BRAND REPORT

FOR THE 6 MONTH PERIOD ENDED DECEMBER 2013

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.

BPA WORLDWIDE BRAND REPORT

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Scan for Publisher's contact information

CANDY INDUSTRY magazine, a monthly B2B publication that provides comprehensive coverage of the global confectionery industry, examines all aspects of doing business in sweets, from manufacturing to retailing. Staff-written articles address key topics such as new products, industry trends, manufacturer and retail profiles, ingredient trends and developments as well as updates on processing and packaging technologies.

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.

CHANNELS

CANDY INDUSTRY MAGAZINE

6 issues in the period
13,501 average circulation

CANDY INDUSTRY E-NEWSLETTER

26 issued in the period
10,736 average per occurrence

CANDY INDUSTRY WEBSITE

24,460 average unique browsers

CANDY INDUSTRY SOCIAL MEDIA

1,067 average Twitter followers
1,049 average Facebook likes

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
CANDY INDUSTRY MAGAZINE (6 issues in the period)	13,475	26	13,501
a. Print	11,616	26	11,642
b. Digital	1,859	-	1,859
1. Requested	1,859	-	1,859
2. Non-Requested	-	-	-
CANDY INDUSTRY E-NEWSLETTER			
a. Sweet & Healthy E-Newsletter (26 issued in the period)	10,736	-	10,736
CANDY INDUSTRY WEBSITE (Monthly Unique Browsers with 60,839 average Page Impressions – Note 1)	24,460	-	24,460
CANDY INDUSTRY SOCIAL MEDIA			
a. Twitter followers	1,067	-	1,067
b. Facebook likes	1,049	-	1,049

Note 1: Unique Browsers: See Website Glossary in Channel Profile.

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Duplication is identified or has been eliminated within each channel;
no attempt has been made to identify or eliminate duplication that may exist across media channels.

FIELD SERVED

CANDY INDUSTRY targets the confectionery industry which consists of candy and confectionery products, wholesalers/brokers/importers/exporters, grocery (including natural and organic), convenience stores/mass merchandisers, drug stores, vending firms, variety/discount stores/chains, club stores/warehouse buying clubs, specialty retailers/specialty food stores and others as indicated in Paragraph 3a.

DEFINITION OF RECIPIENT QUALIFICATION

Titled personnel include those in corporate management & administration, plant operations/production, research & development/product development, QA/QC, engineering, marketing/sales, purchasing and other titled and non-titled personnel as indicated in Paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	54
Advertiser and Agency	643
Allocated for Trade Shows and Conventions	-
All Other	722
TOTAL	**1,419**

1. AVERAGE QUALIFIED CIRCULATION FOR MAGAZINE FOR THE PERIOD

	Total Qualified		Qualified Non-Paid		Qualified Paid	
CIRCULATION	Copies	Percent	Copies	Percent	Copies	Percent
Individual	13,501	100.0	13,475	99.8	26	0.2
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi–Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**13,501**	**100.0**	**13,475**	**99.8**	**26**	**0.2**

1. AVERAGE QUALIFIED CIRCULATION FOR MAGAZINE FOR THE PERIOD - PRINT

	Total Qualified		Qualified Non-Paid		Qualified Paid	
QUALIFIED CIRCULATION	Copies	Percent	Copies	Percent	Copies	Percent
Individual	11,642	100.0	11,616	99.8	26	0.2
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi–Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**11,642**	**100.0**	**11,616**	**99.8**	**26**	**0.2**

1. AVERAGE QUALIFIED CIRCULATION FOR MAGAZINE FOR THE PERIOD - DIGITAL

	Total Qualified		Qualified Non-Paid		Qualified Paid	
QUALIFIED CIRCULATION	Copies	Percent	Copies	Percent	Copies	Percent
Individual	1,859	100.0	1,859	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi–Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**1,859**	**100.0**	**1,859**	**100.0**	**-**	**-**

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2013	Number Removed	Number Added	Print	Digital	Total Qualified
July	15	15	11,817	1,684	13,501
August	44	44	11,799	1,702	13,501
September	50	50	11,815	1,686	13,501
October	67	67	11,800	1,701	13,501
November	217	217	11,794	1,707	13,501
December	293	293	10,826	2,675	13,501
TOTAL	**686**	**686**			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2013
This issue is equal to the average of the other 5 issues reported in Paragraph 2.

