

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.

BNP Media II, LLC
2401 W. Big Beaver Road
Suite 700
Troy, MI 48084-3333
Tel. No.: (248) 362-3700
Fax No.: (248) 362-0317
www.FoodEngineeringMag.com



Scan for Publisher's contact information

FOOD ENGINEERING is a B2B brand that covers manufacturing technologies in the areas of processing, packaging, food safety, plant operations, material handling and automation. The editorial scope of the brand focuses on a mix of research-based articles, special reports, technology updates, new products and in-plant case history stories.







MAGAZINE CHANNEL FORMAT – DIGITAL ISSUES

FOOD ENGINEERING is produced in a digital format and is written and designed for the digital reading experience, which may be accessed by a computer, mobile phone, or tablet. This digital format includes features such as videos and surveys allowing for user interaction with the brand.

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.

CHANNEL

FOOD ENGINEERING DIGITAL MAGAZINE 	FOOD ENGINEERING E-NEWSLETTERS 	FOOD ENGINEERING WEBINARS 	FOOD ENGINEERING WEBSITES 	FOOD ENGINEERING SUPPLEMENT - REFRIGERATED & FROZEN FOODS 	FOOD ENGINEERING SOCIAL MEDIA 
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EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
FOOD ENGINEERING DIGITAL MAGAZINE (6 issues in the period) (See Paragraph 3b for Source)	25,006	1	25,007
FOOD ENGINEERING E-NEWSLETTERS			
a. FOOD ENGINEERING'S Tech Flash (26 issued in the period)	14,190	-	14,190
b. What's Hot in Cold: Food Engineering Supplement - Refrigerated & Frozen Foods (26 issued in the period)	8,038	-	8,038
FOOD ENGINEERING WEBINARS (4 webinars in the period)			
a. Average Registrants	153	-	153
b. Average Attendees	63	-	63
FOOD ENGINEERING WEBSITE (Monthly Users with 98,851 average Pageviews)			
	55,239	-	55,239
FOOD ENGINEERING SUPPLEMENT, REFRIGERATED & FROZEN FOODS WEBSITE (Monthly Users with 89,043 average Pageviews)			
	53,111	-	53,111
FOOD ENGINEERING SUPPLEMENT - REFRIGERATED & FROZEN FOODS			
	10,854	-	10,854
FOOD ENGINEERING SOCIAL MEDIA			
a. Facebook likes	*16,264	-	*16,264
b. Twitter followers	*16,534	-	*16,534
c. LinkedIn fans	*3,258	-	*3,258

*Social Media claims are cumulative figures, not averages.

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FIELD SERVED

FOOD ENGINEERING serves businesses in meat, poultry, seafood; dairy foods; prepared specialties and fruits & vegetables; prepared foods/meals/side dishes; cereal & grain-based products and pet foods; bakery products and snack foods; candy and confectionery products; beverages; manufacturer of ingredients/nutritional ingredients & specialty nutritional products; machinery/equipment for food processing and/or packaging, engineering, design, architectural and construction services; warehousing/distribution/logistics, co-packer/contract manufacturer and other as shown in Paragraph 3a. Also, included is additional data on headquarter locations.

DEFINITION OF RECIPIENT QUALIFICATION

Titled personnel includes those in plant operations/production, QA/QC, warehousing/distribution/logistics, engineering, corporate management & administration, research & development/product development, purchasing, marketing/sales and other as shown in Paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	1,189
Allocated for Trade Shows and Conventions	-
All Other	-
TOTAL	1,189

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	25,007	100.0	25,006	100.0	1	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,007	100.0	25,006	100.0	1	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021 Issue	Total Qualified
July	25,657
August	25,259
September	25,491
October	24,826
November	24,668
December	24,139

