	160
Cereal/Grain/Pet Fds	132
Co-packer/Contract. Mfg.	101

5,565 or 99% of users with responses

% of Users Based in US

72%

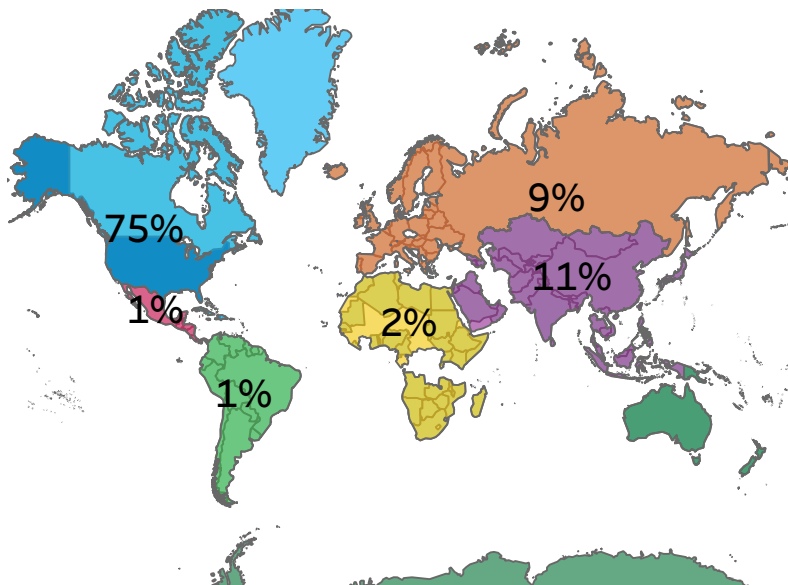Average Monthly Users Based in US

20,491

Geographic - US Regions

3%

24%

3%

33%

10%

11%

15%

Unique Users by Region
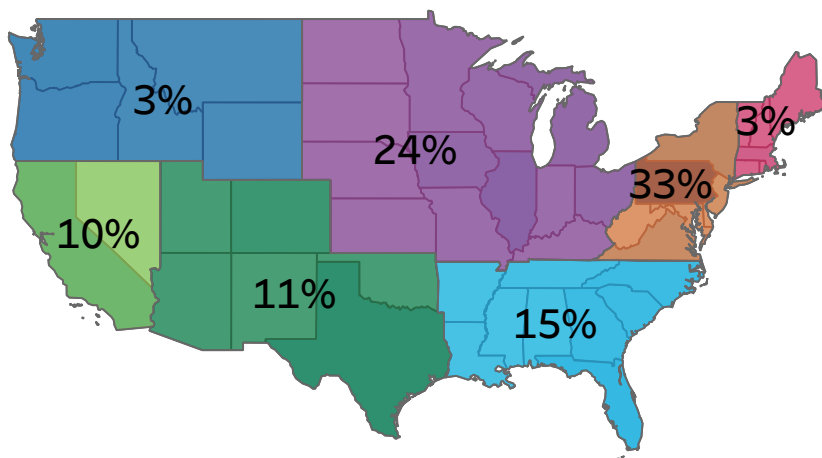
Region	Users
Mid-Atlantic	6,473
Midwest	4,820
Southeast	2,988
Southwest	2,200
West	2,061
Northeast	694
Northwest	663
Unknown US	548
Non-Continental US	44

Geographic - World Regions

75%

1%

1%

2%

9%

11%

Unique Users by Region

Region	Users
North America	21,131
Asia	3,208
Europe	2,487
Africa	430
South America	422
Central America	389
Oceania	221

Time Frame
3-months

User Classifications
- ***Registered:*** Users that have completed the registration form for this website.
- ***Known, Not Registered:*** Users that are identified in the BNP Media database but are not registered with this website.

KPIs
- ***Active Registered Users:*** Number of unique users who registered on the website, at any time, and visited the website within the 3-month time frame.
- ***Active Known Users:*** Number of unique users with known first-party data, regardless of website registration status, who visited the website within the 3-month time frame.
- ***Average Visits per User:*** The ratio of visits, by known users, to the number of known users.

Web Users
- Number of users who were active on the website each month, colored by user classification.

Known Users by Account Age
- Number of users who visited the website within the 3-month time frame and have been in the BNP Media database for the account age listed, colored by user classification.

Known Users by Visit Frequency
- Number of times users visited the website within the 3-month time frame, colored by user classification.

Time Frame
3-months

KPIs
- ***Average Monthly Users:*** Average number of monthly users who have had at least one session on the website.
- ***Average Monthly Sessions:*** Average number of monthly sessions on the website. A session is anytime a user has interacted with the website.
- ***Average Monthly Pageviews:*** Average number of total monthly pageviews on the website.

Web Visitors
- ***Users:*** Number of Users per month*.*
- ***Sessions:*** Number of times users interacted with the digital edition. Sessions are terminated after 30 minutes of inactivity.
- ***Pageviews:*** Number of Pageviews per month.

Top 8 Content Topics
- Average monthly pageviews for the top 8 content topics on the website.

Total Average Delivered
12,172

% of Recipients Engaged
68%

Sends per Month
12

Activity by eBlast

Sponsorship Type	Avg Delivered
Exclusive	12,903

3,969 * Unique Opens - Single Send Avg *(31%)*
11,199 * Total Engaged Subscribers *(67%)*

Engaged Subscriber: Any subscriber who opened at least one email of this type in the report time frame.

