FoodSafety magazine



DIGITAL AUDIENCE PROFILE

ADVERTISE WITH *FOOD SAFETY MAGAZINE*

Food Safety Magazine builds the knowledge and expertise of our readers whose daily responsibilities demand a sound scientific and ROI-oriented approach to implementing and managing food safety protocols and technology throughout their supply chains.

www.food-safety.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 Safety Magazine
As of October 2026

Total Audience

Food Safety Magazine builds knowledge and expertise for those whose daily responsibilities demand a sound scientific and ROI-oriented approach to implementing and managing food safety protocols and technology.

289,386	54,220	86%
Total Audience Reach	Unique Active Audience	Engaged

Core Channels

	Total Channel Audience	Unique to Channel
Website	72,446	3,383
Features Collection	27,771	6,733
Newsletter	30,231	6,576



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

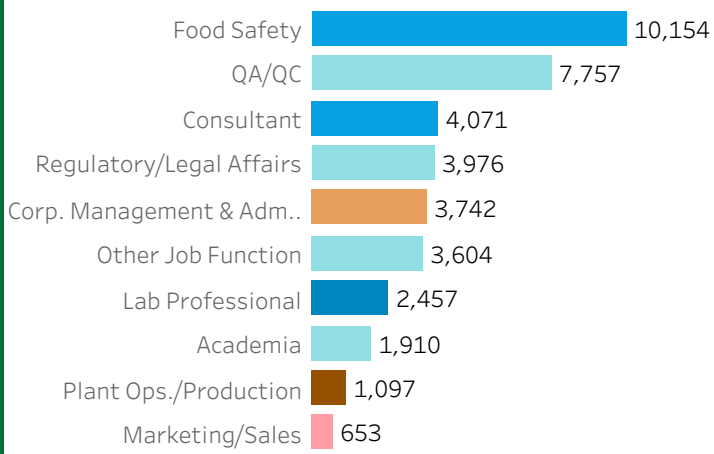
Additional Channels

1,084	1,251	23,107	158,938
Webinar Average Registrants	Unique Event Registrants	Standard eBlast Delivery	Social Media Total Followers

Demographics

Job Function

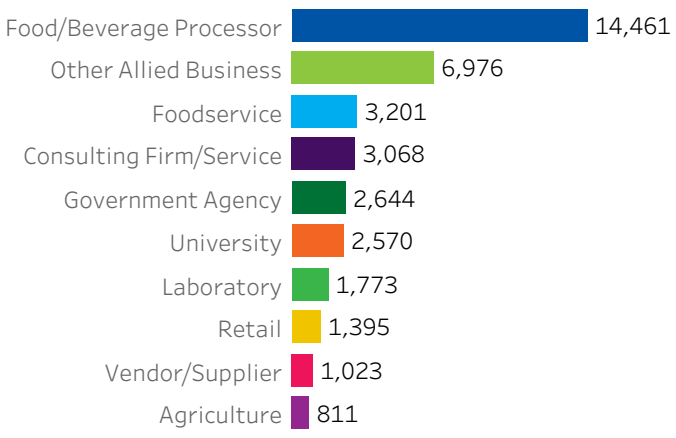
Top 10 shown



39,421 responses

Business Industry

Top 10 shown



39,047 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 Features Collection 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 Features Collection.

- ***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 Features Collection. Or a customer is active within Newsletter and Features Collection 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
Features Collection	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 Safety Magazine

August 2026 - October 2026

Features Collection *- Summary*

Total Subscribers

31,800

Features Collection replaces the Food Safety Magazine eMagazine beginning October 2026.

Features Collection Notification Email Metrics

Issue Name	Sends	Unique Delivered	* Unique Opens	* Open Rate	Total Clicks	CTR
October/November 2026 Features Collection	1	32,520	10,446	32.1%	298	0.9%