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2021
This issue is 1.6% or 406 copies below the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Classification by Title						
			Plant Operations/Production/QA/QC/ Warehousing/Distribution/Logistics (Note 1)	Engineering (Note 2)	Corporate Management & Administration (Note 3)	Research & Development/ Product Development (Note 4)	Purchasing (Note 5)	Marketing/Sales	Other
MEAT, POULTRY, SEAFOOD Including processed/further processed meat, poultry, seafood, slaughtering, fabricating, cutting, rendering, other meat, poultry, seafood	3,887	15.8	2,136	286	1,122	163	158	21	1
DAIRY FOODS Including ice cream & frozen desserts, novelties, fluid milk & beverages, cheese products, cultured products, butter or margarine products, powdered products, other dairy foods	2,558	10.4	1,299	288	636	221	96	17	1
PREPARED SPECIALTIES and FRUITS & VEGETABLES Including fruits and vegetables, ketchup, sauces, gravies, condiments, peanut butter, seasonings, flavors & syrups, oils, salad dressings, mayonnaise and pickled products, etc.	1,935	7.8	931	158	600	151	73	19	3
PREPARED FOODS/MEALS/SIDE DISHES Including prepared products, prepared dinners/meals/entrees, prepared side dishes, baby food, RTE breakfast foods, pizza, cheese snacks, meat snacks, prepared snacks, other prepared products	1,921	7.8	861	144	663	170	74	8	1
CEREAL & GRAIN-BASED PRODUCTS and PET FOODS Including cereals, pet foods, prepared flour, pasta, rice and corn milling and other grain-based products	770	3.1	390	83	194	72	24	6	1
BAKERY PRODUCTS and SNACK FOODS Including breads & rolls, waffles, cookies and crackers, snack cakes, pies, donuts, toasted pastries, tortillas, snack bars, other bakery products, chips & pretzels, nuts/trail mix, extruded snacks, other snack foods	2,582	10.5	1,238	223	817	205	77	21	1
CANDY and CONFECTIONERY PRODUCTS	815	3.3	319	69	283	78	54	9	3
BEVERAGES Including soft drinks, beer, bottled water, alternative beverages/sports drinks (including fortified/nutraceutical), wine/liquor, juice/fruit drinks, coffee/tea, dairy-based drinks, other beverages	2,622	10.6	1,100	215	1,018	190	78	21	-
MANUFACTURER OF INGREDIENTS/NUTRITIONAL INGREDIENTS and SPECIALTY NUTRITIONAL PRODUCTS	1,611	6.5	628	170	441	261	65	44	2
MACHINERY/EQUIPMENT FOR FOOD PROCESSING AND/OR PACKAGING	2,059	8.3	402	573	675	157	42	209	1
ENGINEERING, DESIGN, ARCHITECTURAL AND CONSTRUCTION SERVICES	1,820	7.4	236	1,038	386	88	24	43	5
WAREHOUSING/DISTRIBUTION/LOGISTICS	1,233	5.0	627	63	441	27	58	17	-
CO-PACKER/CONTRACT MANUFACTURER	422	1.7	180	34	143	30	20	13	2
OTHER	433	1.8	71	55	165	78	13	26	25
TOTAL QUALIFIED CIRCULATION	24,668	100.0	10,418	3,399	7,584	1,891	856	474	46
PERCENT	100.0		42.2	13.8	30.7	7.7	3.5	1.9	0.2

Note 1: Plant Operations/Production (VP Production, Production Mgr, Plant Mgr/Supervisor/Superintendent/Production Line Foreman, VP Operations, Processing/Packaging Supervisor, Maintenance Foreman, Plant Security Manager, Safety Foreman) QA/QC (Quality Assurance Manager, Quality Control Manager, QA/QC Personnel) Warehousing/Distribution/Logistics (Warehouse/Distribution Manager/Director, Logistics/Traffic Manager/Director, Truck Fleet Manager and Repairs/RTE Manager)
 Note 2: Engineering (VP Engineering, Plant Engineer, Maintenance Engineer, Chief Engineer, Packaging Engineer, Processing/Production Engineer, Engineering Director)
 Note 3: Corporate Management & Administration (President, Owner, Partner, Chairman of the Board, Executive VP, VP, General Manager, Secretary-Treasurer, Manager, Assistant Manager, Store/Location Manager)
 Note 4: Research & Development/Product Development (President/VP of R&D, Food Tech, Chemist, Flavor Room Manager, Lab Tech, Design Manager, Research Chef, Tech Services Manager, Project Manager)
 Note 5: Purchasing (VP Purchasing, Purchasing or Procurement Director/Manager/Supervisor, Purchasing Agent, Grocery Buyer, Retail Buyer, Buyer)

ADDITIONAL DATA FOR ISSUE OF NOVEMBER 2021

Analysis of the question: Are you located at the headquarter location of your company?	Total "Yes" Responses	Classification by Title*						
		Plant Operations/ Production/QA/QC/ Warehousing/ Distribution/Logistics	Engineering	Corporate Management & Administration	Research & Development/ Product Development	Purchasing	Marketing/ Sales	Other
Yes	14,683	6,003	1,848	5,182	981	539	130	-

*Title category descriptions are the same as in the FOOD ENGINEERING Magazine Channel Paragraph 3a reported herein.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2021

Qualification Source	Total Qualified	Percent
I. Direct Request:	24,668	100.0
II. Request from recipient's company:	-	-
III. Membership Benefit:	-	-
IV. Communication (other than request):	-	-
V. Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	-	-
VI. Single Copy Sales:	-	-
TOTAL QUALIFIED CIRCULATION	24,668	100.0
PERCENT	100.0	

