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

550 W Merrill St, Suite 200, Birmingham, MI 48009

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Accreditation Letter

Alliance for Audited Media

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 April 30, 2026.

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

Alliance for Audited Media

Alliance for Audited Media
May 29, 2026



Audience Profile

Food Engineering
As of October 2026

Total Audience

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

124,875	24,387	69%
Total Audience Reach	Unique Active Audience	Engaged

Core Channels

	Total Channel Audience	Unique to Channel
Website	44,531	1,053
eMagazine	17,615	7,306
Newsletter	13,596	2,752



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

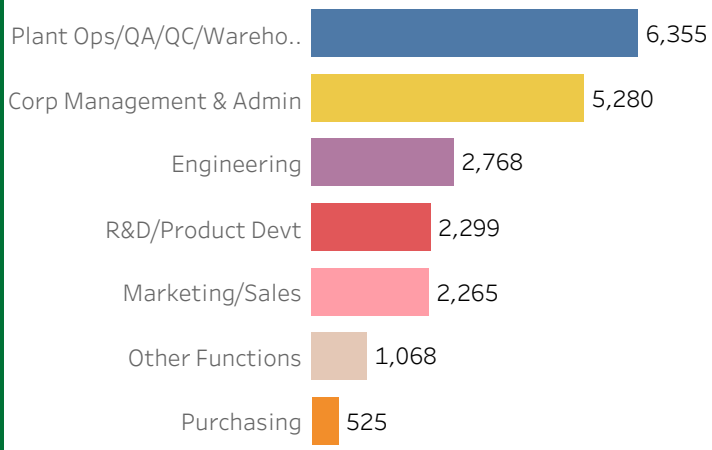
Additional Channels

223	104	10,813	49,133
Webinar Average Registrants	Unique Event Registrants	Standard eBlast Delivery	Social Media Total Followers

Demographics

Job Function

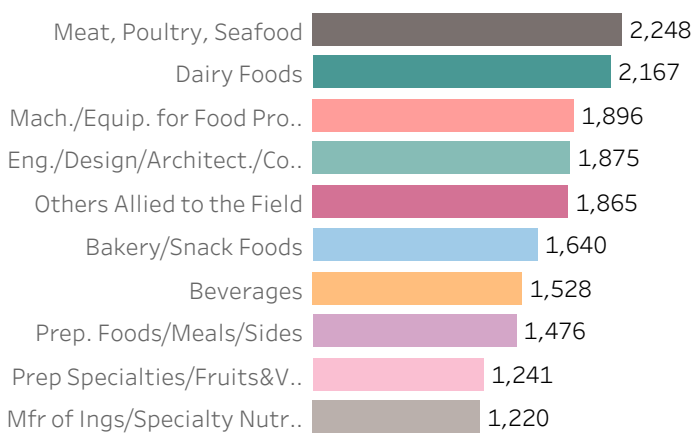
Top 7 shown



20,560 responses

Business Industry

Top 10 shown



19,548 responses

Audience Profile Glossary

UNDERSTANDING AUDIENCE PROFILE DASHBOARD

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



Food Engineering

August 2026 - October 2026

eMagazine - Summary

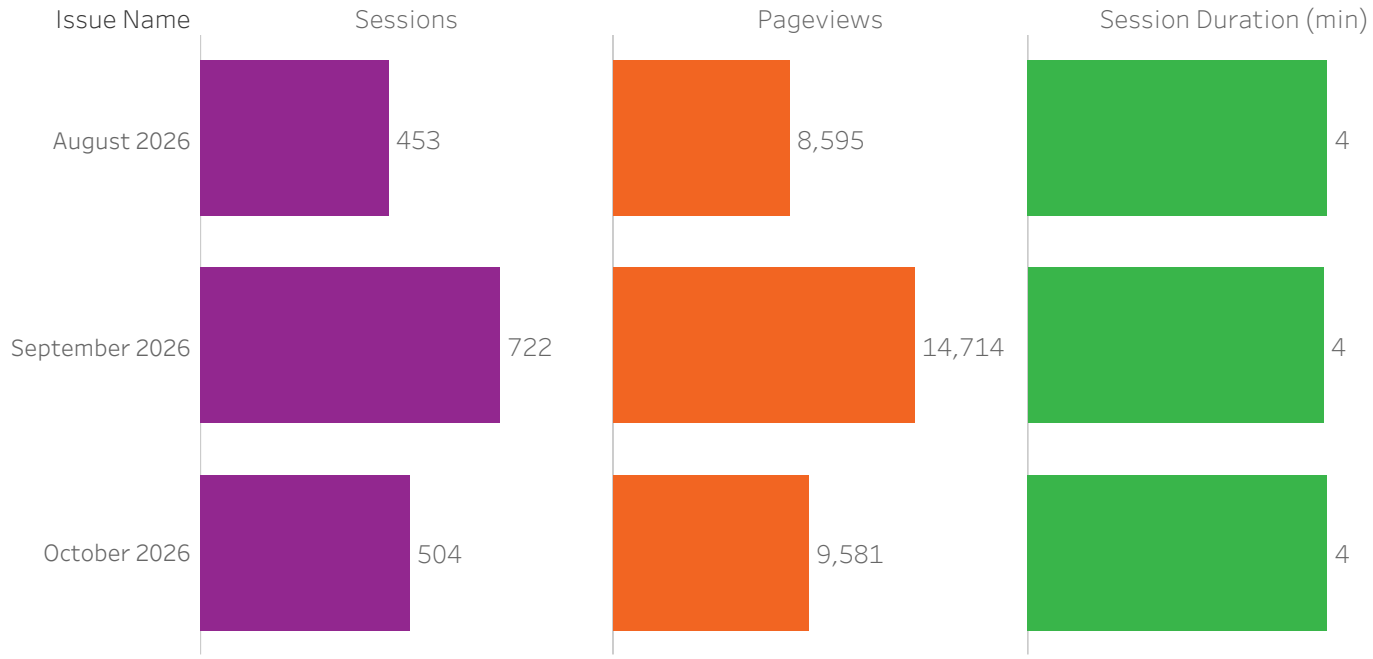
Total Subscribers

17,513

Average Issue Pageviews

10,963

Activity by eMagazine Issue



eMagazine Notification Email Metrics

Issue Name	Sends	Unique Delivered	* Unique Opens	* Open Rate	Total Clicks	CTR
August 2026	4	18,120	8,306	45.8%	388	1.1%
September 2026	4	17,919	7,832	43.7%	504	1.4%
October 2026	2	17,711	7,286	41.1%	353	1.0%

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



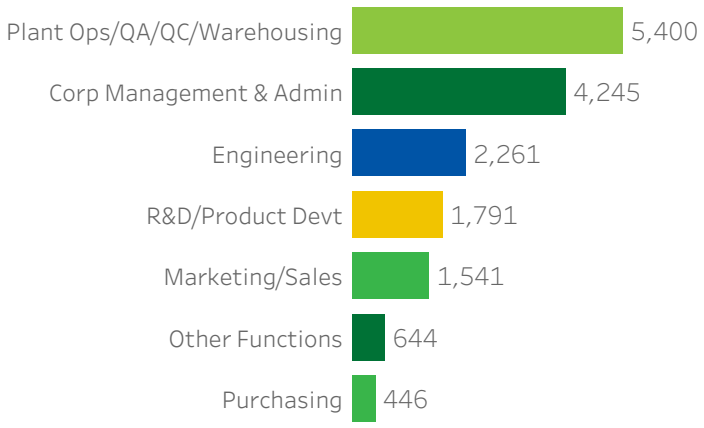
Food Engineering

August 2026 - October 2026

eMagazine - *Subscriber Demographics & Locations*

Demographic - Job Function

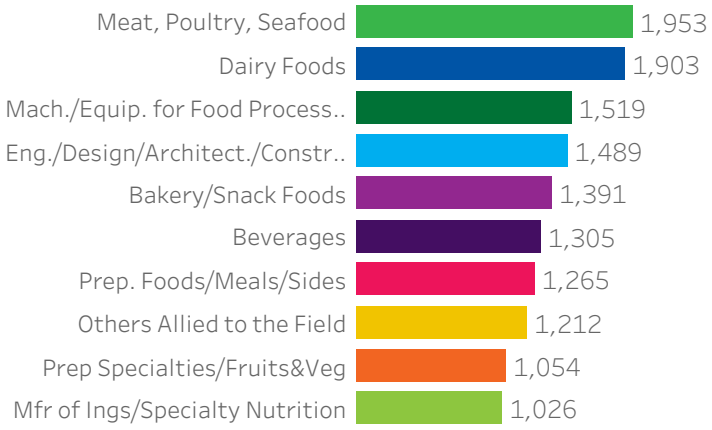
Top 7 Shown



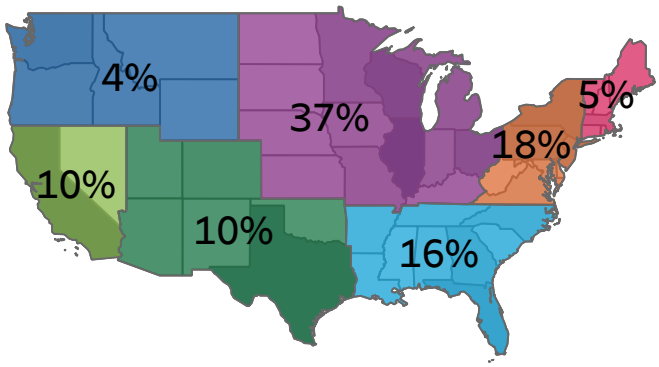
16,328 or 93% of subscribers with responses