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



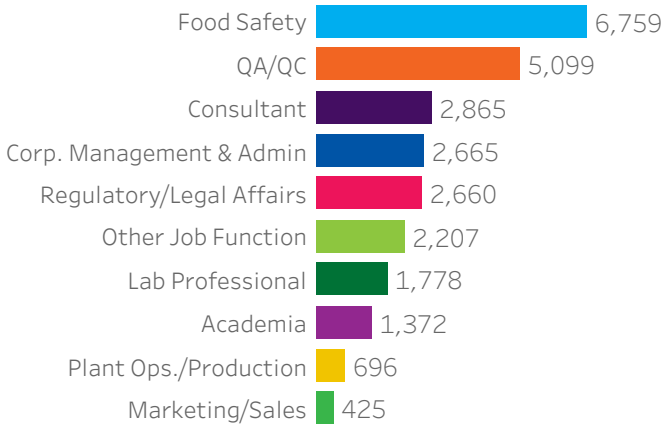
Food Safety Magazine

August 2026 - October 2026

Features Collection - Subscriber Demographics & Locations

Demographic - Job Function

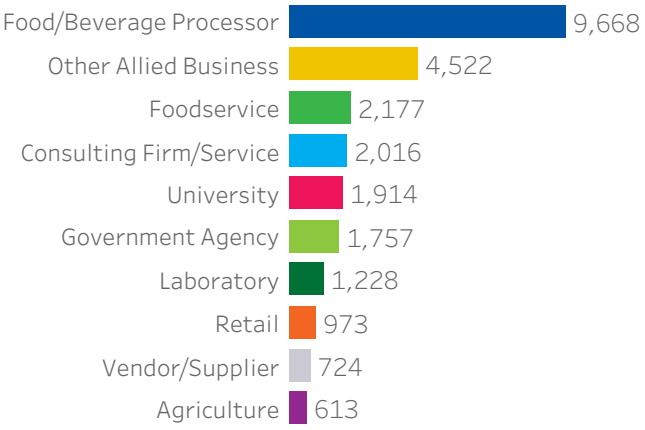
Top 10 Shown



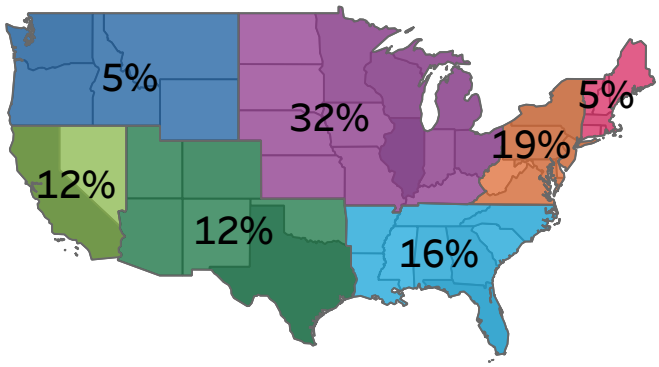
26,526 or 84% of subscribers with responses

Demographic - Business/Industry

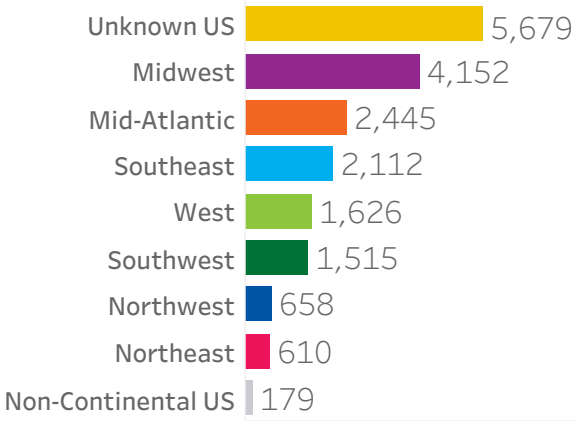
Top 10 Shown



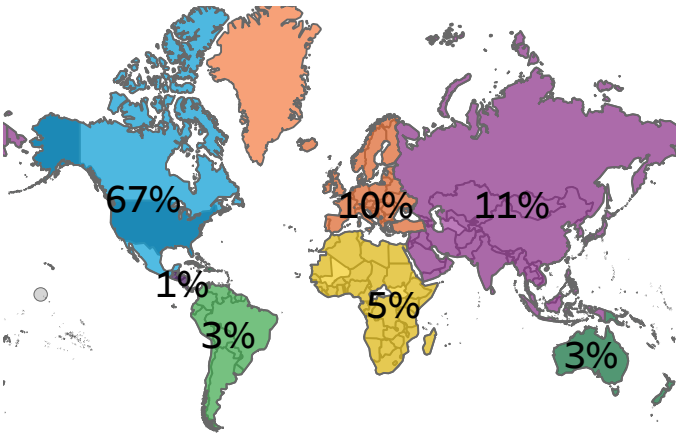
26,410 or 83% of subscribers with responses



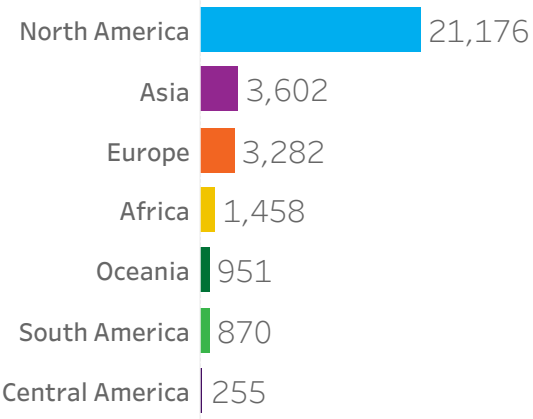
Unique Subscribers by Region



60% of subscribers are located in the US



Unique Subscribers by Region



40% of subscribers are located internationally

Features Collection Audience Glossary

UNDERSTANDING FEATURES COLLECTION AUDIENCE DASHBOARD

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 Features Collection.

Activity by Features Collection Issue

- ***Issue Date:*** Features Collection issue date.
- ***Sessions:*** Number of times user interacted with the Features Collection. Sessions are terminated after 30 minutes of inactivity.
- ***Session Duration (min):*** The average session length.
- ***Pageviews:*** The total number of Features Collection pageviews.

Features Collection Notification Email Metrics

- ***Monthly Sends:*** Total number of notification emails deployed per issue.
- ***Delivered:*** Number of unique email subscriber addresses Features Collection 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 Safety Magazine
August 2026 - October 2026

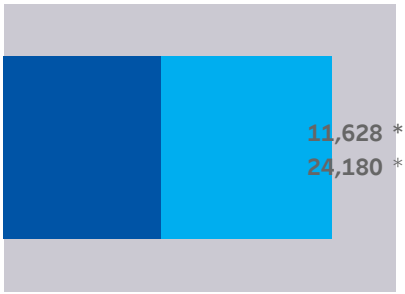
Active Unique Recipients
30,231

% of Recipients Engaged
84%

Sends per Month
9

Recipient Activity by Newsletter Over the Last 3 Months

Newsletter Name	Average Delivered
Food Safety Digest	28,866



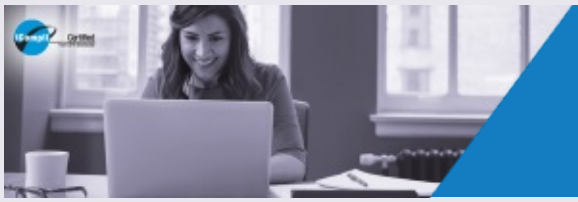
Engaged Recipient: Any recipient who opened at least one email of this type in the report time frame.