█ Unique Recipients   █ Unique Opens - Single Send Avg   █ Unique Opens - All Sends
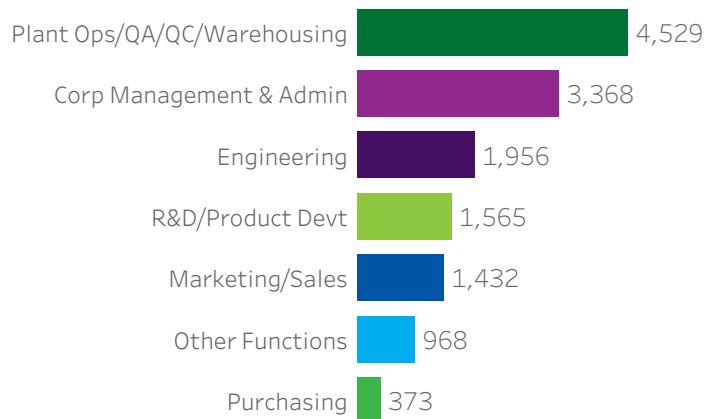
eBlast Activity Averages

eBlast Name	Sponsorship Type	Monthly Sends	Delivered	* Unique Opens	* Open Rate	Total Clicks	CTR
Food Engineering	Exclusive	12.3	12,903	3,969	30.8%	61	0.5%

* Due to Apple Mail Privacy enabled on user devices, opens/open rates may be inflated as of November 2021. Clicks are not impacted.

Demographic - Job Function

Top 7 Shown

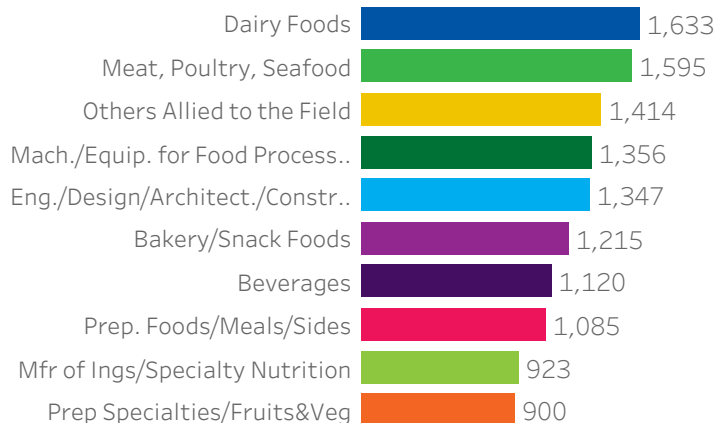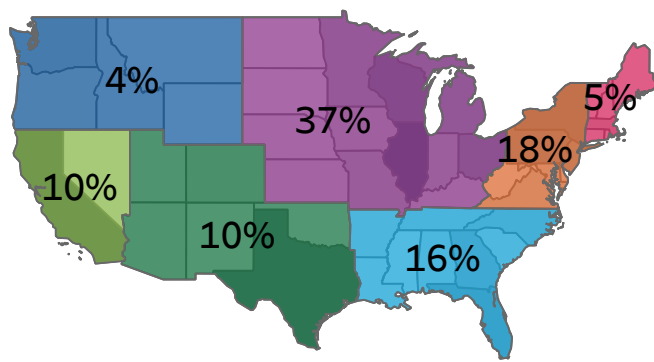| Job Function	Count
Plant Ops/QA/QC/Warehousing	4,529
Corp Management & Admin	3,368
Engineering	1,956
R&D/Product Devt	1,565
Marketing/Sales	1,432
Other Functions	968
Purchasing	373

14,191 or 84% of recipients with responses

Demographic - Business/Industry

Top 10 Shown

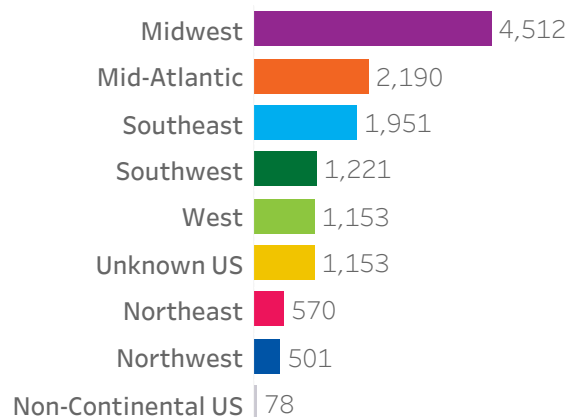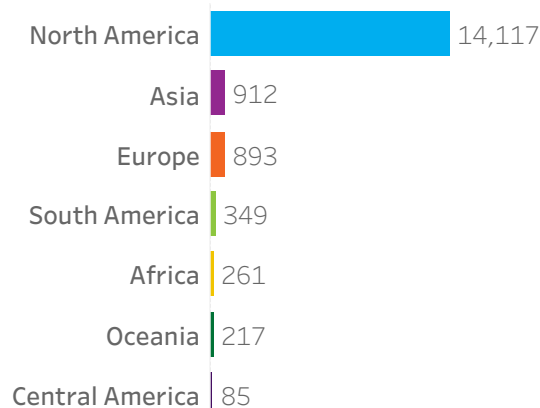| Business/Industry	Count
Dairy Foods	1,633
Meat, Poultry, Seafood	1,595
Others Allied to the Field	1,414
Mach./Equip. for Food Process..	1,356
Eng./Design/Architect./Constr..	1,347
Bakery/Snack Foods	1,215
Beverages	1,120
Prep. Foods/Meals/Sides	1,085
Mfr of Ings/Specialty Nutrition	923
Prep Specialties/Fruits&Veg	900