Demographic - Business/Industry

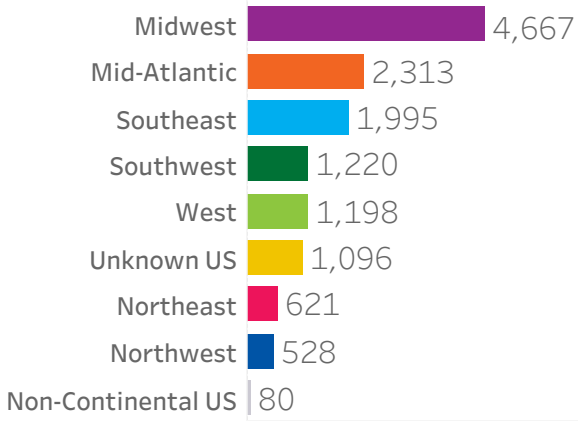
Top 10 Shown



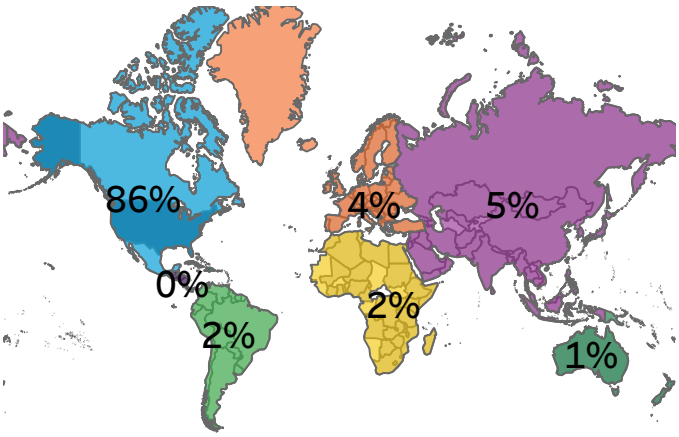
16,154 or 92% of subscribers with responses



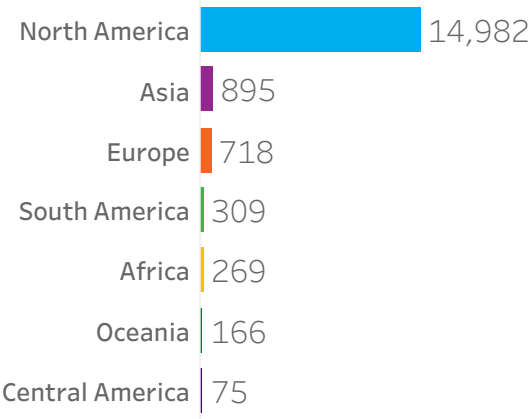
Unique Subscribers by Region



79% of subscribers are located in the US



Unique Subscribers by Region



21% 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.



Newsletters

Food Engineering
August 2026 - October 2026

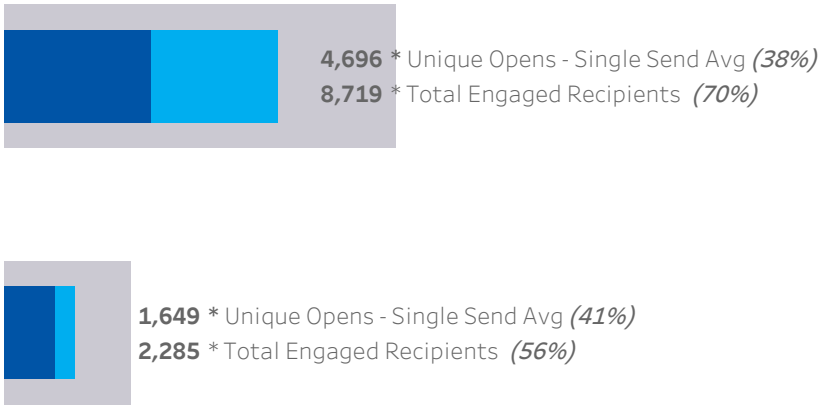
Active Unique Recipients
13,596

% of Recipients Engaged
69%

Sends per Month
5

Recipient Activity by Newsletter Over the Last 3 Months

Newsletter Name	Average Delivered
FOOD ENGINEERING Newsletter	12,469
Food Plant Update	4,037



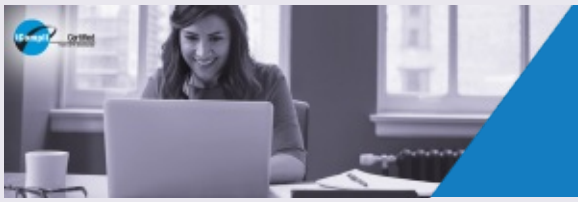
Engaged Recipient: Any recipient who opened at least one email of this type in the report time frame.

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	12,469	4,696	37.7%	259	2.1%
Food Plant Update	1.0	4,037	1,649	40.8%	241	6.0%