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 Safety Digest	8.7	28,866	11,628	40.3%	743	2.6%

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



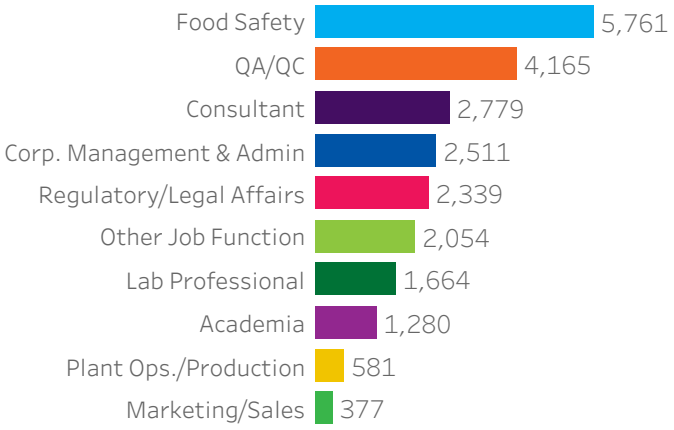
Food Safety Magazine

August 2026 - October 2026

Newsletters - *Recipient Demographics & Locations*

Demographic - Job Function

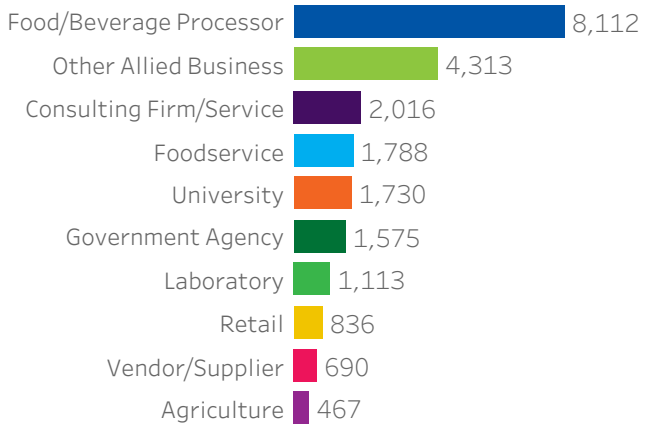
Top 10 Shown



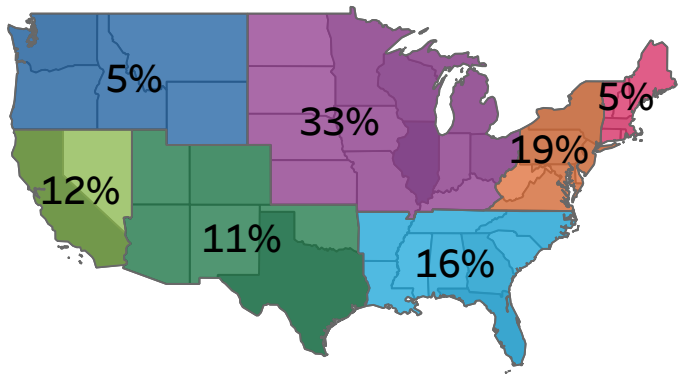
23,511 recipients with responses

Demographic - Business/Industry

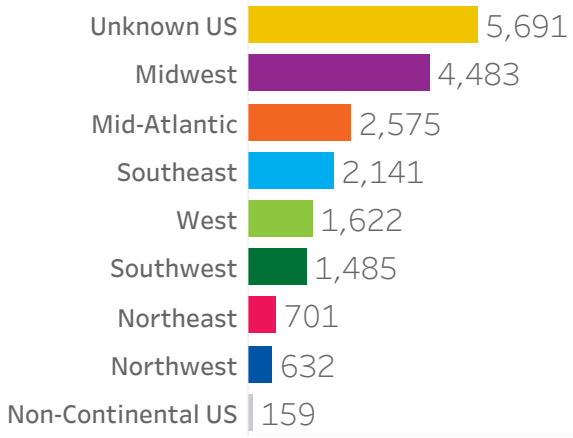
Top 10 Shown



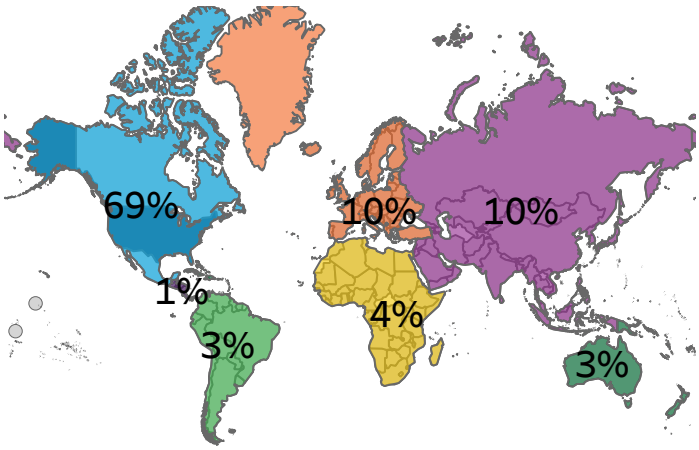
23,406 recipients with responses



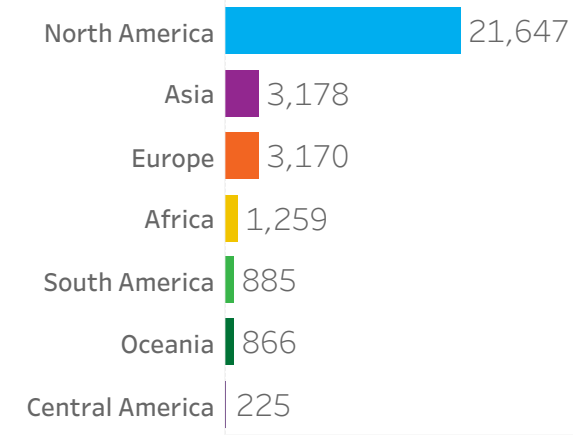
Unique Recipients by Region



62% of recipients are located in the US



Unique Recipients by Region



38% 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.