14,287 or 85% of recipients with responses

Unique Recipients by Region

US map: 4%, 37%, 5%, 10%, 18%, 10%, 16%

Region	Count
Midwest	4,512
Mid-Atlantic	2,190
Southeast	1,951
Southwest	1,221
West	1,153
Unknown US	1,153
Northeast	570
Northwest	501
Non-Continental US	78

79% of recipients are located in the US

Unique Recipients by Region

World map: 84%, 1%, 2%, 5%, 2%, 5%, 1%

Region	Count
North America	14,117
Asia	912
Europe	893
South America	349
Africa	261
Oceania	217
Central America	85
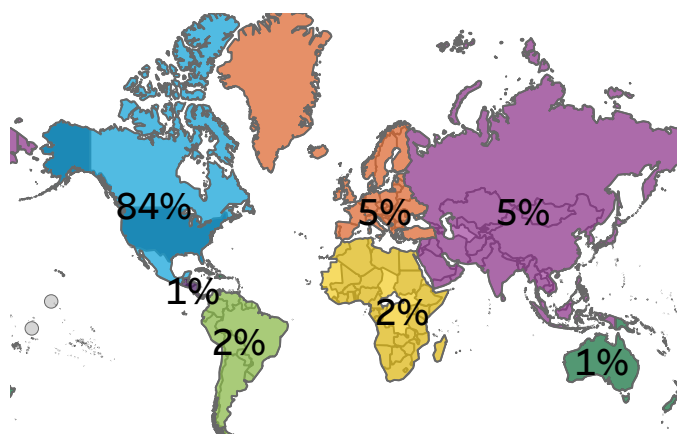
21% of recipients are located internationally

Time Frame
3 Months

KPIs
- ***Total Average Delivered:*** The number of eBlasts (Advertising emails) delivered, excluding bounces.
- ***% of Recipients Engaged:*** The percentage of recipients who have opened* an eBlast.
- ***Sends per Month:*** The average number of delivered Advertising eBlasts per month.

Activity by eBlast
- ***Exclusive Sponsorship Type:*** Single advertiser.
- ***Multi-Sponsored Sponsorship Type:*** Multiple advertisers.
- ***Average Delivered:*** The average number of emails delivered per eBlast.
- ***Unique Opens, Single Send Avg:*** The average unique opens* (uniqueness calculated for each email sent) for all emails sent.
- ***Total Engaged Subscribers:*** The number of unique recipients who have opened* one or more of the delivered emails.

eBlast Activity Averages
- ***Monthly Sends:*** Total number of eBlasts deployed per month.
- ***Delivered:*** Average number of eMails, per eBlast, deployed per month.
- ***Unique Opens:*** The average number of unique recipients (delivered) who opened* a particular eBlast.
- ***Open Rate:*** The ratio of Unique Opens* to Delivered.
- ***Total Clicks:*** Average number of recipients who clicked a link within a particular eBlast.
- ***CTR:*** Click Through Rate is the percentage of recipients who click on a link within the eBlast.

Due to Apple Mail Privacy enabled on user devices, opens/open rates may be inflated as of November 2021. Clicks are not impacted.
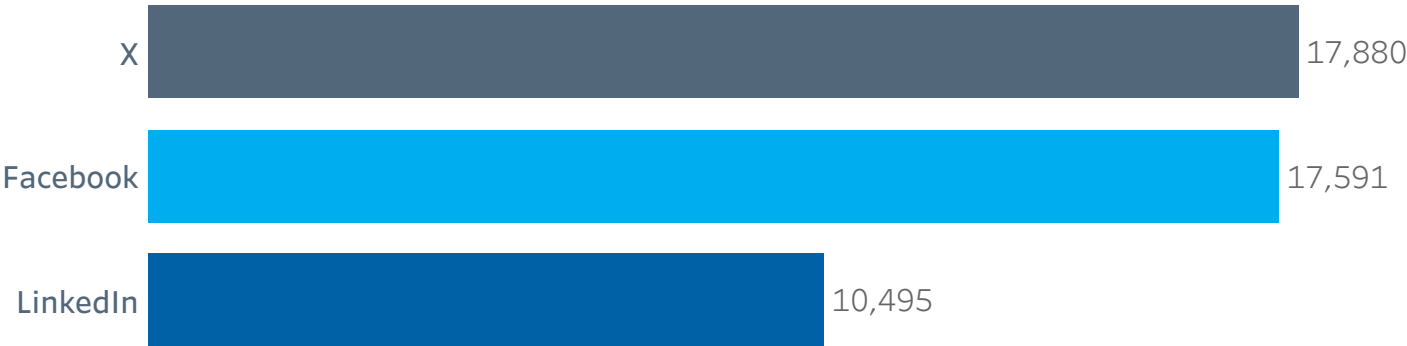
Social Media