Note: Although age is not reported, all qualified circulation must be sourced within 36 months of the analyzed issue.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2021*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	93		Kentucky	268	
New Hampshire	103		Tennessee	311	
Vermont	74		Alabama	166	
Massachusetts	381		Mississippi	102	
Rhode Island	55		EAST SO. CENTRAL	847	3.4
Connecticut	201		Arkansas	268	
NEW ENGLAND	907	3.7	Louisiana	145	
New York	1,089		Oklahoma	64	
New Jersey	748		Texas	1,071	
Pennsylvania	989		WEST SO. CENTRAL	1,548	6.3
MIDDLE ATLANTIC	2,826	11.4	Montana	66	
Ohio	960		Idaho	180	
Indiana	454		Wyoming	16	
Illinois	1,459		Colorado	311	
Michigan	674		New Mexico	89	
Wisconsin	1,149		Arizona	199	
EAST NO. CENTRAL	4,696	19.0	Utah	196	
Minnesota	669		Nevada	109	
Iowa	416		MOUNTAIN	1,166	4.7
Missouri	500		Alaska	28	
North Dakota	95		Washington	423	
South Dakota	108		Oregon	285	
Nebraska	210		California	2,111	
Kansas	316		Hawaii	70	
WEST NO. CENTRAL	2,314	9.4	PACIFIC	2,917	11.8
Delaware	63		UNITED STATES	20,188	81.7
Maryland	280		U.S. Territories	54	
Washington, DC	29		Canada	2,164	
Virginia	352		Mexico	222	
West Virginia	34		Other International	2,027	
North Carolina	527		APO/FPO	-	
South Carolina	190		Email Only	13	
Georgia	646				
Florida	846				
SOUTH ATLANTIC	2,967	12.0			
			TOTAL QUALIFIED CIRCULATION	24,668	100.0

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2021*

Region/Country	Total Qualified	Percent	Region/Country	Total Qualified	Percent
ASIA	561	2.3	CARIBBEAN	50	0.2
MIDDLE EAST	97	0.4	CENTRAL AMERICA	67	0.3
EUROPE	528	2.1	SOUTH AMERICA	387	1.6
AFRICA	235	1.0	ASIA PACIFIC	102	0.4
NORTH AMERICA			Email Only	13	-
Canada	2,164				
Mexico	222				
United States	20,188				
U.S. Territories & APO/FPO	54				
Subtotal	22,628	91.7	TOTAL QUALIFIED CIRCULATION	24,668	100.0

*See Additional Data

2021

FOOD ENGINEERING'S Tech Flash

JULY

July 6	14,674
July 13	14,536
July 20	14,464
July 27	14,417

AUGUST

August 3	14,354
August 10	14,240
August 17	14,214
August 24	14,172
August 31	14,321

SEPTEMBER

September 7	14,277
September 14	14,208
September 21	14,178
September 28	14,153

OCTOBER

October 5	14,115
October 12	14,083
October 19	14,025
October 26	14,022

NOVEMBER

November 2	14,074
November 9	14,011
November 16	13,913
November 23	14,017
November 30	13,970

DECEMBER

December 7	14,031
December 14	14,171
December 21	14,177
December 28	14,111

AVERAGE:

14,190

Food Engineering's Tech Flash (26 issued in the period)

FOOD ENGINEERING SUPPLEMENT - REFRIGERATED & FROZEN FOODS

2021

What's Hot in Cold

JULY

July 7	8,276
July 14	8,272
July 21	8,252
July 28	8,230

AUGUST

August 4	8,206
August 11	8,145
August 18	8,134
August 25	8,108

SEPTEMBER

September 1	8,138
September 8	8,104
September 15	8,078
September 22	8,037
September 29	8,014

OCTOBER

October 6	7,982
October 13	7,955
October 20	7,919
October 27	7,928

NOVEMBER

November 3	7,908
November 10	7,893
November 17	7,857
November 24	7,895

DECEMBER

December 1	7,882
December 8	7,969
December 15	7,959
December 22	7,939
December 29	7,909

AVERAGE:

8,038

What's Hot in Cold (26 issued in the period)

WEBINAR CHANNEL

2021	Webinar Name	Registrants*	Attendees*/**
July 21	Shifting Consumer Demands: What's Next?	342	94
September 14	Advanced Technologies in Filling Systems	125	42
October 26	The Food Engineering Top 100: How the Industry is Looking Forward	113	93
November 4	Facility Design for Employee Health: The Right Steps for a Healthy Workforce	33	22
AVERAGE		153	63

*Registrants and Attendees are reflective of the participants during the live webinar. Additional registrant and attendee counts participating in on-demand showings are not reflected in the counts above and are available from the media owner.

**Attendees in this report were verified as having attended the webinar. The webinar was by invitation and registration process. A valid registration was required and verified by the organizer's staff or electronic system upon entry. The entire database was checked and tested by a BPA Worldwide auditor.

