

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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FOOD 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.

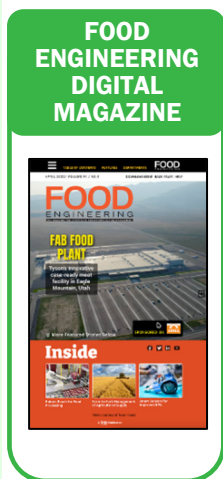
MAGAZINE CHANNEL FORMAT – DIGITAL ISSUES

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



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) | 24,155 | - | 24,155 |
| FOOD ENGINEERING E-NEWSLETTERS | | | |
| a. FOOD ENGINEERING'S Tech Flash (26 issued in the period) | 14,240 | - | 14,240 |
| b. What's Hot in Cold: Food Engineering Supplement - Refrigerated & Frozen Foods (26 issued in the period) | 7,657 | - | 7,657 |
| FOOD ENGINEERING WEBSITE (Monthly Users with 99,661 average Pageviews) | 55,399 | - | 55,399 |
| FOOD ENGINEERING SUPPLEMENT, REFRIGERATED & FROZEN FOODS WEBSITE (Monthly Users with 86,649 average Pageviews) | 50,293 | - | 50,293 |
| FOOD ENGINEERING SUPPLEMENT - REFRIGERATED & FROZEN FOODS | 9,950 | - | 9,950 |
| FOOD ENGINEERING SOCIAL MEDIA | | | |
| a. Twitter followers | *16,964 | - | *16,964 |
| b. Facebook likes | *16,312 | - | *16,312 |
| c. LinkedIn fans | *4,390 | - | *4,390 |

*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 | 1,122 |
| Allocated for Trade Shows and Conventions | - |
| All Other | - |
| TOTAL | 1,122 |

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

| Qualified Circulation | Total Qualified | | Qualified Non-Paid | | Qualified Paid | |
|------------------------------------|-----------------|--------------|--------------------|--------------|----------------|----------|
| | Copies | Percent | Copies | Percent | Copies | Percent |
| Individual | 24,155 | 100.0 | 24,155 | 100.0 | - | - |
| Sponsored Individually Addressed | - | - | - | - | - | - |
| Membership Benefit | - | - | - | - | - | - |
| Single Copy Sales | - | - | - | - | - | - |
| TOTAL QUALIFIED CIRCULATION | 24,155 | 100.0 | 24,155 | 100.0 | - | - |

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

| 2022 Issue | Total Qualified |
|------------|-----------------|
| January | 24,031 |
| February | 23,892 |
| March | 24,903 |
| April | 24,776 |
| May | 23,963 |
| June | 23,366 |

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2022
 This issue is 1.0% or 231 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 | 3,748 | 15.6 | 1,907 | 236 | 1,244 | 158 | 164 | 33 | 6 |
| DAIRY FOODS Including ice cream & frozen desserts, novelties, fluid milk & beverages, cheese products, cultured products, butter or margarine products, powdered products, other dairy foods | 2,471 | 10.3 | 1,179 | 261 | 692 | 215 | 89 | 32 | 3 |
| 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. | 1,853 | 7.7 | 862 | 147 | 619 | 134 | 72 | 16 | 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 | 1,867 | 7.8 | 780 | 121 | 735 | 148 | 65 | 17 | 1 |
| CEREAL & GRAIN-BASED PRODUCTS and PET FOODS Including cereals, pet foods, prepared flour, pasta, rice and corn milling and other grain-based products | 792 | 3.3 | 394 | 76 | 214 | 70 | 29 | 7 | 2 |
| 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 | 2,454 | 10.2 | 1,093 | 191 | 891 | 187 | 63 | 26 | 3 |
| CANDY and CONFECTIONERY PRODUCTS | 714 | 3.0 | 258 | 60 | 273 | 63 | 48 | 10 | 2 |
| 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 | 2,296 | 9.6 | 889 | 166 | 991 | 157 | 62 | 30 | 1 |
| MANUFACTURER OF INGREDIENTS/NUTRITIONAL INGREDIENTS and SPECIALTY NUTRITIONAL PRODUCTS | 1,669 | 7.0 | 637 | 141 | 504 | 253 | 65 | 64 | 5 |
| MACHINERY/EQUIPMENT FOR FOOD PROCESSING AND/OR PACKAGING | 2,190 | 9.2 | 429 | 486 | 706 | 154 | 46 | 356 | 13 |
| ENGINEERING, DESIGN, ARCHITECTURAL AND CONSTRUCTION SERVICES | 1,602 | 6.7 | 179 | 813 | 406 | 80 | 26 | 94 | 4 |
| WAREHOUSING/DISTRIBUTION/LOGISTICS | 1,420 | 5.9 | 643 | 57 | 587 | 28 | 69 | 32 | 4 |
| CO-PACKER/CONTRACT MANUFACTURER | 455 | 1.9 | 185 | 30 | 172 | 27 | 20 | 16 | 5 |
| OTHER | 432 | 1.8 | 57 | 42 | 130 | 66 | 7 | 118 | 12 |
| TOTAL QUALIFIED CIRCULATION | 23,963 | 100.0 | 9,492 | 2,827 | 8,164 | 1,740 | 825 | 851 | 64 |
| PERCENT | 100.0 | | 39.6 | 11.8 | 34.1 | 7.3 | 3.4 | 3.5 | 0.3 |