Total Social Media Followers
45,966
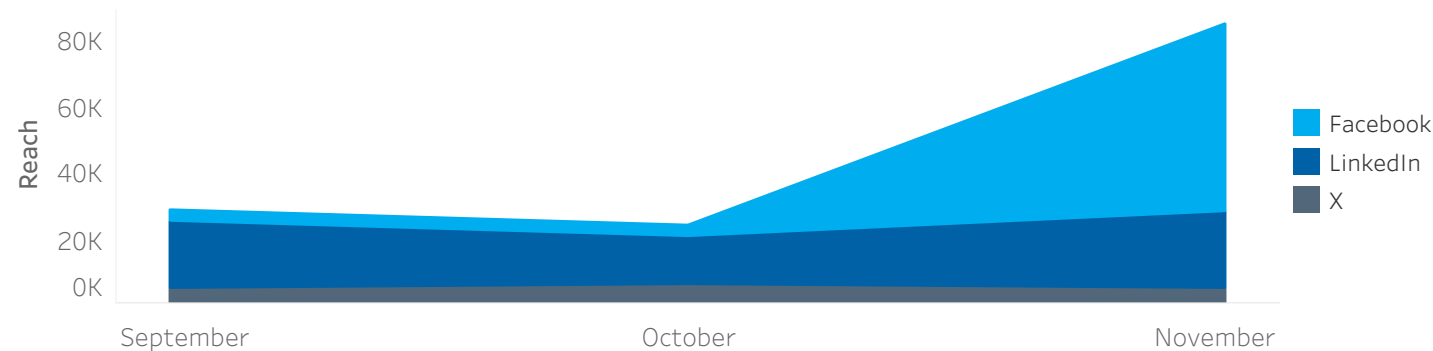
Engagements
2,515

Followers by Channel

Channel	Value
X	17,880
Facebook	17,591
LinkedIn	10,495

Total Engagements

Facebook: 585

X: 152

LinkedIn: 1,778

Reach by Month

Legend:
- Facebook
- LinkedIn
- X

Y-axis (Reach): 0K, 20K, 40K, 60K, 80K

X-axis: September, October, November

Time Frame
3 Months

KPIs
- ***Total Social Media Followers:*** The total number of social media followers per brand, as of the report date (not unique across all channels).
- ***Engagements:*** The reactions, comments, and shares on a post. Clicks are not included.

Followers by Channel
- Breakdown of followers by the specific social network.
- Followers is the total number who have followed the brand.

Total Engagements
- Total engagements by social network.

Reach by Month
- Breakdown by social network of the total reach by month.
- Reach is the number of individual users a post reached.

Events
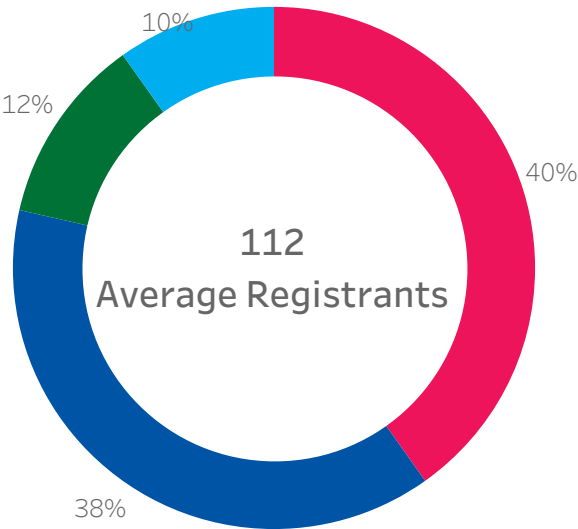
Total Registrants
112

Total Events Annually
1

Average Registrants per Event
112

Registrant Types

112
Average Registrants

40%
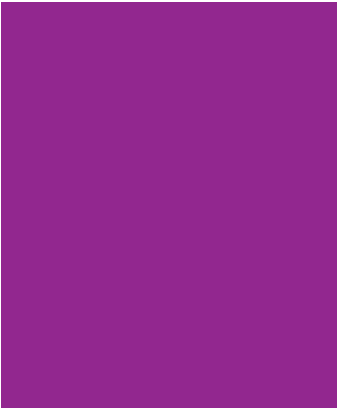
38%

12%

10%

- Attendee
- Exhibitor/Sponsor
- Speaker
- Staff

Event Registration

Food Automation & Manufacturing Conference

April 14, 2025

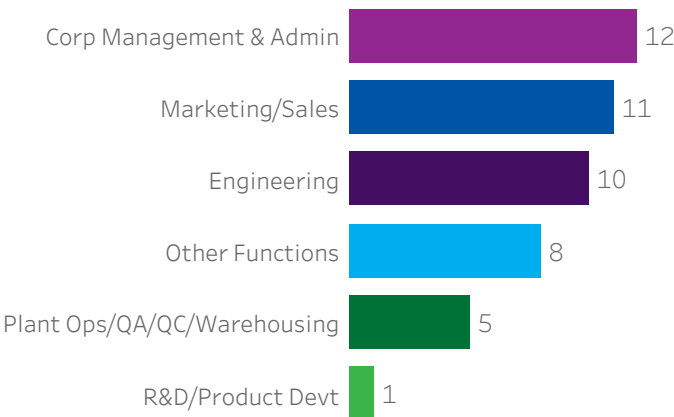112 Registrants

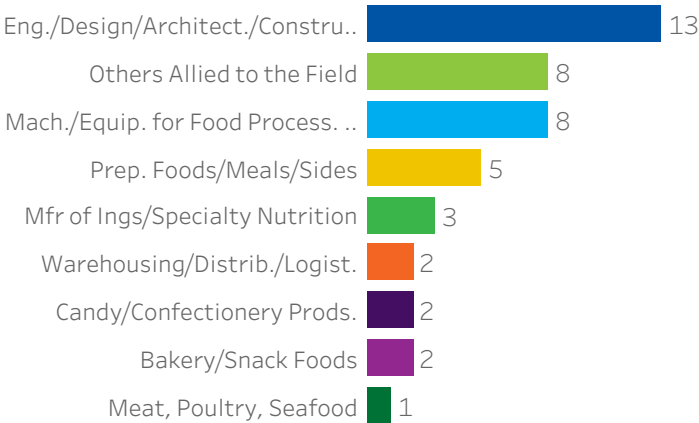# Events - Registrant Demographics & Locations

