

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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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. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

CANDY INDUSTRY MAGAZINE



6 issues in the period
 14,101 average circulation

CANDY INDUSTRY MAGAZINE E-NEWSLETTER



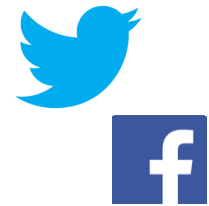
26 issued in the period
 10,985 average per occurrence

CANDY INDUSTRY MAGAZINE WEBSITE



33,635 average users

CANDY INDUSTRY MAGAZINE SOCIAL MEDIA



3,413 Twitter followers
 2,411 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)	14,096	5	14,101
a. Print	11,705	4	11,709
b. Digital	2,391	1	2,392
1. Requested	2,373	1	2,374
2. Non-Requested	18	-	18
CANDY INDUSTRY MAGAZINE E-NEWSLETTER			
Sweet & Healthy (26 issued in the period)	10,985	-	10,985
CANDY INDUSTRY MAGAZINE WEBSITE (Monthly Users with 74,499 average Pageviews)	33,635	-	33,635
CANDY INDUSTRY MAGAZINE SOCIAL MEDIA			
a. Twitter followers	*3,413	-	*3,413
b. Facebook likes	*2,411	-	*2,411

*Social Media claims are cumulative figures, not averages.

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FIELD SERVED

CANDY INDUSTRY MAGAZINE 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 (including amusement/concessions), 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	37
Advertiser and Agency	712
Allocated for Trade Shows and Conventions	-
All Other	1,047
TOTAL	1,796

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	14,101	100.0	14,096	100.0	5	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	14,101	100.0	14,096	100.0	5	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018	Print	Digital	Total Qualified
January	11,888	2,213	14,101
February	11,922	2,179	14,101
March	11,813	2,288	14,101
April	11,550	2,551	14,101
May	11,523	2,578	14,101
June	11,557	2,544	14,101

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018
 This issue is equal to the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Print	Digital	Classification by Title							
					Corporate Management & Administration	Plant Operations/ Production	Research & Development/ Product Development/ QA/QC	Engineering	Marketing/ Sales	Purchasing	Other Titled and Non-titled Personnel	
					VP Production, Production Mgr, Plant Mgr/Supv/ Supt, President, Owner, Partner, Chairman of the Board, Executive VP, Vice President, General Manager, Secy-Treasurer, Manager, Assistant Manager, Store/Location Manager	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, Mgr/Director, Vending Manager, Merchandising Manager	Category/ Brand/ Product Manager, Marketing Manager/ Director, VP Sales, Sales Mgr/Director, Account Exec, Purchasing Agent, Grocery Buyer, Retail Buyer, Buyer				
Candy & Confectionery Products (Note 1)	5,642	40.0	4,053	1,589	3,068	504	707	167	879	317	-	
Wholesaler/Broker/Importer/ Exporter	739	5.2	486	253	398	23	38	10	195	75	-	
Grocery (including Natural & Organic)	3,359	23.8	3,121	238	2,489	59	50	6	243	512	-	
Convenience Store/ Mass Merchandiser	2,209	15.7	2,012	197	1,782	52	28	8	160	179	-	
Drug Store	1,333	9.5	1,209	124	1,027	16	51	4	60	175	-	
Vending Firm (including Amusement/Concessions)	325	2.3	278	47	236	11	15	10	31	22	-	
Variety/Discount Store/ Chain and Club Store/ Warehouse Buying Club	204	1.4	163	41	98	7	14	4	36	45	-	
Specialty Retailer/Specialty Food Store	290	2.1	201	89	207	5	17	1	34	26	-	
Other than Above	-	-	-	-	-	-	-	-	-	-	-	
TOTAL QUALIFIED CIRCULATION	14,101	100.0	11,523	2,578	9,305	677	920	210	1,638	1,351	-	
PERCENT	100.0		81.7	18.3	66.0	4.8	6.5	1.5	11.6	9.6	-	

Note 1: Including Candy and Other Confectionery Products, Chocolate and Cocoa Products and Chewing Gum.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018

Qualification Source	Qualified Within					Total Qualified	Percent
	1 Year	2 Year	3 Year	Print	Digital		
I. Direct Request:	7,006	3,640	1,004	9,080	2,570	11,650	82.6
II. Request from recipient's company:	2	1	21	23	1	24	0.2
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (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:	2,427	-	-	2,420	7	2,427	17.2
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	9,435	3,641	1,025	11,523	2,578	14,101	100.0
PERCENT	66.9	25.8	7.3	81.7	18.3	100.0	

*See Additional Data

E-NEWSLETTER CHANNEL

2018	Sweet & Healthy
JANUARY	
January 3	10,349
January 10	10,349
January 17	10,346
January 24	10,348
FEBRUARY	
February 1	10,336
February 7	10,389
February 14	10,422
February 21	10,531
MARCH	
March 1	10,735
March 7	10,746
March 14	10,825
March 21	10,935
March 28	10,991
APRIL	
April 4	11,010
April 11	11,335
April 18	11,410
April 25	11,447
MAY	
May 2	11,489
May 9	11,441
May 16	11,438
May 23	11,425
May 30	11,518
JUNE	
June 6	11,424
June 13	11,420
June 20	11,483
June 27	11,479
AVERAGE:	10,985

Sweet & Healthy (26 issued in the period)

WEBSITE CHANNEL

WWW.CANDYINDUSTRY.COM

2018	Pageviews	Sessions	Users	Average Session Duration
January	84,968	45,874	39,266	1:32
February	84,949	43,349	36,938	1:49
March	78,967	43,212	36,640	1:30
April	71,852	37,923	31,770	1:33
May	68,251	37,755	31,558	1:27
June	58,007	30,459	25,639	1:31
AVERAGE:	74,499	39,762	33,635	1:34

January – June 2018 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.

SOCIAL MEDIA CHANNEL

Candy Industry Magazine Social Media



Twitter followers

<https://twitter.com/CandyIndustry>



Facebook likes*

<https://www.facebook.com/CandyIndustry>

2018

Beginning Balance:	3,160	2,345
January	3,197	2,358
February	3,238	2,379
March	3,256	2,389
April	3,309	2,391
May	3,379	2,391
June	3,413	2,411

*Due to a technical issue, May 2018 data for Facebook repeats April 2018.

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.

MAGAZINE:

PARAGRAPH 3b:

Business directories include 2 sources of circulation for quantities of 878 copies or 6.2% to 1,549 copies or 11.0%, including Chain Store Guide.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter, Website 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.

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 July 2, 2018

State Michigan

County Oakland

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Type BJ

ID Number C108B0J8

About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.