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



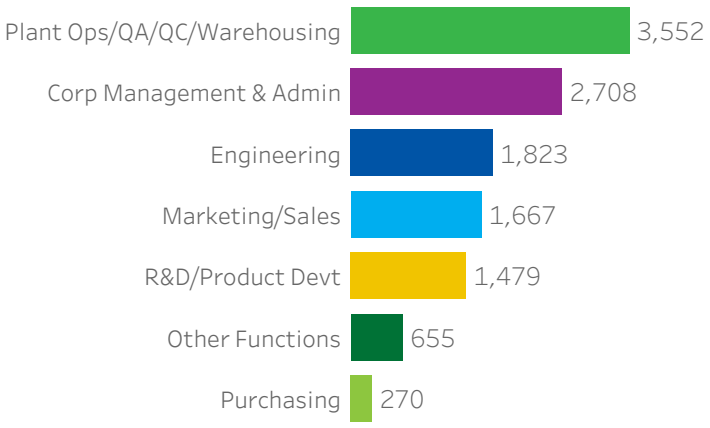
Food Engineering

August 2026 - October 2026

Newsletters - *Recipient Demographics & Locations*

Demographic - Job Function

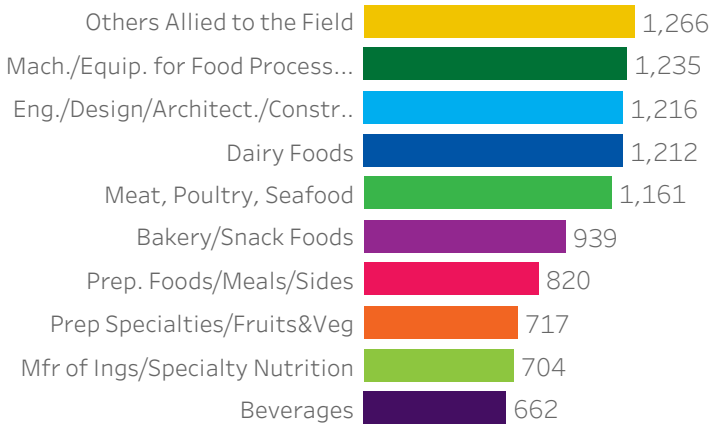
Top 7 Shown



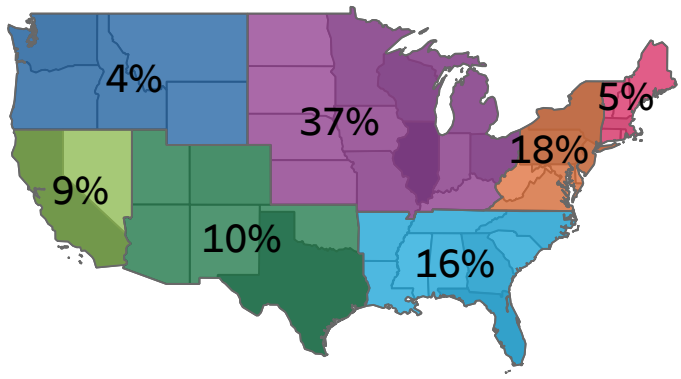
12,154 recipients with responses

Demographic - Business/Industry

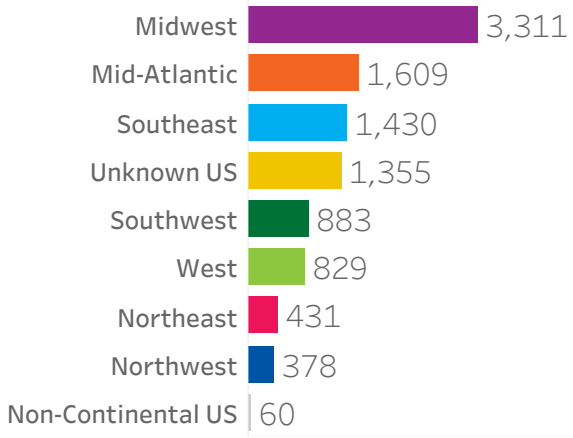
Top 10 Shown



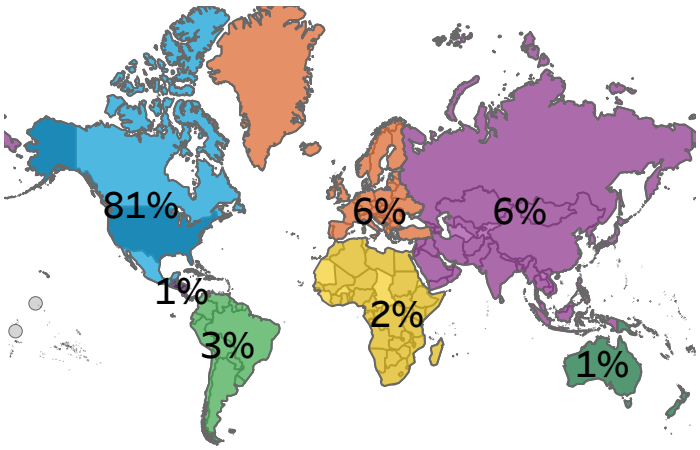
11,252 recipients with responses



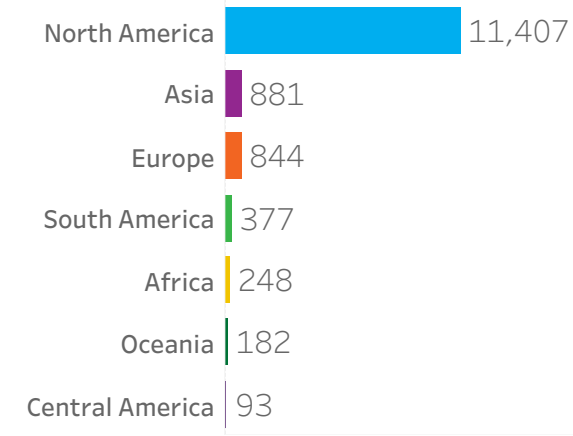
Unique Recipients by Region



73% of recipients are located in the US



Unique Recipients by Region



27% of recipients are located internationally

Newsletter Audience Glossary

UNDERSTANDING NEWSLETTER AUDIENCE DASHBOARD

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.