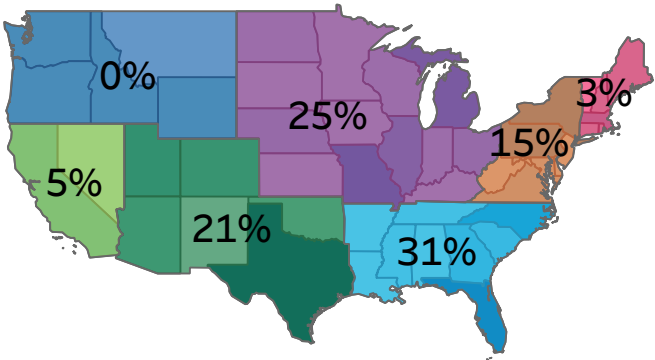## Demographic - Job Function

Top 6 Shown

Job Function	Count
Corp Management & Admin	12
Marketing/Sales	11
Engineering	10
Other Functions	8
Plant Ops/QA/QC/Warehousing	5
R&D/Product Devt	1

47 or 42% of registrants with responses

Demographic - Business/Industry

Top 9 Shown

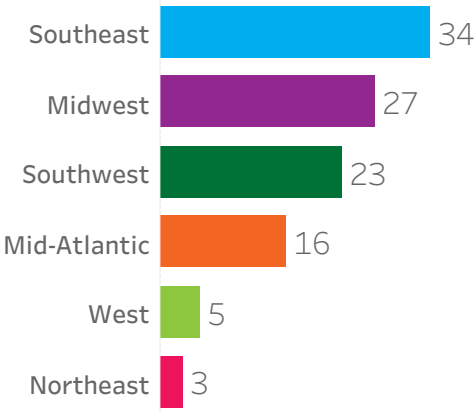| Business/Industry	Count
Eng./Design/Architect./Constru..	13
Others Allied to the Field	8
Mach./Equip. for Food Process. ..	8
Prep. Foods/Meals/Sides	5
Mfr of Ings/Specialty Nutrition	3
Warehousing/Distrib./Logist.	2
Candy/Confectionery Prods.	2
Bakery/Snack Foods	2
Meat, Poultry, Seafood	1

44 or 39% of registrants with responses

Unique Registrants by Region

Region	Count
Southeast	34
Midwest	27
Southwest	23
Mid-Atlantic	16
West	5
Northeast	3

US map percentages: 0%, 25%, 3%, 15%, 5%, 21%, 31%

97% of registrants are located in the US

Unique Registrants by Region

Region	Count
North America	111

World map percentages: 100%, 0%, 0%, 0%, 0%, 0%, 0%
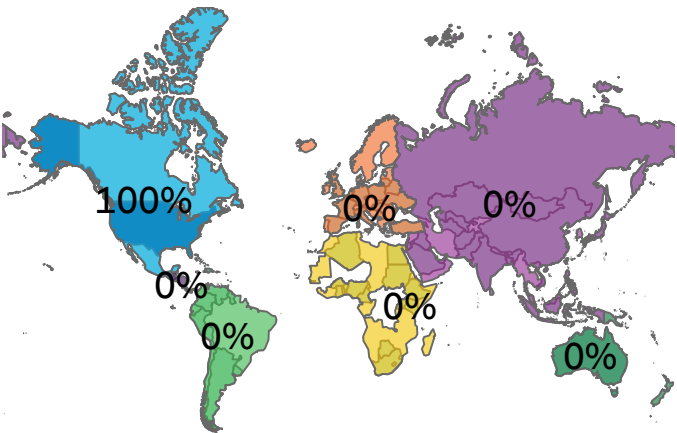
3% of registrants are located internationally
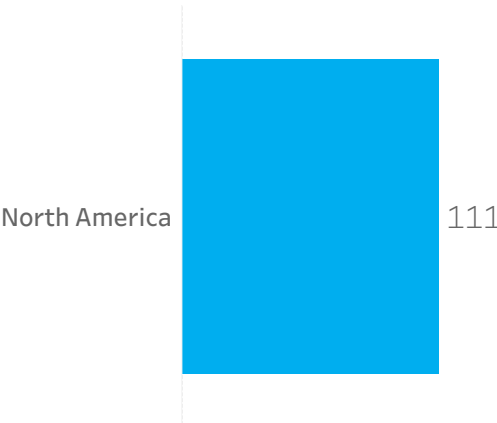
Time Frame
Annual

KPIs
- *Unique Registrant:* The number of unique registrants across all events.
- *Total Events Annually:* The number of events held annually per brand.
- *Average Registrants per Event:* The average number of registrants per event.