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 MAY 2022

| 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 | 14,026 | 5,360 | 1,594 | 5,355 | 947 | 513 | 237 | 20 |

*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 MAY 2022

| Qualification Source | Qualified Within | | | Total Qualified | Percent |
|---|------------------|--------------|----------|-----------------|--------------|
| | 1 Year | 2 Years | 3 Years | | |
| I. Direct Request: | 16,032 | 7,931 | - | 23,963 | 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 | 16,032 | 7,931 | - | 23,963 | 100.0 |
| PERCENT | 66.9 | 33.1 | - | 100.0 | |

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2022*

| State | Total Qualified | Percent | State | Total Qualified | Percent |
|-------------------------|-----------------|-------------|------------------------------------|-----------------|--------------|
| Maine | 82 | | Kentucky | 257 | |
| New Hampshire | 104 | | Tennessee | 289 | |
| Vermont | 66 | | Alabama | 159 | |
| Massachusetts | 359 | | Mississippi | 99 | |
| Rhode Island | 41 | | EAST SO. CENTRAL | 804 | 3.4 |
| Connecticut | 195 | | Arkansas | 263 | |
| NEW ENGLAND | 847 | 3.5 | Louisiana | 142 | |
| New York | 981 | | Oklahoma | 31 | |
| New Jersey | 704 | | Texas | 1,079 | |
| Pennsylvania | 920 | | WEST SO. CENTRAL | 1,515 | 6.3 |
| MIDDLE ATLANTIC | 2,605 | 10.9 | Montana | 73 | |
| Ohio | 920 | | Idaho | 175 | |
| Indiana | 431 | | Wyoming | 18 | |
| Illinois | 1,347 | | Colorado | 285 | |
| Michigan | 628 | | New Mexico | 86 | |
| Wisconsin | 1,131 | | Arizona | 191 | |
| EAST NO. CENTRAL | 4,457 | 18.6 | Utah | 192 | |
| Minnesota | 598 | | Nevada | 107 | |
| Iowa | 407 | | MOUNTAIN | 1,127 | 4.7 |
| Missouri | 512 | | Alaska | 38 | |
| North Dakota | 91 | | Washington | 423 | |
| South Dakota | 95 | | Oregon | 253 | |
| Nebraska | 205 | | California | 1,976 | |
| Kansas | 289 | | Hawaii | 70 | |
| WEST NO. CENTRAL | 2,197 | 9.2 | PACIFIC | 2,760 | 11.5 |
| Delaware | 44 | | UNITED STATES | 19,138 | 79.9 |
| Maryland | 273 | | U.S. Territories | 26 | |
| Washington, DC | 32 | | Canada | 2,547 | |
| Virginia | 328 | | Mexico | 216 | |
| West Virginia | 39 | | Other International | 2,021 | |
| North Carolina | 505 | | APO/FPO | - | |
| South Carolina | 184 | | Email Only | 15 | |
| Georgia | 627 | | | | |
| Florida | 794 | | TOTAL QUALIFIED CIRCULATION | 23,963 | 100.0 |
| SOUTH ATLANTIC | 2,826 | 11.8 | | | |