WEBSITE CHANNEL

FOOD ENGINEERING WWW.FOODENGINEERINGMAG.COM

2021	Pageviews	Sessions	Users	Average Session Duration
July	92,335	60,110	50,324	1:08
August	97,001	61,712	51,749	1:12
September	109,484	71,389	60,477	1:10
October	105,968	71,686	61,092	1:10
November	97,167	65,741	55,860	1:11
December	91,149	61,559	51,934	1:11
AVERAGE:	98,851	65,366	55,239	1:10

July - December 2021 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.

FOOD ENGINEERING SUPPLEMENT, REFRIGERATED & FROZEN FOODS WEBSITE WWW.REFRIGERATEDFROZENFOOD.COM

2021	Pageviews	Sessions	Users	Average Session Duration
July	85,787	60,186	53,716	0:47
August	146,229	83,245	75,662	0:42
September	83,558	57,257	51,390	0:49
October	79,814	55,975	50,142	0:48
November	72,765	51,699	46,097	0:49
December	66,106	46,713	41,657	0:47
AVERAGE:	89,043	59,179	53,111	0:47

July - December 2021 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.

SUPPLEMENT CHANNEL

FOOD ENGINEERING SUPPLEMENT - REFRIGERATED & FROZEN FOODS

2021	Total*
July	11,211
September	11,106
November	10,684
December	10,414
AVERAGE:	10,854

*An average of 10,684 copies of REFRIGERATED & FROZEN FOODS Supplement to FOOD ENGINEERING, were emailed with FOOD ENGINEERING issues. These copies were shipped to qualified subscribers. Of the qualified subscribers who received the NOVEMBER 2021 RFF supplement, 10,055 indicated they chill/refrigerate or freeze products they manufacture.

BUSINESS/OCCUPATIONAL BREAKOUT OF CIRCULATION FOR ISSUE OF NOVEMBER 2021

This issue is 0.7% or 226 below to the average of the other 3 issues reported.

Business and Industry*	Total	Percent of Total	Classification by Title*					
			Plant Operations/ Production/ QA/QC/ Warehousing/ Distribution/ Logistics	Engineering	Corporate Management & Administration	Research & Development/ Product Development	Purchasing	Marketing/ Sales
Meat, Poultry, Seafood	2,567	24.0	1,427	199	721	101	107	12
Dairy Foods	1,513	14.2	817	157	354	118	62	5
Prepared Specialties and Fruits & Vegetables	984	9.2	487	80	294	72	45	6
Prepared Foods/Meals/Side Dishes	1,109	10.4	487	89	363	117	48	5
Cereal & Grain-based Products and Pet Foods	207	1.9	94	26	50	24	12	1
Bakery Products and Snack Foods	1,232	11.5	595	96	400	108	32	1
Candy and Confectionery Products	316	3.0	122	32	114	25	22	1
Beverages	1,020	9.5	434	89	379	81	36	1
Manufacturer of Ingredients/Nutritional Ingredients & Specialty Nutritional Products	486	4.6	171	59	136	90	22	8
Machinery/Equipment for Food Processing and/or Packaging	341	3.2	89	119	85	28	9	11
Engineering, Design, Architectural and Construction Services	408	3.8	55	235	79	24	8	7
Warehousing/Distribution/Logistics	340	3.2	172	21	116	9	22	-
Co-Packer/Contract Manufacturer	161	1.5	62	15	59	19	5	1
TOTAL	10,684	100.0	5,012	1,217	3,150	816	430	59

*Business and Industry categories and Title footnotes are the same as in the FOOD ENGINEERING Magazine Channel's Paragraph 3a reported herein.

SOCIAL MEDIA CHANNEL

Food Engineering Social Media



Facebook likes

<https://facebook.com/FoodEngineering>



Twitter followers

<https://www.twitter.com/FoodEng>



LinkedIn fans*

<https://linkedin.com/company/food-engineering-magazine>

2021

	Facebook likes	Twitter followers	LinkedIn fans*
Beginning Balance:	16,270	16,162	2,698
July	16,272	16,217	2,797
August	16,263	16,279	2,884
September	16,336	16,259	2,978
October	16,411	16,259	3,084
November	16,482	16,260	3,157
December	16,264	16,534	3,258

*Effective July 1, 2021 LinkedIn Company Page data is reported.

ADDITIONAL DATA

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletters, Webinars, Websites, Supplement and Social Media are 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.

Catherine M Ronan, Corporate Audience Audit Manager

Nikki Smith, Online Development Director

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed

January 15, 2022

State

Michigan

County

Oakland

Received by BPA Worldwide

January 15, 2022

Type

BJ

ID Number

F056B0D1

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.