Registrant Types
- *Average Registrants:* Average number of registrants per event.
- *Attendee:* Average percentage of registrants who registered as an attendee only.
- *Speaker:* Average percentage of registrants who registered as a speaker.
- *Exhibitor/Sponsor:* Average percentage of registrants who registered as an exhibitor/sponsor.

Event Registration
- *Events:* Annual Events listed by date.
- *Registrants:* Total Registrants listed per Event.

Webinars

Unique Registrants	Unique Attendees	Registrant Attendance Rate	Average Attendees per Webinar
625	**285**	**46%**	**67**

Registrant Breakdown

153
Average Registrants

- 25% Live
- 2%
- 17% On Demand
- 56% Registrant Only

Legend:
- Live
- Live & On Demand
- On Demand
- Registrant Only

Attendee Engagement Breakdown

67
Average Attendees

- 10%
- 7%
- 2%
- 97%

Legend:
- Answered Surveys
- Repeat Viewer
- Multiple Engagements
- Viewed Only

Registration & Attendance Analysis

Bar chart with months: June 2025, July 2025, September 2025, October 2025. Y-axis values: 0, 50, 100, 150, 200, 250.

Legend:
- On Demand
- Live & On Demand
- Live
- Registrant Only

*All data is calculated from the 5 most recent webinars

Demographic - Job Function

Top 7 Shown

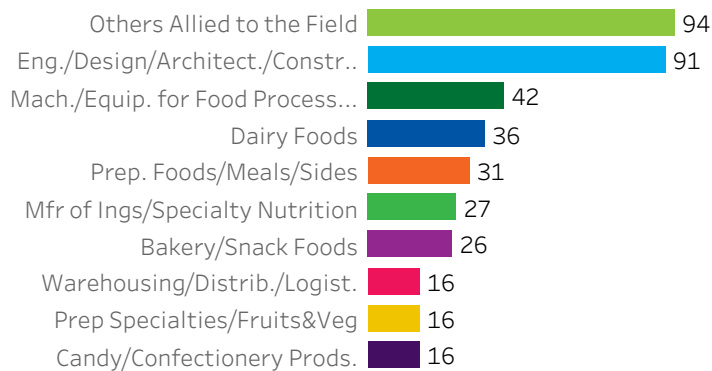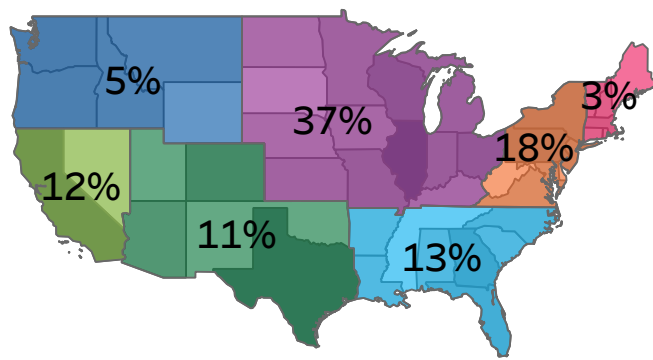| Job Function	Value
Engineering	106
Other Functions	94
Plant Ops/QA/QC/Warehousing	85
R&D/Product Devt	73
Corp Management & Admin	45
Marketing/Sales	35
Purchasing	3

441 or 71% of registrants with responses

Demographic - Business/Industry

Top 10 Shown

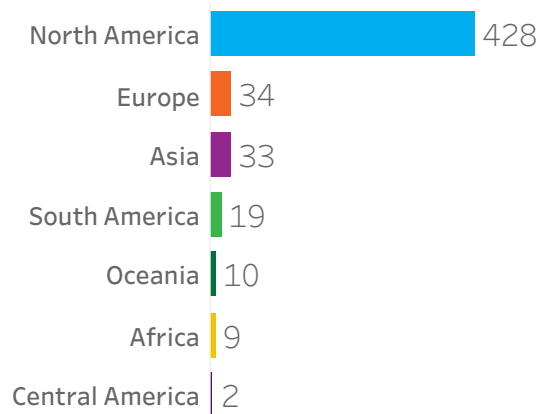| Business/Industry	Value
Others Allied to the Field	94
Eng./Design/Architect./Constr..	91
Mach./Equip. for Food Process...	42
Dairy Foods	36
Prep. Foods/Meals/Sides	31
Mfr of Ings/Specialty Nutrition	27
Bakery/Snack Foods	26
Warehousing/Distrib./Logist.	16
Prep Specialties/Fruits&Veg	16
Candy/Confectionery Prods.	16

440 or 70% of registrants with responses

Unique Registrants by Region

US map showing: 5%, 37%, 3%, 18%, 12%, 11%, 13%

Region	Value
Midwest	142
Mid-Atlantic	69
Southeast	49
West	45
Southwest	41
Northwest	20
Northeast	13
Non-Continental US	4
Unknown US	1