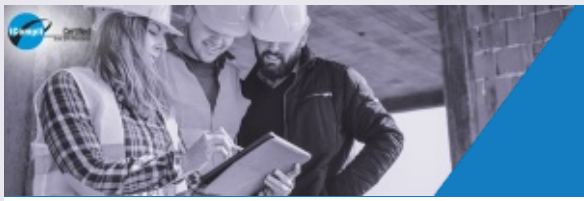
Recipient Activity by Newsletter

- ***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.*



Food Engineering

August 2026 - October 2026

Website - *www.foodengineeringmag.com*

Average Monthly Users

31,145

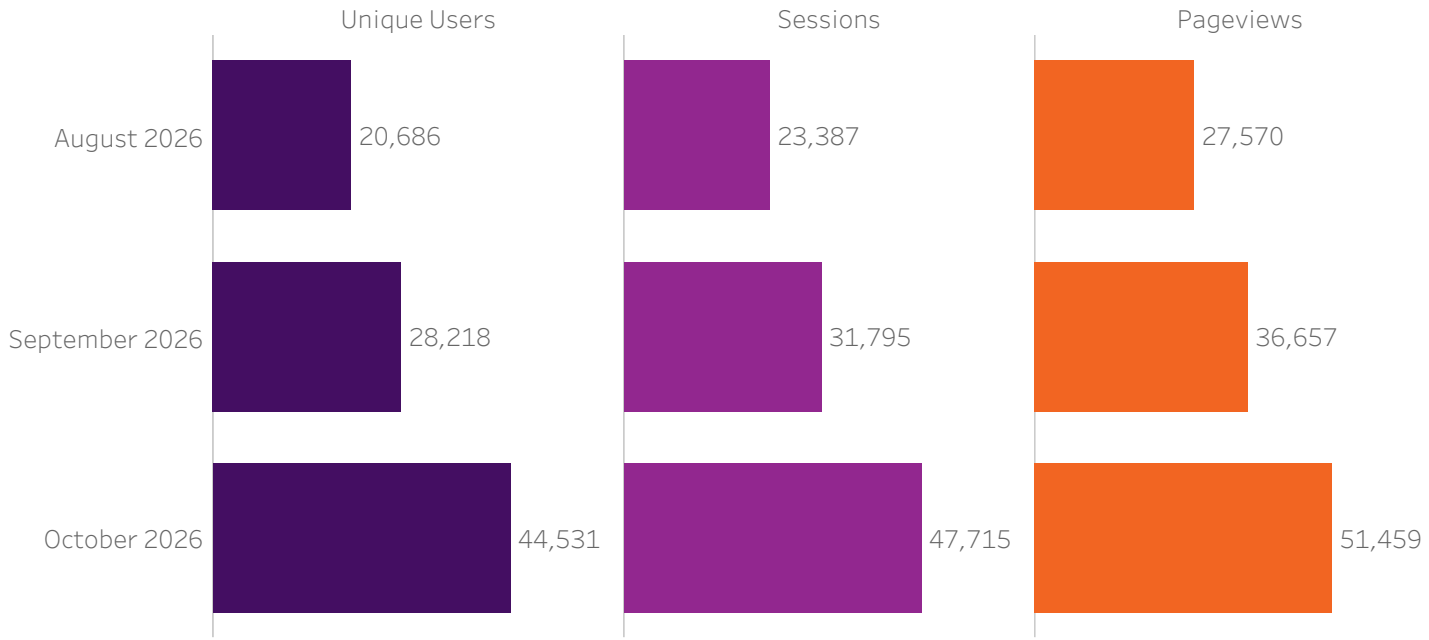
Average Monthly Sessions

34,299

Average Monthly Pageviews

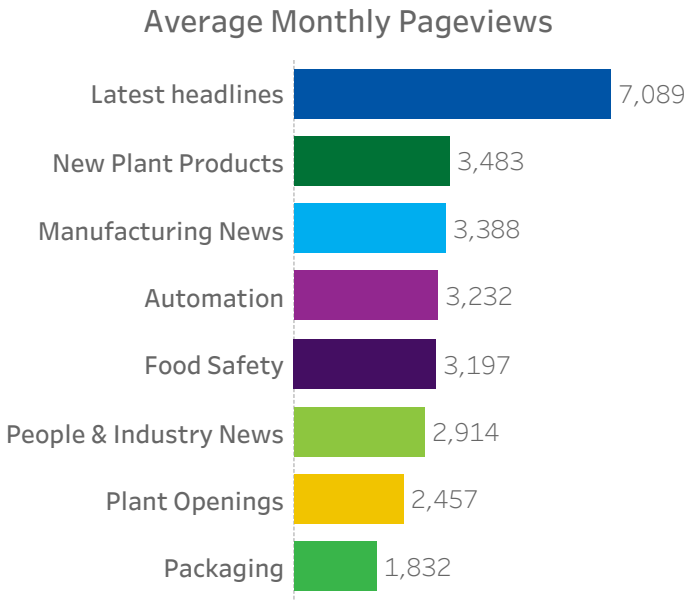
38,562

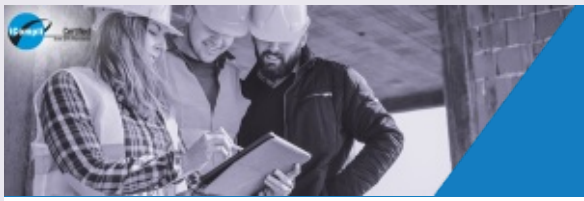
Monthly Website Statistics



Top 8 Content Topics Viewed







Food Engineering

August 2026 - October 2026

Website - *Known User Activity*

Active Registered Users

1,573

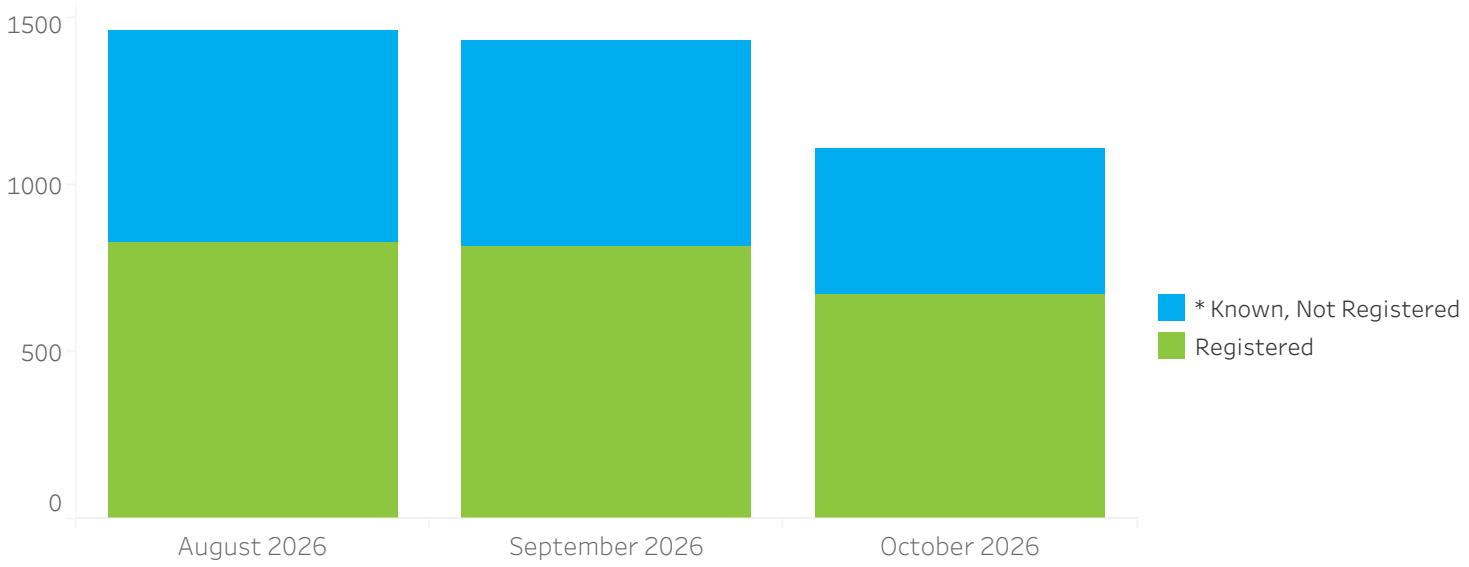
Active Known Users

2,812

Average Visits per User

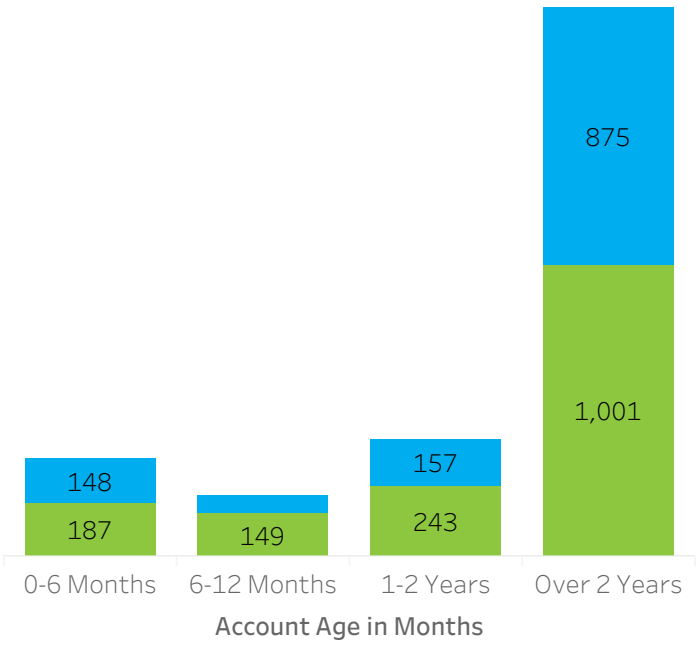
9.9

Website Users

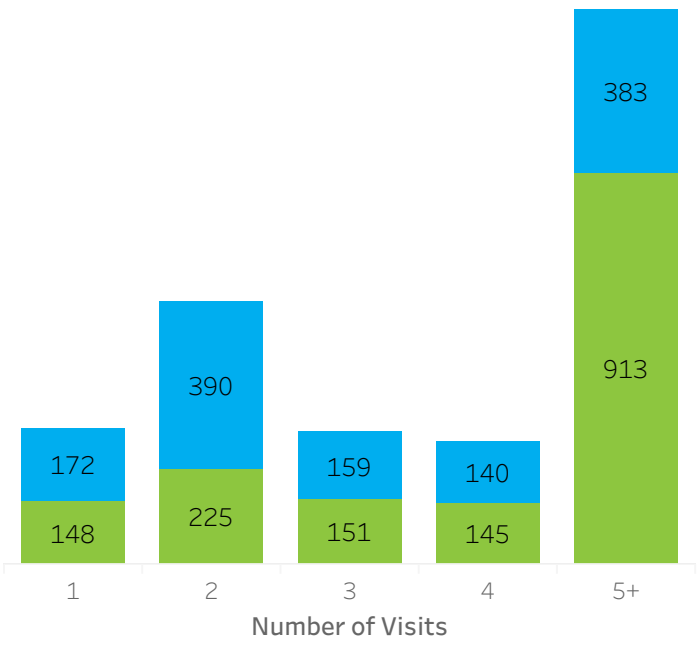


* Users that are identified in the BNP Media database but are not registered with this website