					CLASSIFICATION BY TITLE						
					Corporate Management & Administration	Plant Operations/ Production	Research & Development/ Product Development and QA/QC	Engineering	Marketing/ Sales	Purchasing	Other Titled and Non-titled Personnel/Paid
BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	President, Owner, Partner, Chairman of the Board, Executive VP, Vice President, General Manager, Secy-Treasurer, Manager, Assistant Manager, Store/Location Manager	VP Production, Production Mgr, Plant Mgr/Supv/ Supt/ Production Line Foreman, VP Operations, Processing/ Packaging Supervisor, Maintenance Foreman, Plant Security Manager, Safety Foreman	President/VP of R&D, Food Tech, Chemist, Flavor Room Manager, Lab Tech, Design Manager, Tech Services Manager, Project Manager, Quality Assurance Manager, Quality Control Manager, QA/QC Personnel	VP Engineering, Plant Engineer, Maintenance Engineer, Chief Engineer, Packaging Engineer, Processing/ Production Engineer, Engineering Director	Category/ Brand/Product Manager, Merchandiser, Marketing Manager/ Director/Asst., Brand Advertising, VP Sales, Sales Person, Account Exec, Sales Mgr/ Director, Vending Manager, Merchandising Manager	VP Purchasing, Purchasing or Procurement Director/ Manager/ Supervisor, Purchasing Agent, Grocery Buyer, Retail Buyer, Buyer	
Candy & Confectionery Products (Note 1)	5,319	39.4	4,562	757	3,012	487	599	232	760	229	-
Wholesaler/Broker/Importer/Exporter (Note 2)	729	5.4	576	153	392	21	25	5	170	116	-
Grocery (including Natural & Organic)	3,277	24.3	2,983	294	1,801	118	33	10	350	965	-
Convenience Store/Mass Merchandiser	2,152	15.9	1,975	177	1,454	121	11	3	311	252	-
Drug Store	1,264	9.4	1,143	121	957	25	28	2	79	173	-
Vending Firm (Note 3)	311	2.3	215	96	187	13	26	6	47	32	-
Variety/Discount Store/Chain and Club Store/Warehouse Buying Club (Note 4)	124	0.9	101	23	59	4	11	4	14	32	-
Specialty Retailer/Specialty Food Store	325	2.4	239	86	234	8	10	4	24	45	-
Other than Above (incl. Paid)	-	-	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	**13,501**	**100.0**	**11,794**	**1,707**	**8,096**	**797**	**743**	**266**	**1,755**	**1,844**	**-**
PERCENT	**100.0**		**87.4**	**12.6**	**60.0**	**5.9**	**5.5**	**2.0**	**13.0**	**13.6**	**-**

Note 1: Including Candy and Other Confectionery Products, Chocolate and Cocoa Products and Chewing Gum.
Note 2: As of May 2012, Confectionery/Snack Wholesalers, Jobbers, Importers, Exporters, Brokers, Distributors and Repackagers was renamed Wholesaler/Broker/Importer/Exporter.
Note 3: As of May 2012, Vending Operator/Distributor, Amusement/Concessions has been renamed Vending Firm.
Note 4: As of May 2012, Variety/Discount Store/Chain, Warehouse Buying Club has been split into Variety/Discount Store/Chain and Club Store/Warehouse Buying Club. They will be combined until subscribers have been reclassified.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2013

	Qualified Within						
QUALIFICATION SOURCE	1 year	2 year	3 year	Print	Digital	Total Qualified	Percent
I. Direct Request:	**6,389**	**3,292**	**1,000**	**8,974**	**1,707**	**10,681**	**79.1**
II. Request from recipient's company:	**353**	**143**	**-**	**496**	**-**	**496**	**3.7**
III. Membership Benefit:	**-**	**-**	**-**	**-**	**-**	**-**	**-**
IV. *Communication from recipient or recipient's company (other than request):	**905**	**-**	**-**	**905**	**-**	**905**	**6.7**
V. **TOTAL** – Sources other than above (listed alphabetically):	**1,419**	**-**	**-**	**1,419**	**-**	**1,419**	**10.5**
Association rosters and directories	-	-	-	-	-	-	-
*Business directories	703	-	-	703	-	703	5.2
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	716	-	-	716	-	716	5.3
VI. Single Copy Sales:	**-**	**-**	**-**	**-**	**-**	**-**	**-**
TOTAL QUALIFIED CIRCULATION	**9,066**	**3,435**	**1,000**	**11,794**	**1,707**	**13,501**	**100.0**
PERCENT	**67.2**	**25.4**	**7.4**	**87.4**	**12.6**	**100.0**	