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2022*

| Region/Country | Total Qualified | Percent | Region/Country | Total Qualified | Percent |
|----------------------------|-----------------|---------|------------------------------------|-----------------|--------------|
| ASIA | 553 | 2.3 | CARIBBEAN | 47 | 0.2 |
| MIDDLE EAST | 98 | 0.4 | CENTRAL AMERICA | 71 | 0.3 |
| EUROPE | 549 | 2.3 | SOUTH AMERICA | 356 | 1.5 |
| AFRICA | 237 | 1.0 | ASIA PACIFIC | 110 | 0.5 |
| NORTH AMERICA | | | Email Only | 15 | - |
| Canada | 2,547 | | | | |
| Mexico | 216 | | TOTAL QUALIFIED CIRCULATION | 23,963 | 100.0 |
| United States | 19,138 | | | | |
| U.S. Territories & APO/FPO | 26 | | | | |
| Subtotal | 21,927 | 91.5 | | | |

*See Additional Data

2022

FOOD ENGINEERING'S Tech Flash

| 2022 | | FOOD ENGINEERING'S Tech Flash |
|-----------------|--|-------------------------------|
| JANUARY | | |
| January 4 | | 14,093 |
| January 11 | | 14,075 |
| January 18 | | 13,997 |
| January 25 | | 14,160 |
| FEBRUARY | | |
| February 1 | | 14,105 |
| February 8 | | 14,159 |
| February 15 | | 14,357 |
| February 22 | | 14,293 |
| MARCH | | |
| March 1 | | 14,254 |
| March 8 | | 14,332 |
| March 15 | | 14,341 |
| March 22 | | 14,456 |
| March 29 | | 14,404 |
| APRIL | | |
| April 5 | | 14,320 |
| April 12 | | 14,232 |
| April 19 | | 14,222 |
| April 26 | | 14,221 |
| MAY | | |
| May 3 | | 14,423 |
| May 10 | | 14,458 |
| May 17 | | 14,441 |
| May 24 | | 14,280 |
| May 31 | | 14,222 |
| JUNE | | |
| June 7 | | 14,102 |
| June 14 | | 14,107 |
| June 21 | | 14,107 |
| June 28 | | 14,070 |
| AVERAGE: | | 14,240 |

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

FOOD ENGINEERING SUPPLEMENT - REFRIGERATED & FROZEN FOODS

2022

What's Hot in Cold

| 2022 | | What's Hot in Cold |
|-----------------|--|--------------------|
| JANUARY | | |
| January 5 | | 7,867 |
| January 12 | | 7,868 |
| January 19 | | 7,813 |
| January 26 | | 7,723 |
| FEBRUARY | | |
| February 2 | | 7,664 |
| February 9 | | 7,644 |
| February 16 | | 7,644 |
| February 23 | | 7,602 |
| MARCH | | |
| March 3 | | 7,556 |
| March 9 | | 7,578 |
| March 16 | | 7,579 |
| March 23 | | 7,652 |
| March 30 | | 7,622 |
| APRIL | | |
| April 6 | | 7,569 |
| April 13 | | 7,548 |
| April 20 | | 7,566 |
| April 27 | | 7,590 |
| MAY | | |
| May 4 | | 7,720 |
| May 11 | | 7,701 |
| May 18 | | 7,698 |
| May 25 | | 7,664 |
| JUNE | | |
| June 1 | | 7,649 |
| June 8 | | 7,630 |
| June 16 | | 7,637 |
| June 22 | | 7,641 |
| June 29 | | 7,669 |
| AVERAGE: | | 7,657 |

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

WEBSITE CHANNEL

FOOD ENGINEERING WWW.FOODENGINEERINGMAG.COM

| 2022 | Pageviews | Sessions | Users | Average Session Duration |
|-----------------|---------------|---------------|---------------|--------------------------|
| January | 105,223 | 69,627 | 59,389 | 1:06 |
| February | 92,476 | 60,734 | 51,501 | 1:08 |
| March | 103,956 | 68,242 | 57,813 | 1:08 |
| April | 99,392 | 66,170 | 55,871 | 1:08 |
| May | 97,348 | 62,972 | 52,617 | 1:13 |
| June | 99,573 | 65,936 | 55,201 | 1:08 |
| AVERAGE: | 99,661 | 65,614 | 55,399 | 1:09 |