Known Users by Account Age



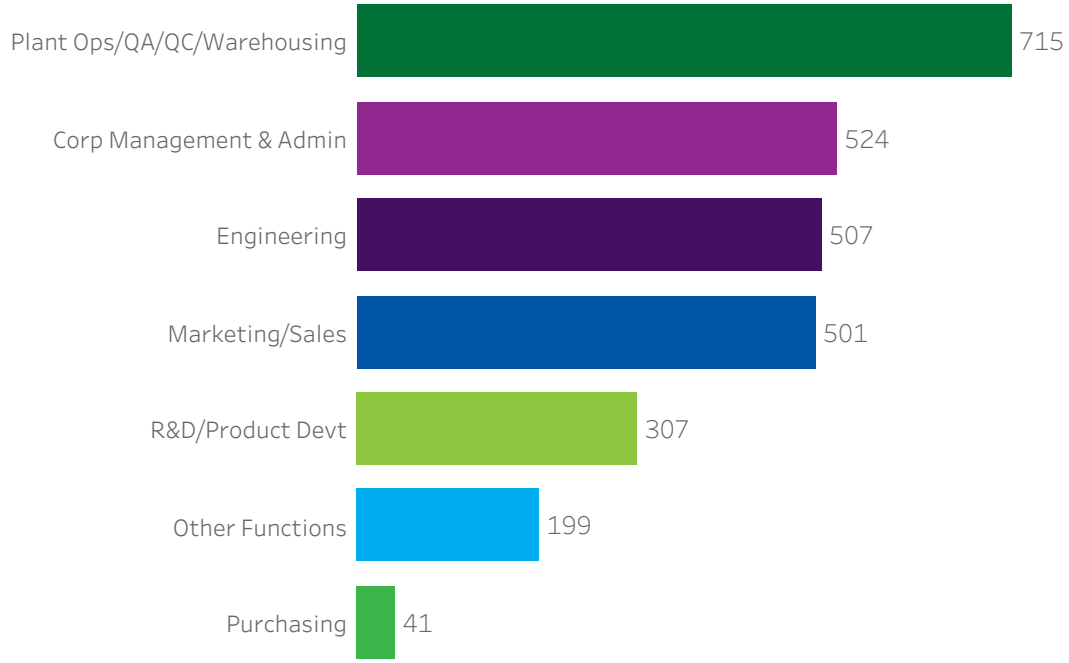
Known Users by Visit Frequency





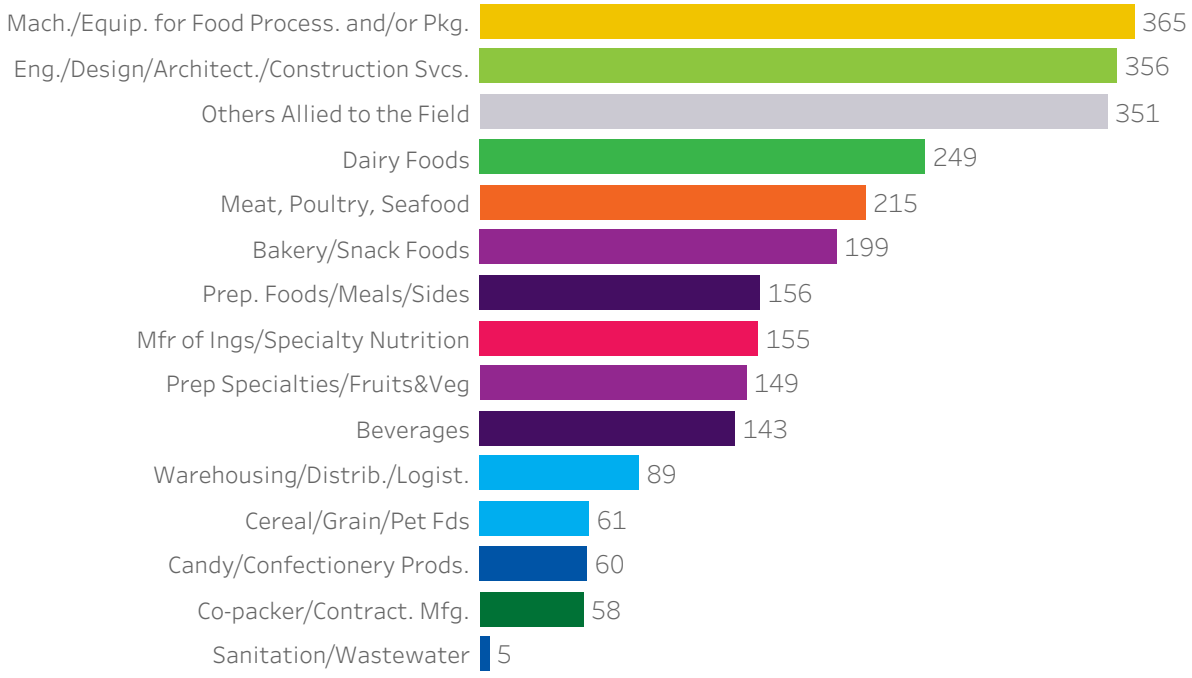
Website - *User Demographics*

Demographic - Job Function *Top 7 Shown*

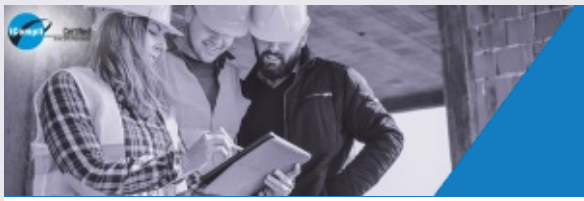


2,794 or 99% of users with responses

Demographic - Business/Industry *Top 15 Shown*



2,611 or 93% of users with responses



Food Engineering

August 2026 - October 2026

Website *- User Locations*

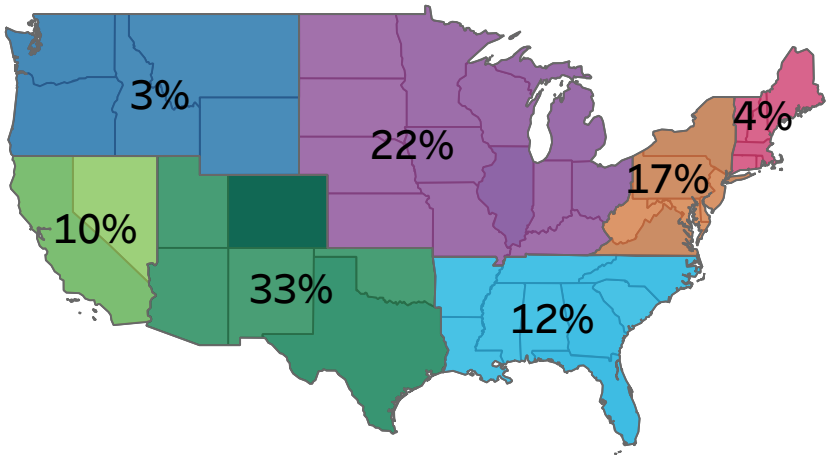
% of Users Based in US

82%

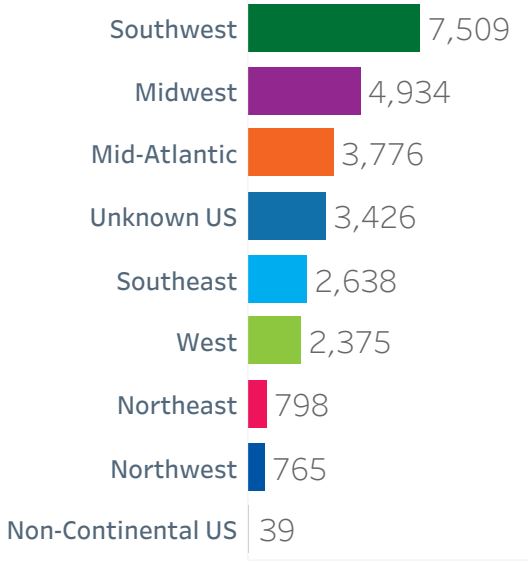
Average Monthly Users Based in US

26,261

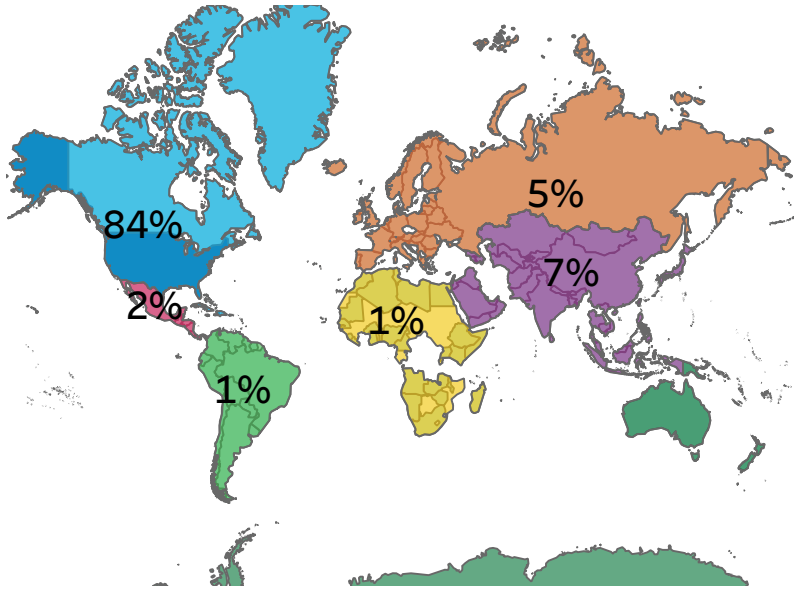
Geographic - US Regions



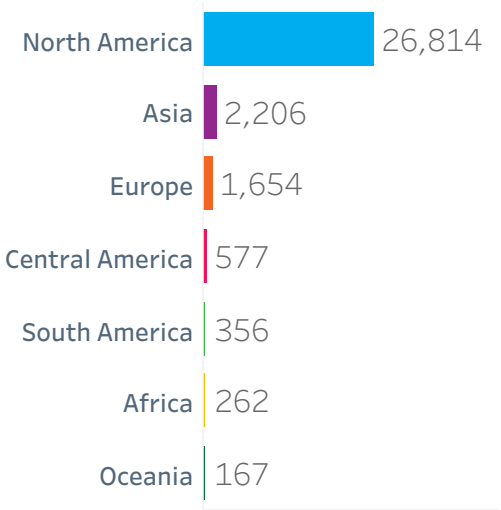
Unique Users by Region



Geographic - World Regions



Unique Users by Region



Website Audience Glossary

UNDERSTANDING WEBSITE AUDIENCE DASHBOARD

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.

Website Audience Glossary

UNDERSTANDING WEBSITE KNOWN USERS DASHBOARD

Time Frame

3-months

KPIs

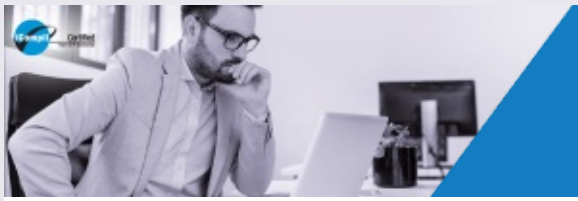
- ***Average Monthly Users:*** Average number of monthly users who have had at least one session on the website.
- ***Average Monthly Sessions:*** Average number of monthly sessions on the website. A session is anytime a user has interacted with the website.
- ***Average Monthly Pageviews:*** Average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



Food Engineering

August 2026 - October 2026

Sponsored eBlasts

Total Average Delivered
10,541

% of Recipients Engaged
66%

Sends per Month
13

Activity by eBlast

Sponsorship Type	Avg Delivered
Exclusive	10,541



3,041 * Unique Opens - Single Send Avg *(29%)*
9,323 * Total Engaged Subscribers *(66%)*

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	13.3	10,541	3,041	28.8%	50	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.