***See Additional Data**

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2013*

State	Print	Digital	Total	Percent
Maine	69	3	72	
New Hampshire	77	6	83	
Vermont	59	3	62	
Massachusetts	257	37	294	
Rhode Island	47	4	51	
Connecticut	142	18	160	
NEW ENGLAND	651	71	722	5.4
New York	718	100	818	
New Jersey	419	76	495	
Pennsylvania	747	98	845	
MIDDLE ATLANTIC	1,884	274	2,158	16.0
Ohio	450	60	510	
Indiana	220	18	238	
Illinois	708	105	813	
Michigan	384	33	417	
Wisconsin	321	30	351	
EAST NO. CENTRAL	2,083	246	2,329	17.3
Minnesota	242	38	280	
Iowa	145	17	162	
Missouri	220	34	254	
North Dakota	61	7	68	
South Dakota	43	2	45	
Nebraska	100	6	106	
Kansas	125	19	144	
WEST NO. CENTRAL	936	123	1,059	7.8
Delaware	20	6	26	
Maryland	142	21	163	
Washington, DC	10	1	11	
Virginia	206	23	229	
West Virginia	53	5	58	
North Carolina	313	34	347	
South Carolina	118	11	129	
Georgia	305	30	335	
Florida	423	53	476	
SOUTH ATLANTIC	1,590	184	1,774	13.1

State	Print	Digital	Total	Percent
Kentucky	163	16	179	
Tennessee	203	28	231	
Alabama	167	13	180	
Mississippi	102	8	110	
EAST SO. CENTRAL	635	65	700	5.2
Arkansas	125	13	138	
Louisiana	121	12	133	
Oklahoma	104	6	110	
Texas	518	81	599	
WEST SO. CENTRAL	868	112	980	7.3
Montana	57	6	63	
Idaho	72	5	77	
Wyoming	19	1	20	
Colorado	160	24	184	
New Mexico	51	4	55	
Arizona	99	14	113	
Utah	77	13	90	
Nevada	58	5	63	
MOUNTAIN	593	72	665	4.9
Alaska	15	6	21	
Washington	170	22	192	
Oregon	124	11	135	
California	737	136	873	
Hawaii	93	13	106	
PACIFIC	1,139	188	1,327	9.8
UNITED STATES	10,379	1,335	11,714	86.8
U.S. Territories	23	4	27	
Canada	146	62	208	
Mexico	31	21	52	
Other International	1,215	285	1,500	
APO/FPO	-	-	-	
TOTAL	**11,794**	**1,707**	**13,501**	**100.0**

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2013*

Region/Country	Print	Digital	Total	Percent
ASIA	144	54	198	1.5
MIDDLE EAST	35	14	49	0.4
EUROPE				
Austria	1	-	1	
Belarus	1	-	1	
Belgium	8	4	12	
Bulgaria	36	1	37	
Croatia	4	2	6	
Czech Republic	-	1	1	
Denmark	2	2	4	
Finland	2	1	3	
France	5	6	11	
Germany	10	4	14	
Greece	50	2	52	
Hungary	2	2	4	
Ireland	11	4	15	
Italy	8	3	11	
Latvia	3	1	4	
Lithuania	1	-	1	
Macedonia	7	2	9	
Malta	2	1	3	
Netherlands	15	6	21	
Norway	2	1	3	
Poland	4	2	6	
Portugal	7	5	12	

Region/Country	Print	Digital	Total	Percent
Romania	12	2	14	
Russian Federation	173	4	177	
Serbia	31	1	32	
Slovakia	2	-	2	
Slovenia	19	-	19	
Spain	12	8	20	
Sweden	3	4	7	
Switzerland	2	6	8	
Turkey	26	15	41	
Ukraine	43	3	46	
United Kingdom	410	20	430	
Subtotal	914	113	1,027	7.6
AFRICA	32	16	48	0.3
NORTH AMERICA				
Canada	146	62	208	
Mexico	31	21	52	
United States	10,379	1,335	11,714	
U.S. Territories and APO/FPO	23	4	27	
Subtotal	10,579	1,422	12,001	88.9
CARIBBEAN	3	8	11	0.1
CENTRAL AMERICA	9	5	14	0.1
SOUTH AMERICA	61	58	119	0.9
ASIA PACIFIC	17	17	34	0.2
TOTAL	**11,794**	**1,707**	**13,501**	**100.0**

*See Additional Data

Duplication is identified or has been eliminated within each channel;
no attempt has been made to identify or eliminate duplication that may exist across media channels.