72% of registrants are located in the US

Unique Registrants by Region

World map showing: 80%, 0%, 4%, 6%, 2%, 6%, 2%

Region	Value
North America	428
Europe	34
Asia	33
South America	19
Oceania	10
Africa	9
Central America	2
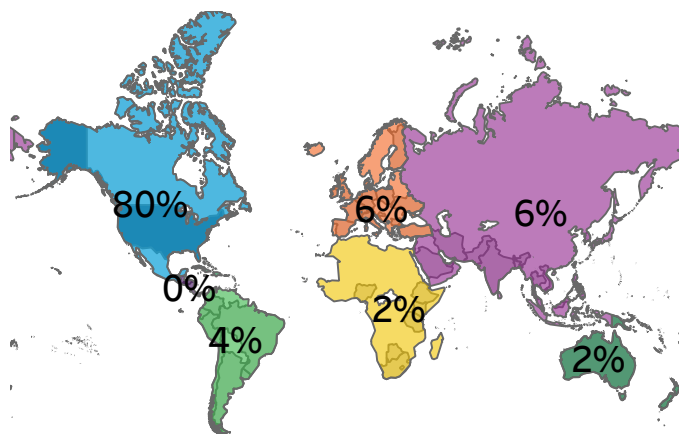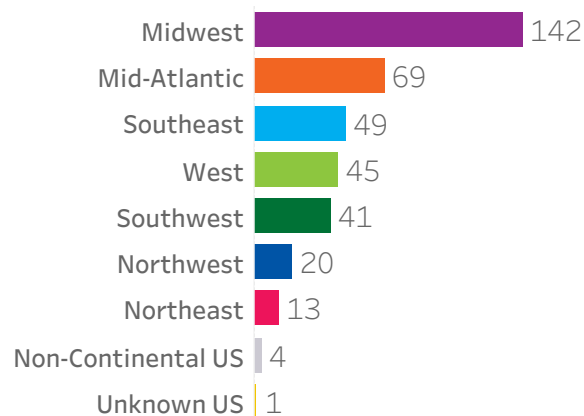
28% of registrants are located internationally

* All data is calculated from the 5 most recent webinars

Time Frame
3 months. If there were less than 5 webinars in the most recent 3 months, the time frame is extended (up to 1 year) to include the 5 most recent webinars.

KPIs
- *Unique Registrants:* The number of unique registrants across all webinars.
- *Unique Attendees:* The number of unique attendees across all webinars.
- *Registrant Attendance Rate:* The ratio of average attendance to average registration.
- *Average Attendees per Webinar:* The average number of attendees per webinar.

Registrant Breakdown
- *Average Registrants:* The average number of registrants per webinar.
- *Registrant Only:* Percentage of average registrants who did not attended webinar.
- *Live:* Percentage of average registrants who attended the live webinar.
- *On Demand:* Percentage of average registrants who viewed the webinar at a later date than the live webinar.
- *Live & On Demand:* Percentage of average registrants who attended the webinar live and viewed the webinar at a later date.

Attendee Engagement Breakdown
- *Attendees:* Average number of attendees per webinar.
- *Answered a Survey:* Percent of average attendees who responded to a survey question within a webinar.
- *Downloaded Documents:* Percent of average attendees who downloaded a document within a webinar.
- *Multiple Engagements:* Percent of average attendees who responded more than once and/or in more than one way, within a webinar*.*
- *Repeat Viewer:* Percent of average attendees who viewed a webinar several times*.*
- *Answered Polls:* Percent of average attendees who responded to a poll question within a webinar.
- *Viewed Only:* Percent of average attendees who only viewed a webinar.

Registration & Attendance Analysis
- Number of unique registrants and attendees per webinar, colored by the type of viewing engagement.

Time Frame
See product specific glossary page

Demographic - Job Function
- Number of customers identified by Job Functions reported.

Demographic - Business/Industry
- Number of customers identified by Business & Industry reported.

Geographic - US Regions
- *Mid-Atlantic:* Delaware, Maryland, New Jersey, New York, Pennsylvania, Virginia, Washington D.C. and West Virginia
- *Midwest:* Indiana, Illinois, Wisconsin, Minnesota, Iowa, Kansas, Kentucky, Michigan, Missouri, Nebraska, North Dakota, Ohio and South Dakota
- *West:* California and Nevada
- *Southeast:* Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee
- *Southwest:* Arizona, Colorado, New Mexico, Oklahoma, Texas and Utah
- *Northeast:* Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont
- *Northwest:* Idaho, Montana, Oregon, Washington and Wyoming
- *Non-Continental US:* Alaska, American Samoa, APO/FPO, Guam, Hawaii, Northern Mariana Island, Puerto Rico and U.S. Virgin Islands

Geographic - World Regional
- *North America:* Canada, Mexico and U.S.A.
- *Asia:* Continent of Asia, including Asia minor and Middle East
- *Europe:* Continental European nations (including United Kingdom and Ireland)
- *Oceana:* Australia, New Zealand and surrounding Pacific Island nations
- *South America:* Continental South American nations
- *Africa:* Continental African nations
- *Central America:* Costa Rica, Guatemala, Honduras, Panama and Nicaragua

Display Name	Included Demographics
Corp Management & Admin	Corporate Management & Admin
Engineering	Engineering
Marketing/Sales	Marketing/Sales
Other Functions	Must Pay
	Need More Information
	Other
Plant Ops/QA/QC/Warehousing	Plant Operations/Production
	QA/QC
	Warehousing/Distr/Logistics
Purchasing	Purchasing
R&D/Product Devt	Research & Dev/Product Dev