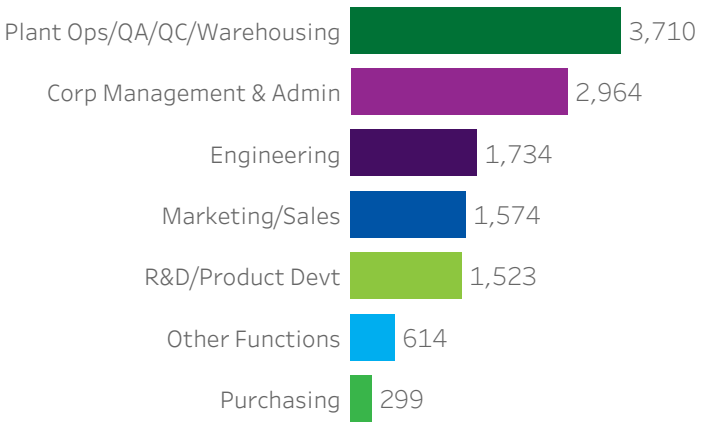
Food Engineering

August 2026 - October 2026

Sponsored eBlasts *- Recipient Demographics & Locations*

Demographic - Job Function

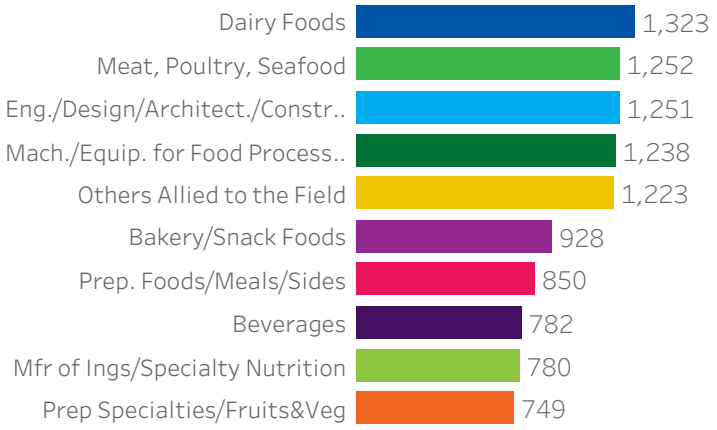
Top 7 Shown



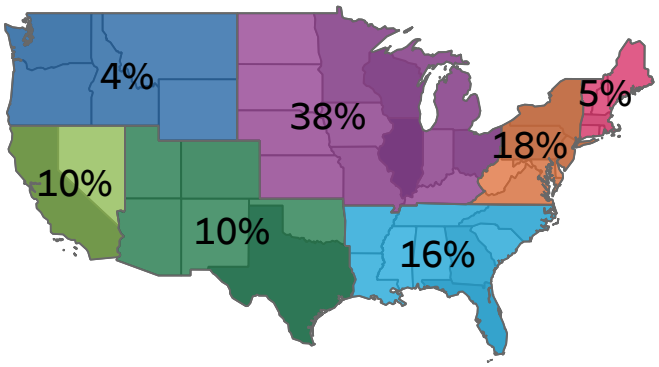
12,418 or 88% of recipients with responses

Demographic - Business/Industry

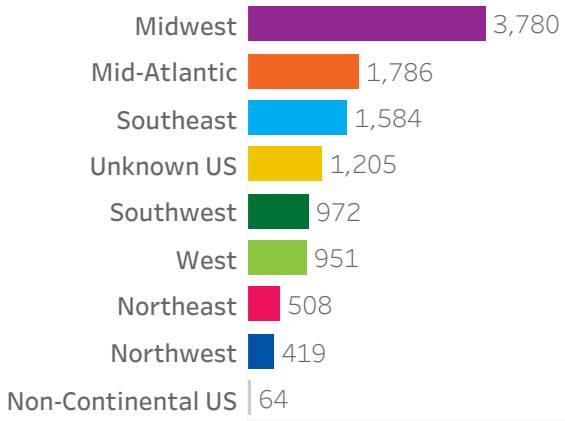
Top 10 Shown



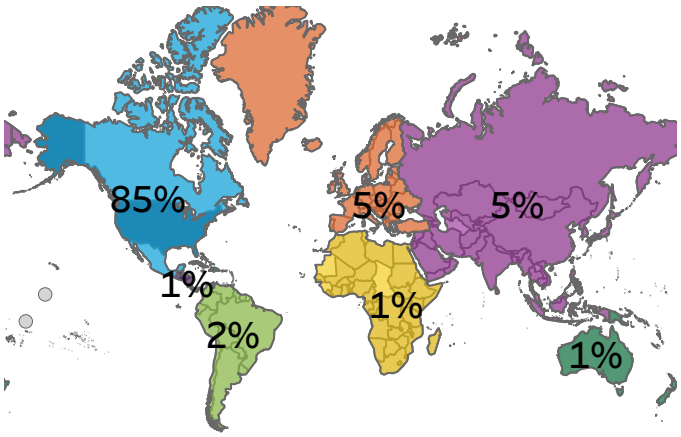
11,793 or 83% of recipients with responses



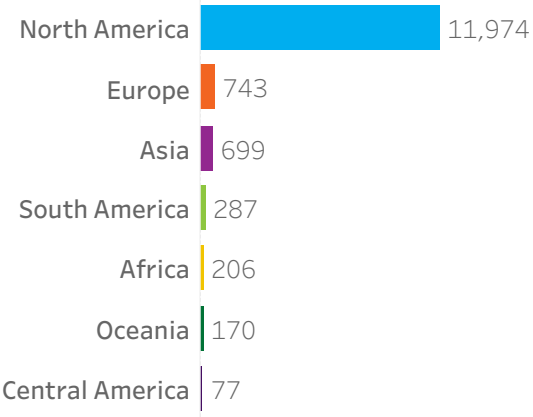
Unique Recipients by Region



80% of recipients are located in the US



Unique Recipients by Region



20% of recipients are located internationally

eBlast Audience Glossary

UNDERSTANDING eBLAST AUDIENCE DASHBOARD

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

Food Engineering
August 2026 - October 2026

Total Social Media Followers
49,133

Engagements
7,103

Followers by Channel



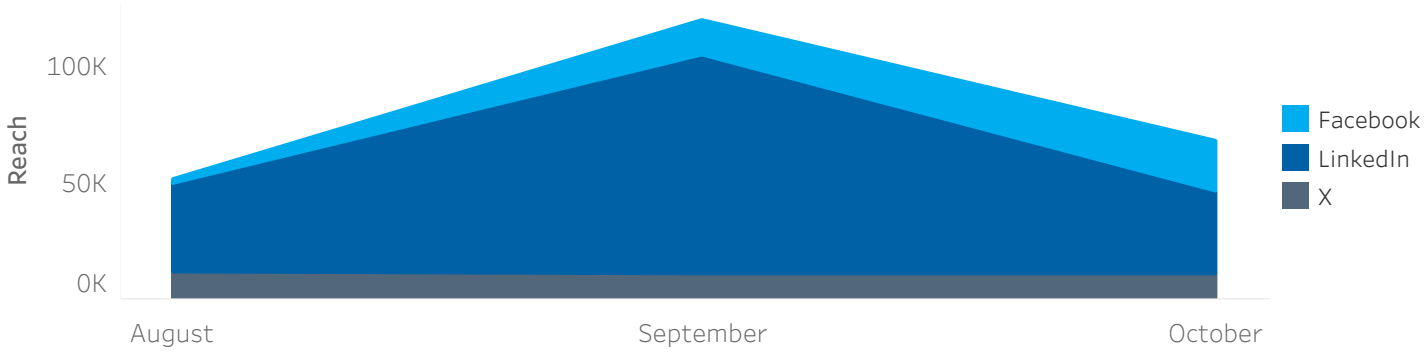
Total Engagements

277.0

476

6,350

Reach by Month



Social Media Audience Glossary

UNDERSTANDING SOCIAL MEDIA AUDIENCE DASHBOARD

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.