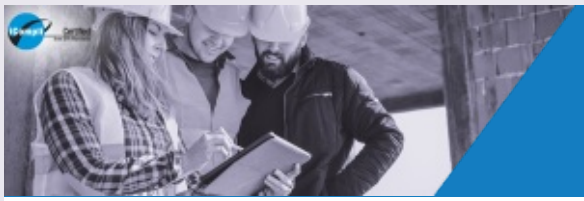
Recipient Activity by Newsletter

- ***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 Safety Magazine

August 2026 - October 2026

Website - *www.food-safety.com*

Average Monthly Users

79,060

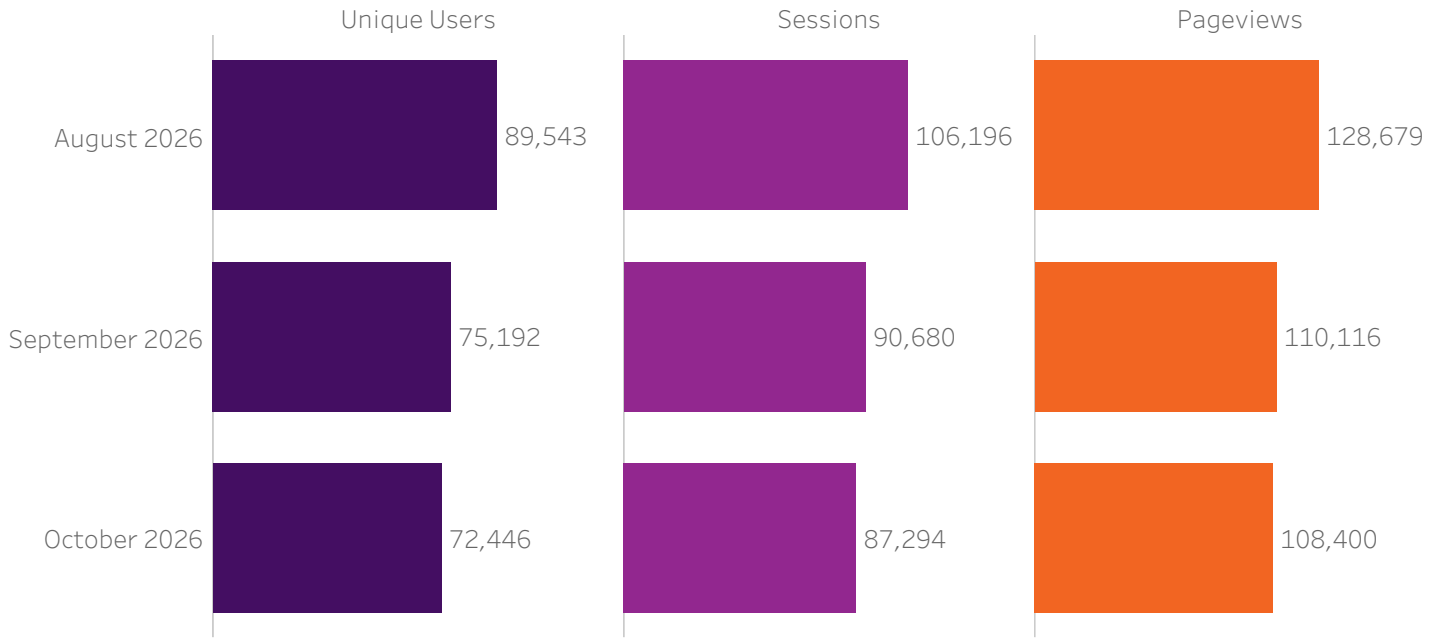
Average Monthly Sessions

94,723

Average Monthly Pageviews

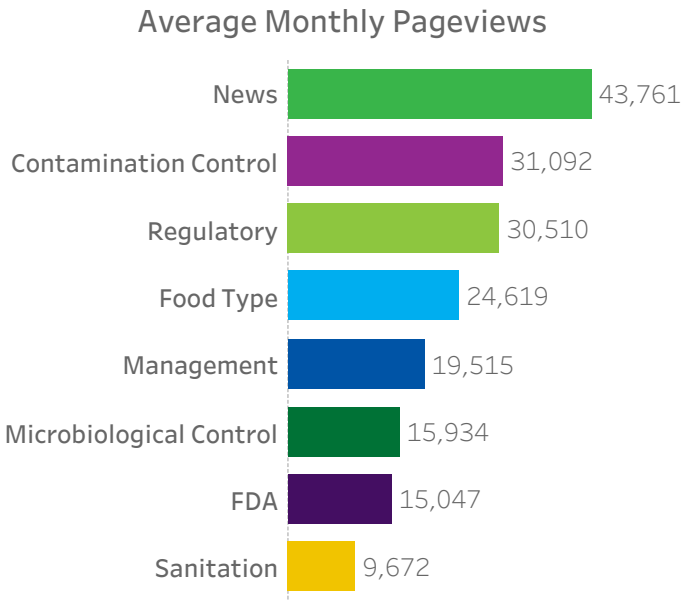
115,732

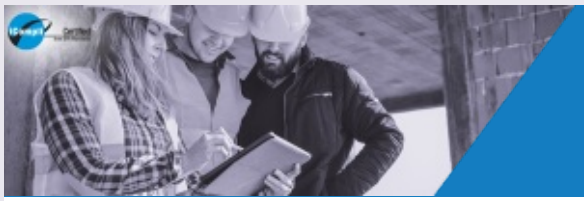
Monthly Website Statistics