Display Name	Included Demographics
Bakery/Snack Foods	Bakery Products Breads & Rolls Waffles Cookies & Crackers Chips & Pretzels Extruded Snacks Nuts/Trail Mix Other Bakery Products Other Snack Foods Snack Bars Snack Cakes Pies Donuts Toasted Pastries Snack Foods Tortillas
Beverages	Beverages Distributor Juice/Fruit Drinks Fluid Milk & Beverages Manufacturer Alternative Bev/Sprt Drink Manufacturer Beer Manufacturer Bottled Water Manufacturer Coffee/Tea Manufacturer Dairy-based Drinks Manufacturer Juice/Fruit Drinks Manufacturer Other Beverages Manufacturer Soft Drinks Manufacturer Wine/Liquor Other Beverages Distributor
Candy/Confectionery Prods.	Candy & Confectionery Products
Cereal/Grain/Pet Fds	Cereal and Grain-Based Products Pet Foods
Co-packer/Contract. Mfg.	Co-packer/Contract Manufacturer
Dairy Foods	Butter or Margarine Products. Powdered Products Cheese Products Cultured Products Dairy Foods Ice Cream and Frozen Desserts
Eng./Design/Architect./Construction Svcs.	Engineering. Design. Arch and Constr
Mach./Equip. for Food Process. and/or Pkg.	Machinery/Equipment
Meat, Poultry, Seafood	Meat Poultry Seafood Other Meat Poultry Seafood Processed/Further Processed Meat Processed/Further Processed Poultry Processed/Further Processed Seafood Slaughtering Fabricating Cutting Rendering
Mfr of Ings/Specialty Nutrition	Manufacturer of Ingredients Specialty Nutritional Products
Others Allied to the Field	Consulting Firm/Service Convenience Store/Mass Merchandiser Foodservice Grocery (including Natural & Organic) Grower/Farmer/Packer Must Pay Need More Information Other (please specify) Regulatory/Certification Services Retail Specialty Retailer/Specialty Food Store Testing Labs Universities Government Wholesaler/Broker/Importer/Exporter
Prep Specialties/Fruits&Veg	Fruits & Vegetables Prepared Specialties
Prep. Foods/Meals/Sides	Meat Snacks Other Prepared Products Pizza Prepared Foods/Meals/Side Dishes Prepared Snacks
Warehousing/Distrib./Logist.	Warehousing/Distribution/Logistics

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BNP Customer Database - *omeda.com*
Primary source of record for all first party customer data and activities including: Subscriber Registrations, Demographics, Physical Addresses, Business & Job Function Demographic responses, Product Subscriptions, Email Deployments, Website Visits, eMagazine Visits, Digital Edition Visits.

Usage by Report Section

Audience Profile
- ***Unique Active Customers***
- ***Print Magazine, Digital Edition, eMagazine:*** Subscriber Counts
- ***eNewsletter:*** Recipients, Engagement, Sends
- ***eBlasts:*** Delivered, Engagement, Sends
- ***Website:*** Active Registrants
- ***Demographics:*** Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- ***Locations:*** Locations of known customers with first party address data

Magazine/eMagazine
- ***Magazine Summary:*** All data
- ***eMagazine/Digital Edition Summary:*** Total Qualified Subscribers, Notification eMail Metrics
- ***Demographics:*** Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- ***Locations:*** Locations of known customers with first party address data

eNewsletters
- ***All Pages:*** All data

Website
- ***Known User Activity:*** All data
- ***User Demographics:*** Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*

eBlasts
- ***All Pages:*** All data

Continuing Education
- ***Websites & eNews:*** eNews Delivery, Activity by eNewsletter
- ***Demographics:*** Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- ***Locations:*** Locations of known customers with first party address data

Events
- *Demographics:* Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- *Locations:* Locations of known customers with first party address data

Webinars
- *Demographics:* Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- *Locations:* Locations of known customers with first party address data

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Google Analytics - *google.com/analytics*
Web Analytics service offered by Google that tracks and reports website traffic. Used to track all usage (known & anonymous) across websites, eMagazines, Digital Editions, Continuing Education.

Usage by Report Section
Audience Profile
- *Website:* Average Monthly Users, Average Monthly Pageviews
- *Continuing Education:* Monthly Website Pageviews

eMagazine/Magazine
- *eMagazine/Digital Edition Summary:* Issue Pageviews, Sessions, Session Duration

Website
- *Website Overview:* Website Users, Sessions, Pageviews, Top Content Topics
- *User Locations:* Website User Locations

Continuing Education
- *Websites & eNews:* Monthly Website Pageviews, All Website Visitors data

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Falcon Social Media Platform - *falcon.io*
Single platform management and analytics for Facebook, Twitter, Instagram, LinkedIN accounts. falcon.io

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Usage by Report Section
Audience Profile
- *Social Media:* Follower Count by Channel

Social Media
- *All Pages:* All data

Building Media Inc. - *buildingmedia.com*
Developer of innovative online learning management programs and e-Learning courseware built exclusively for the construction community. Hosts and manages Continuing Education Centers.

Usage by Report Section
Audience Profile
- *Continuing Education:* Active Registered Users

Continuing Education
- *Websites & eNews:* Active Registered Users
- *CE Courses & Tests:* All data

Aventri - *aventri.com*
Event Management Platform used to process registration and administration of in person, virtual and hybrid events.

Usage by Report Section
Audience Profile
- *Events:* Average Attendees per Event

Events
- *Event Overview:* All data

Intrado - *intrado.com*
Webinar and interactive media platform. Technology and administration of Webinars.

Usage by Report Section
Audience Profile
- *Webinars:* Average Registrants, Average Attendees

Webinars
- *Webinars Overview:* All data