Food Engineering

Events

Total Registrants

108

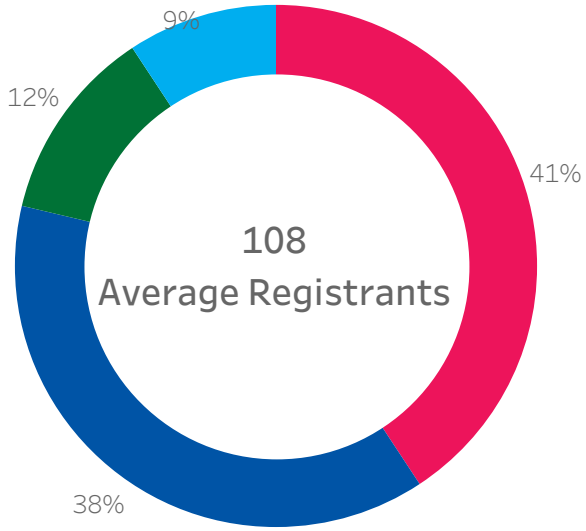
Total Events Annually

1

Average Registrants per Event

108

Registrant Types

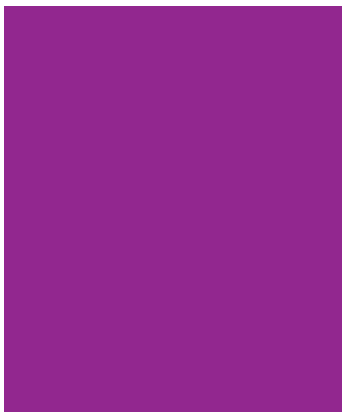


Attendee
Exhibitor/Sponsor
Speaker
Staff

Event Registration

Food Automation & Manufacturing Conference

April 14, 2025



108 Registrants

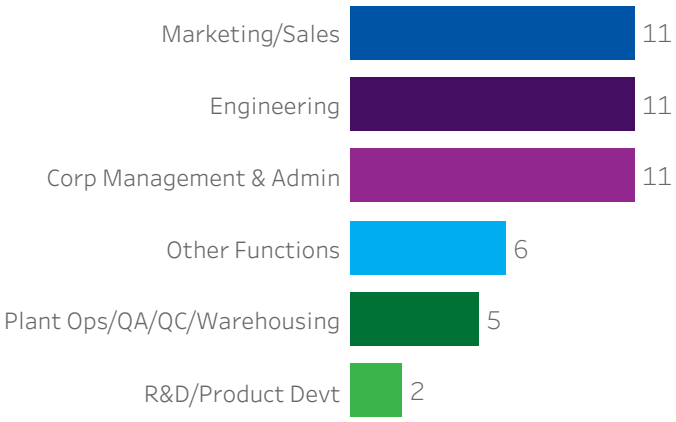


Food Engineering

Events - Registrant Demographics & Locations

Demographic - Job Function

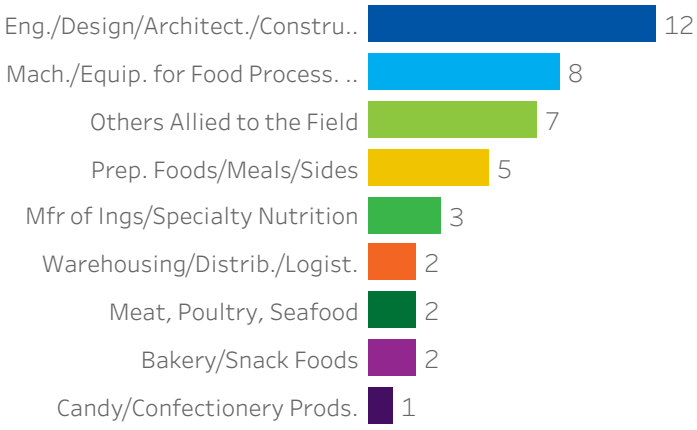
Top 6 Shown



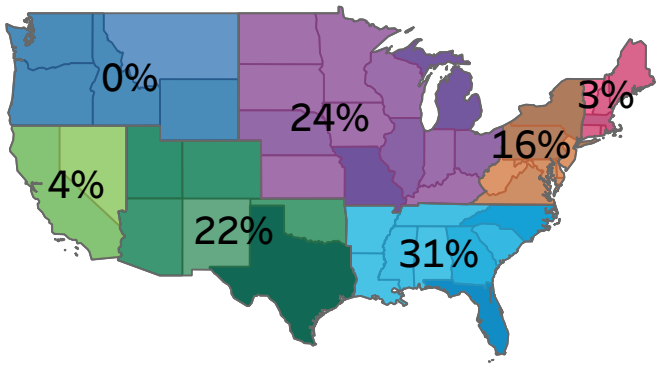
46 or 43% of registrants with responses

Demographic - Business/Industry

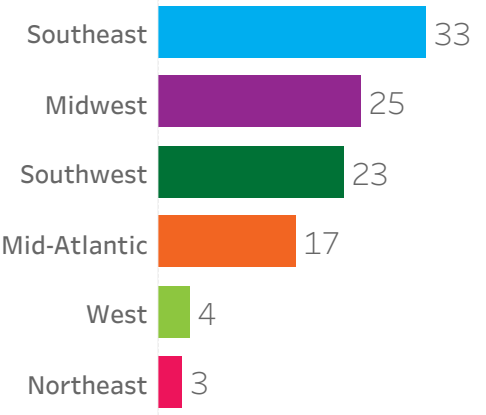
Top 9 Shown



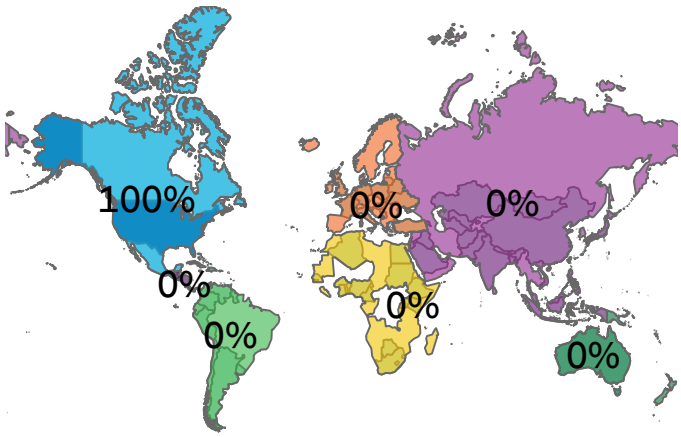
42 or 39% of registrants with responses



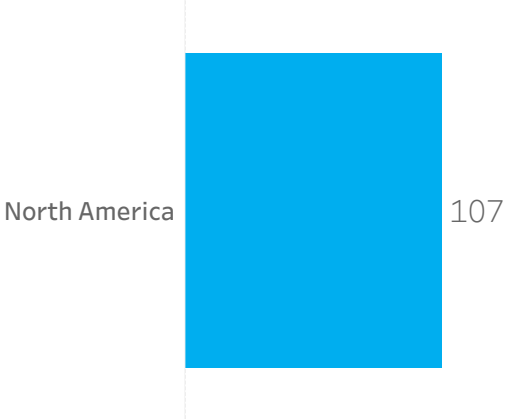
Unique Registrants by Region



98% of registrants are located in the US



Unique Registrants by Region



2% of registrants are located internationally

Event Audience Glossary

UNDERSTANDING EVENT AUDIENCE DASHBOARD

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.



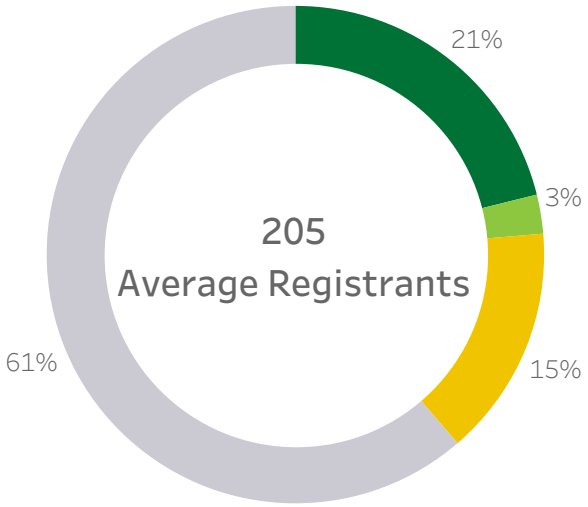
Webinars

Food Engineering

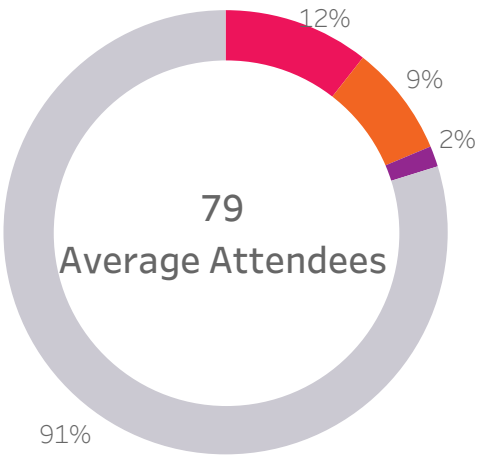
** June 2026 - October 2026*

Unique Registrants	Unique Attendees	Registrant Attendance Rate	Average Attendees per Webinar
852	**342**	**40%**	**79**