Top 8 Content Topics Viewed







Food Safety Magazine

August 2026 - October 2026

Website - *Known User Activity*

Active Registered Users

7,082

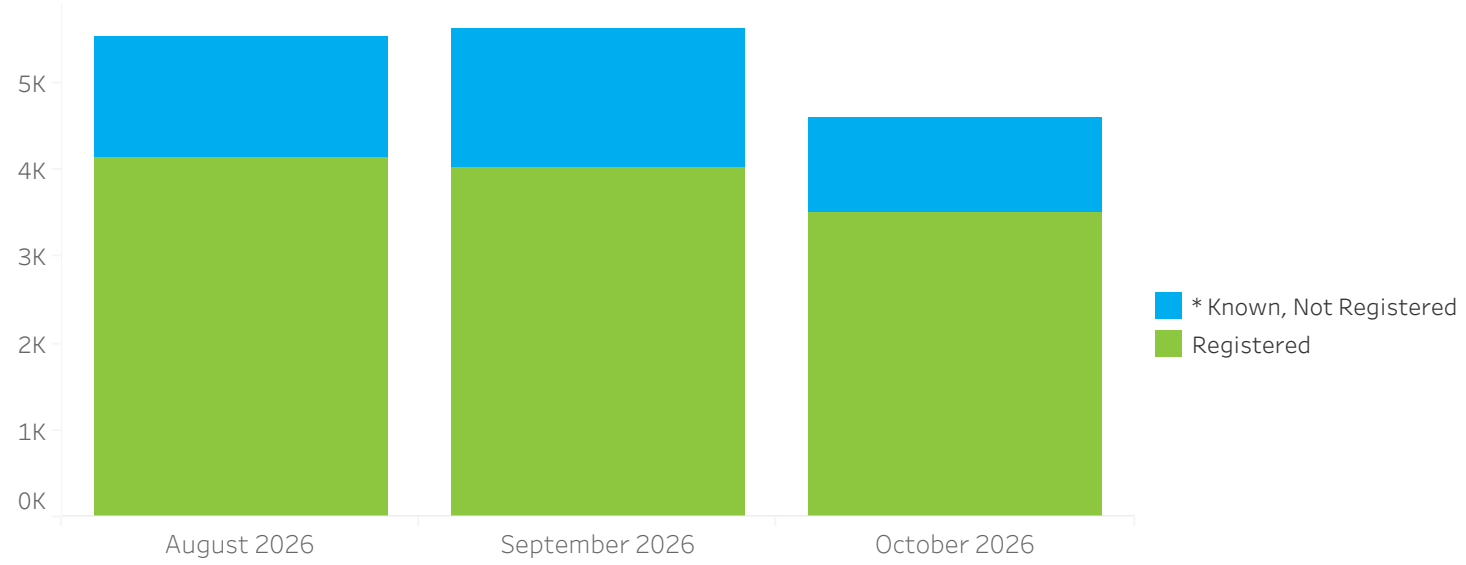
Active Known Users

9,459

Average Visits per User

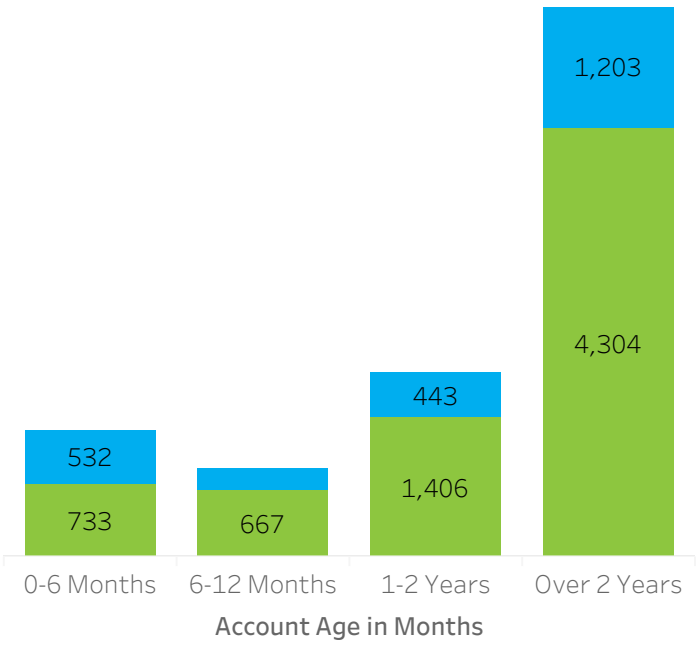
15.0

Website Users

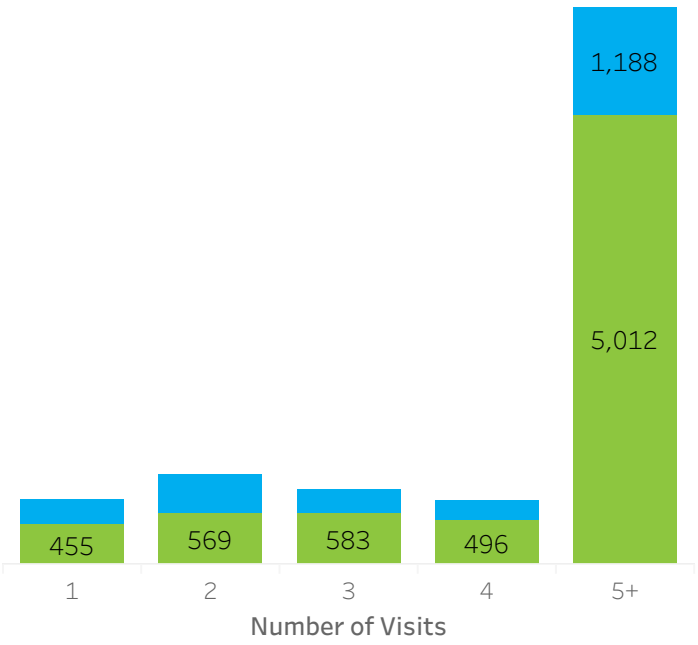


* Users that are identified in the BNP Media database but are not registered with this website