E-NEWSLETTER CHANNEL

2013	Sweet & Healthy E-Newsletter
JULY	
July 3	10,917
July 10	10,903
July 17	10,927
July 24	10,899
July 31	10,823
AUGUST	
August 7	10,802
August 14	10,763
August 21	10,742
August 28	10,724
SEPTEMBER	
September 4	10,742
September 11	10,745
September 18	10,780
September 25	10,762
OCTOBER	
October 2	10,718
October 9	10,731
October 16	10,249
October 23	10,704
October 30	10,682
NOVEMBER	
November 6	10,786
November 13	10,263
November 20	10,754
November 27	10,766
DECEMBER	
December 4	10,754
December 11	10,743
December 18	10,736
December 26	10,719
AVERAGE:	**10,736**

Sweet & Healthy E-Newsletter (26 issued in the period)

WEBSITE CHANNEL*

2013	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	53,162	26,323	21,697	1.21	01:38	01:40
August	54,098	25,403	21,141	1.20	01:35	01:47
September	60,071	28,805	23,870	1.21	01:46	01:55
October	70,118	32,633	27,601	1.18	01:35	01:49
November	66,197	32,109	27,388	1.17	01:38	01:44
December	61,385	29,467	25,063	1.18	01:39	01:47
AVERAGE:	**60,839**	**29,123**	**24,460**	**1.19**	**01:38**	**01:47**

***See Additional Data**

WEBSITE GLOSSARY

Page Impressions: A Page Impression 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.

User Sessions: A single continuous set of activity attributable to a cookied browser resulting in one or more pulled text and/or graphics downloads from a site.

Unique Browsers: An identified and unduplicated Cookied Browser that accesses Internet content or advertising during a measurement period.

Unique Browser Frequency: Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

Page Duration: The average time spent viewing any page on a web site.

User Session Duration: The average time visitors remain on a site per session.

SOCIAL MEDIA CHANNEL

2013	Candy Industry Social Media: Twitter followers (http://twitter.com/CandyIndustry)	Candy Industry Social Media: Facebook likes (http://www.facebook.com/CandyIndustry)
July	971	998
August	1,010	1,022
September	1,046	1,039
October	1,094	1,057
November	1,129	1,082
December	1,150	1,094
AVERAGE:	**1,067**	**1,049**

Duplication is identified or has been eliminated within each channel;
no attempt has been made to identify or eliminate duplication that may exist across media channels.

ADDITIONAL DATA

METHOD OF DISTRIBUTION:
All qualified circulation conforms to the Field Served and Definition of Recipient Qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:
Editorial Replica – if a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available. The August 2013 digital edition is Replica Plus – if a print edition exists, "plus" is editorial that is retained from the original edition and is redesigned and/or supplemented. Each issue's content is primarily taken (but not necessarily replicated in its entirety) from the original edition (whether in print or digital). Apart from minor updates, the content cannot change once the issue is made available.

PARAGRAPH 3b:
Communication from Recipient or Recipient's Company (Other than Request): Written includes 3 sources of circulation for quantities of 1 copy or -% to 13 copies or 0.1%.
Telecommunication includes 4 sources of circulation for quantities of 67 copies or 0.5% to 405 copies or 3.0%. Electronic includes 4 sources of circulation for quantities of 22 copies or 0.2% to 64 copies or 0.5%.
Business directories include 1 source of circulation for a quantity of 703 copies or 5.2%.
Other sources include 1 source of circulation for a quantity of 716 copies or 5.3%.

GEOGRAPHIC DISTRIBUTION:
Geographic data for E-Newsletter, Website and Social Media are not reported at the media owner's option.

WEBSITE ACTIVITY:
July - December 2013 data was provided by Google Analytics.
All website activity is audited by BPA Worldwide.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Anna C. Silvestri, Audience Audit Manager

Rita M. Foumia, Corporate Strategy 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 8, 2014
State	Michigan
County	Oakland
Received by BPA Worldwide	January 8, 2014
Type	BJ
ID Number	C108B0D3

About BPA Worldwide:
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