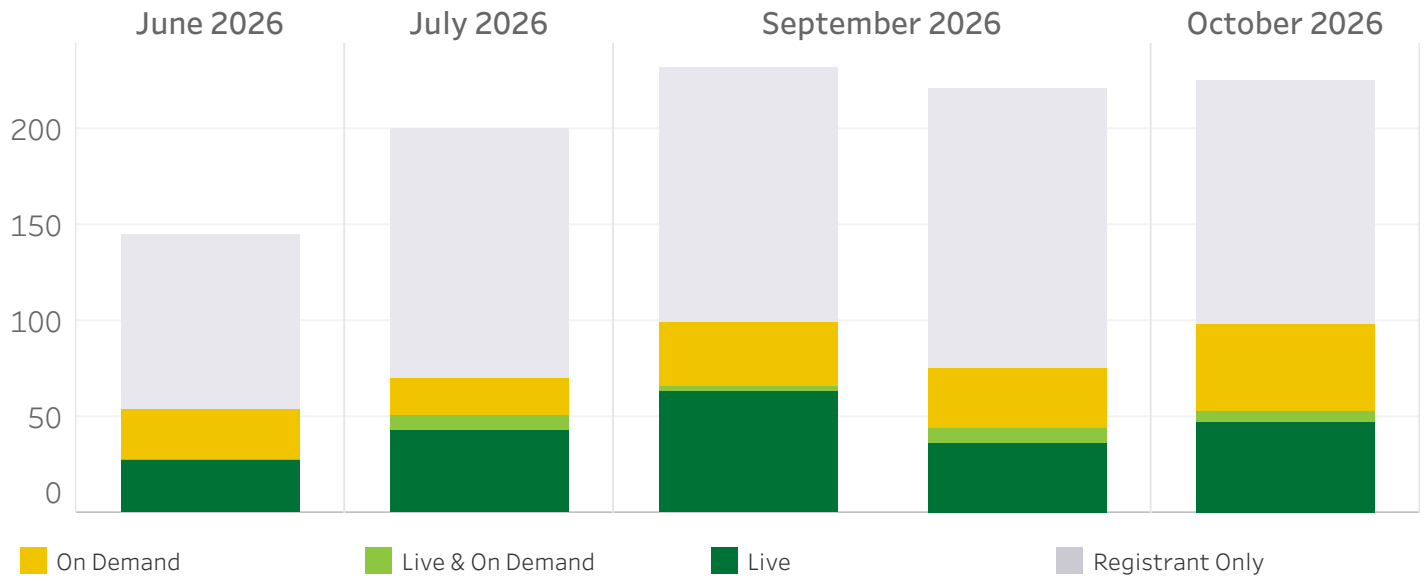
Registrant Breakdown



Attendee Engagement Breakdown



Registration & Attendance Analysis



* All data is calculated from the 5 most recent webinars



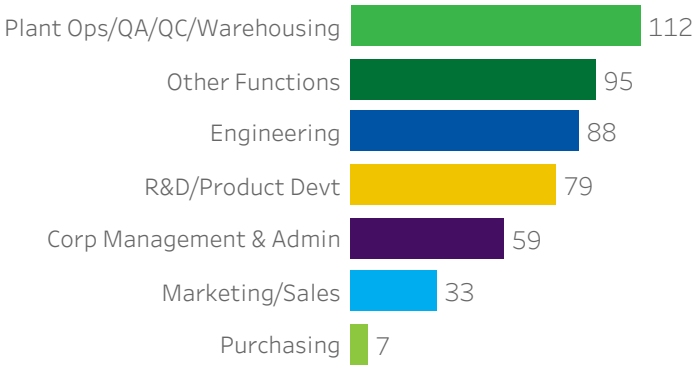
Food Engineering

** June 2026 - October 2026*

Webinars *- Registrant Demographics & Locations*

Demographic - Job Function

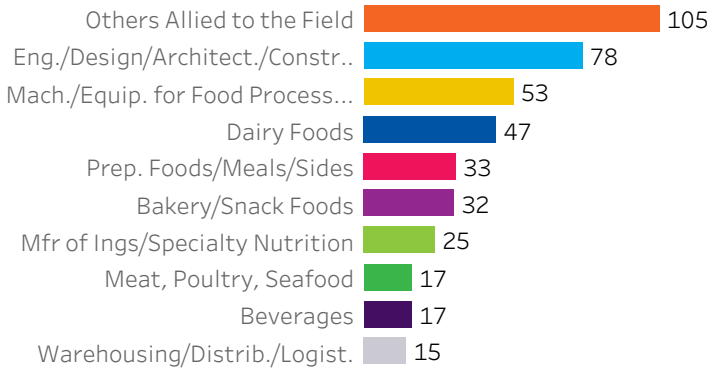
Top 7 Shown



473 or 56% of registrants with responses

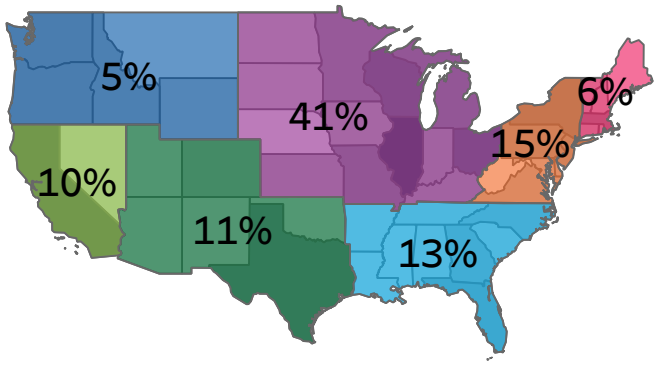
Demographic - Business/Industry

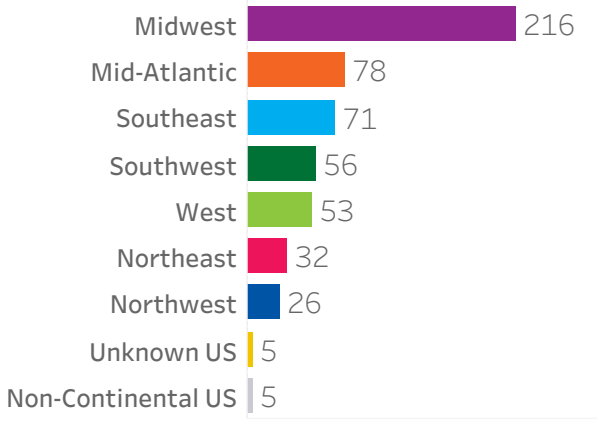
Top 10 Shown



471 or 55% of registrants with responses

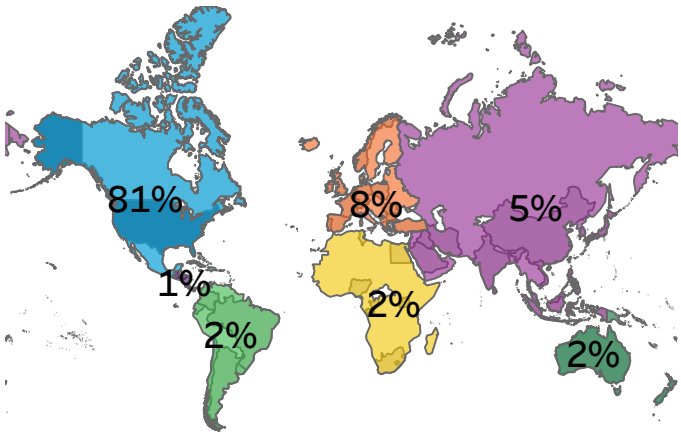
Unique Registrants by Region

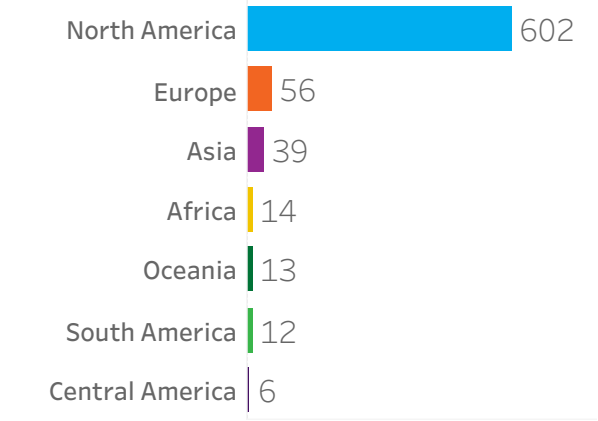




73% of registrants are located in the US

Unique Registrants by Region





27% of registrants are located internationally

* All data is calculated from the 5 most recent webinars

Webinar Audience Glossary

UNDERSTANDING WEBINAR AUDIENCE DASHBOARD

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.

Audience Profile Glossary

UNDERSTANDING AUDIENCE PROFILE DASHBOARD DEMOGRAPHICS & LOCATIONS

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

Audience Profile Glossary

DEMOGRAPHICS APPENDIX (JOB FUNCTION)

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

Audience Profile Glossary

DEMOGRAPHICS APPENDIX (BUSINESS INDUSTRY)

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 Distributor Soft 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	Cheese 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	Cheese Snacks Meat Snacks Other Prepared Products Pizza Prepared Foods/Meals/Side Dishes Prepared Snacks
Sanitation/Wastewater	Sanitation/Wastewater
Warehousing/Distrib./Logist.	Warehousing/Distribution/Logistics

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
- ***Newsletter:*** 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

Newsletters

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

CONTINUED ON NEXT PAGE

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

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 & Newsletter:*** Monthly Website Pageviews, All Website Visitors data

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

Usage by Report Section

Audience Profile
- ***Social Media:*** Follower Count by Channel

CONTINUED ON NEXT PAGE

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 & Newsleter:*** 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