Known Users by Account Age



Known Users by Visit Frequency





Food Safety Magazine

August 2026 - October 2026

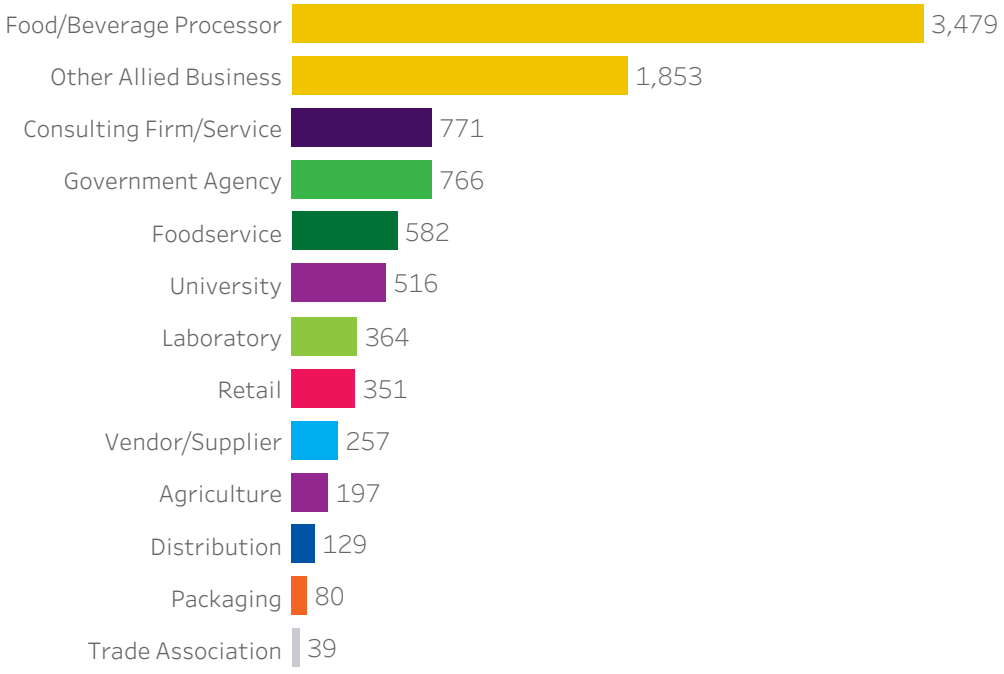
Website - *User Demographics*

Demographic - Job Function *Top 10 Shown*

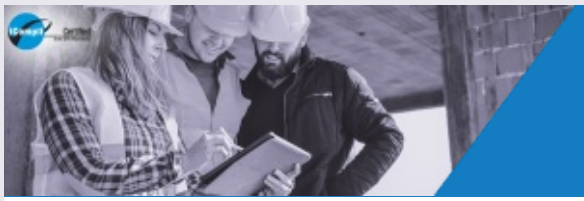


9,427 or 100% of users with responses

Demographic - Business/Industry *Top 13 Shown*



9,384 or 99% of users with responses



Food Safety Magazine

August 2026 - October 2026

Website *- User Locations*

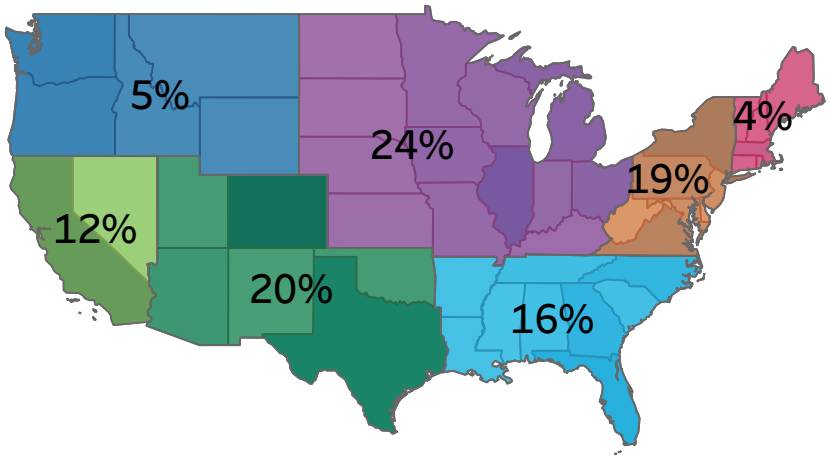
% of Users Based in US

75%

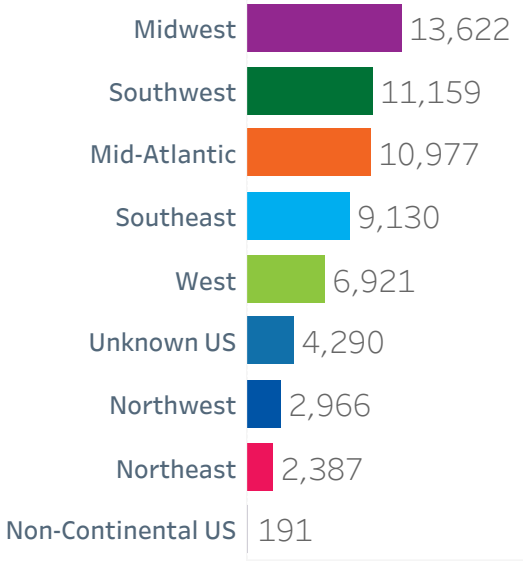
Average Monthly Users Based in US

61,644

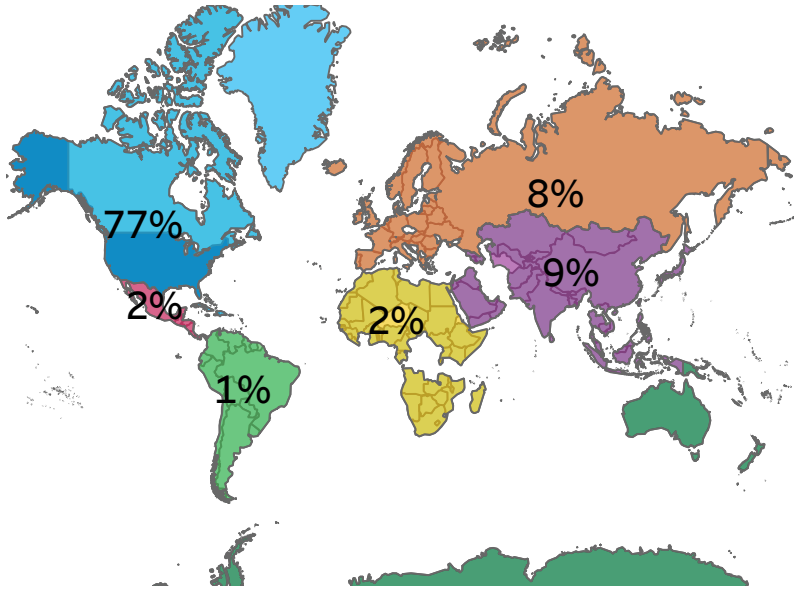
Geographic - US Regions



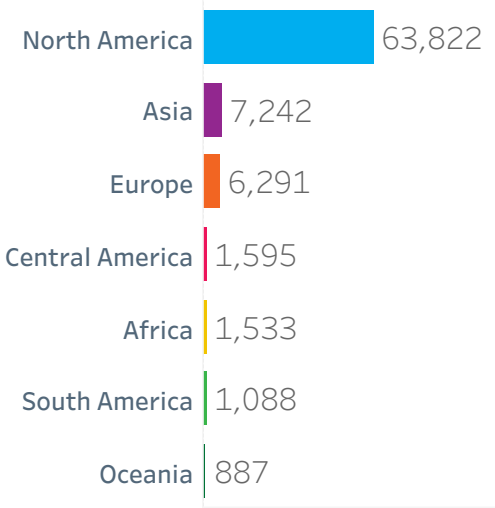
Unique Users by Region



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

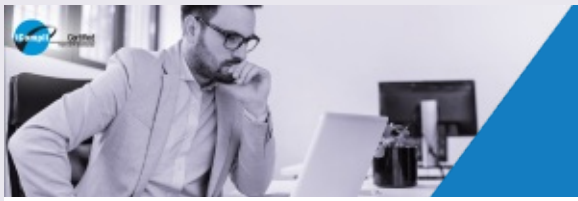
- ***Average Monthly Users:*** Average number of monthly users who have had at least one session on the website.
- ***Average Monthly Sessions:*** Average number of monthly sessions on the website. A session is anytime a user has interacted with the website.
- ***Average Monthly Pageviews:*** Average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

August 2026 - October 2026

Sponsored eBlasts

Total Average Delivered
22,636

% of Recipients Engaged
75%

Sends per Month
11

Activity by eBlast

Sponsorship Type	Avg Delivered
Exclusive	22,606
Multi-Sponsored	22,865



8,363 * Unique Opens - Single Send Avg *(37%)*
19,621 * Total Engaged Subscribers *(71%)*



6,031 * Unique Opens - Single Send Avg *(26%)*
11,755 * Total Engaged Subscribers *(45%)*

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 Safety Magazine	Multi-Sponsored	1.3	22,865	6,031	26.4%	390	1.7%
	Exclusive	10.0	22,606	8,363	37.0%	308	1.4%