January – June 2022 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

| 2022 | Pageviews | Sessions | Users | Average Session Duration |
|-----------------|---------------|---------------|---------------|--------------------------|
| January | 75,556 | 53,493 | 47,686 | 0:50 |
| February | 72,402 | 50,974 | 45,093 | 0:50 |
| March | 76,229 | 52,447 | 46,065 | 0:53 |
| April | 69,163 | 48,503 | 42,592 | 0:49 |
| May | 160,949 | 89,034 | 80,391 | 0:46 |
| June | 65,597 | 45,666 | 39,928 | 0:49 |
| AVERAGE: | 86,649 | 56,686 | 50,293 | 0:49 |

January – June 2022 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

| 2022 | Total* |
|-----------------|--------------|
| January | 10,312 |
| March | 10,100 |
| May | 9,437 |
| AVERAGE: | 9,950 |

*An average of 9,950 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 MAY 2022 RFF supplement, 7,618 indicated they chill/refrigerate or freeze products they manufacture.

BUSINESS/OCCUPATIONAL BREAKOUT OF CIRCULATION FOR ISSUE OF MAY 2022

This issue is 7.5% or 769 below to the average of the other 2 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 | 2,168 | 23.0 | 1,163 | 143 | 673 | 81 | 94 | 14 |
| Dairy Foods | 1,170 | 12.4 | 633 | 104 | 292 | 81 | 47 | 13 |
| Prepared Specialties and Fruits & Vegetables | 843 | 8.9 | 407 | 60 | 285 | 49 | 35 | 7 |
| Prepared Foods/Meals/Side Dishes | 914 | 9.7 | 390 | 58 | 341 | 80 | 39 | 6 |
| Cereal & Grain-based Products and Pet Foods | 211 | 2.2 | 90 | 23 | 53 | 30 | 14 | 1 |
| Bakery Products and Snack Foods | 991 | 10.5 | 453 | 55 | 373 | 82 | 21 | 7 |
| Candy and Confectionery Products | 232 | 2.5 | 81 | 19 | 93 | 19 | 18 | 2 |
| Beverages | 794 | 8.4 | 320 | 57 | 338 | 50 | 23 | 6 |
| Manufacturer of Ingredients/Nutritional Ingredients & Specialty Nutritional Products | 471 | 5.0 | 164 | 43 | 139 | 84 | 24 | 17 |
| Machinery/Equipment for Food Processing and/or Packaging | 566 | 6.0 | 117 | 144 | 169 | 52 | 13 | 71 |
| Engineering, Design, Architectural and Construction Services | 460 | 4.9 | 45 | 255 | 109 | 22 | 8 | 21 |
| Warehousing/Distribution/Logistics | 413 | 4.4 | 197 | 20 | 157 | 9 | 24 | 6 |
| Co-Packer/Contract Manufacturer | 204 | 2.1 | 64 | 14 | 81 | 24 | 6 | 15 |
| TOTAL | 9,437 | 100.0 | 4,124 | 995 | 3,103 | 663 | 366 | 186 |

*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



Twitter followers



Facebook likes



LinkedIn fans

2022

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

<https://facebook.com/FoodEngineering>

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

| | Twitter followers | Facebook likes | LinkedIn fans |
|--------------------|-------------------|----------------|---------------|
| Beginning Balance: | 16,534 | 16,264 | 3,258 |
| January | 16,628 | 16,255 | 3,417 |
| February | 16,682 | 16,246 | 3,576 |
| March | 16,746 | 16,256 | 3,770 |
| April | 16,782 | 16,276 | 3,991 |
| May | 16,862 | 16,301 | 4,161 |
| June | 16,964 | 16,312 | 4,390 |

ADDITIONAL DATA

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletters, 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

July 15, 2022

State

Michigan

County

Oakland

Received by BPA Worldwide

July 15, 2022

Type

BJ

ID Number

F056B0J2

About BPA Worldwide.

BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Performing nearly 1,000 annual audits of media channels in 19 countries, BPA is a trusted resource for compliance and assurance services.