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



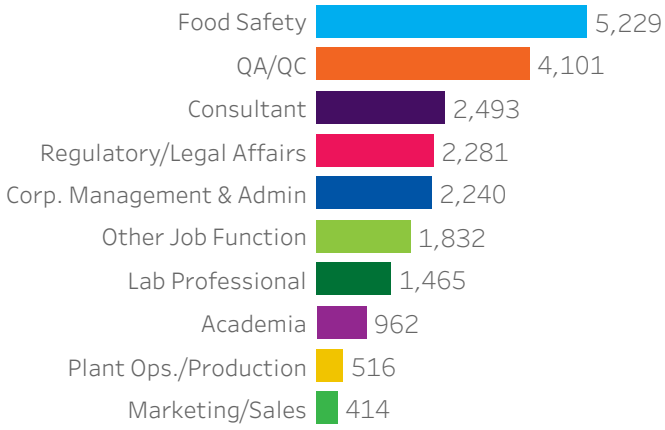
Food Safety Magazine

August 2026 - October 2026

Sponsored eBlasts *- Recipient Demographics & Locations*

Demographic - Job Function

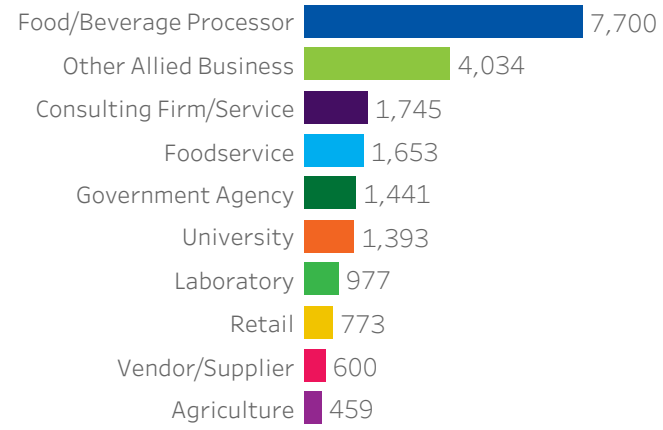
Top 10 Shown



21,533 or 78% of recipients with responses

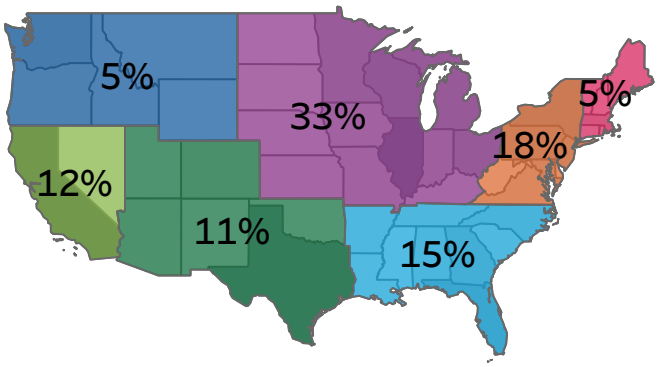
Demographic - Business/Industry

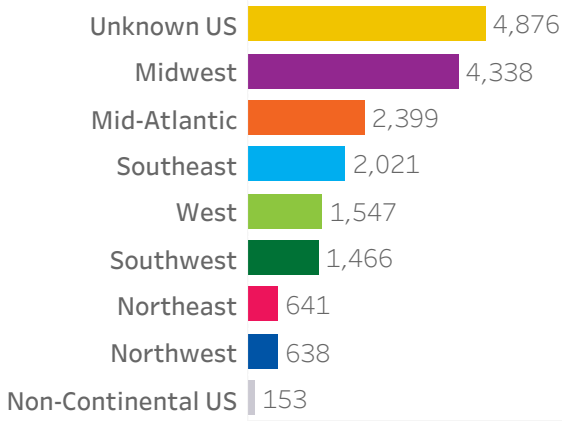
Top 10 Shown



21,408 or 77% of recipients with responses

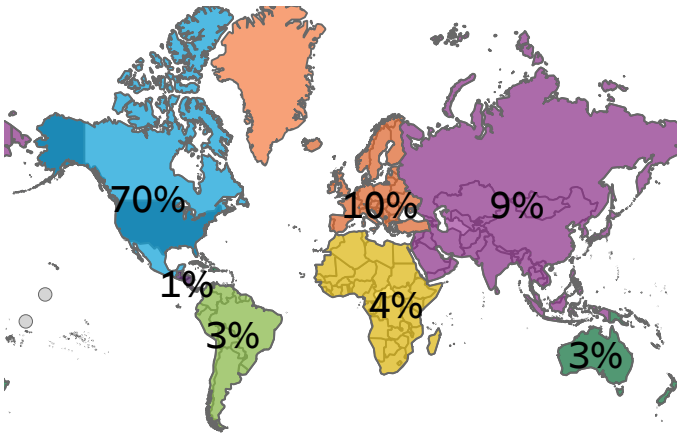
Unique Recipients by Region

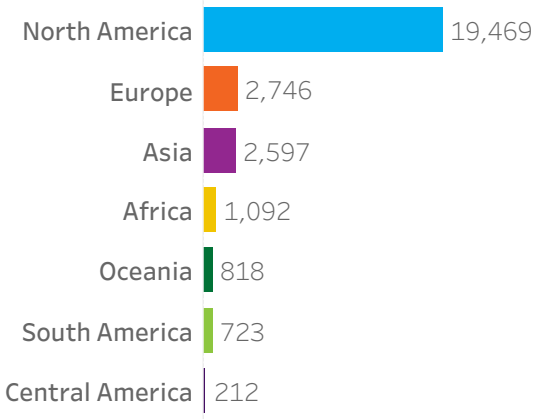




65% of recipients are located in the US

Unique Recipients by Region





35% 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 Safety Magazine

August 2026 - October 2026

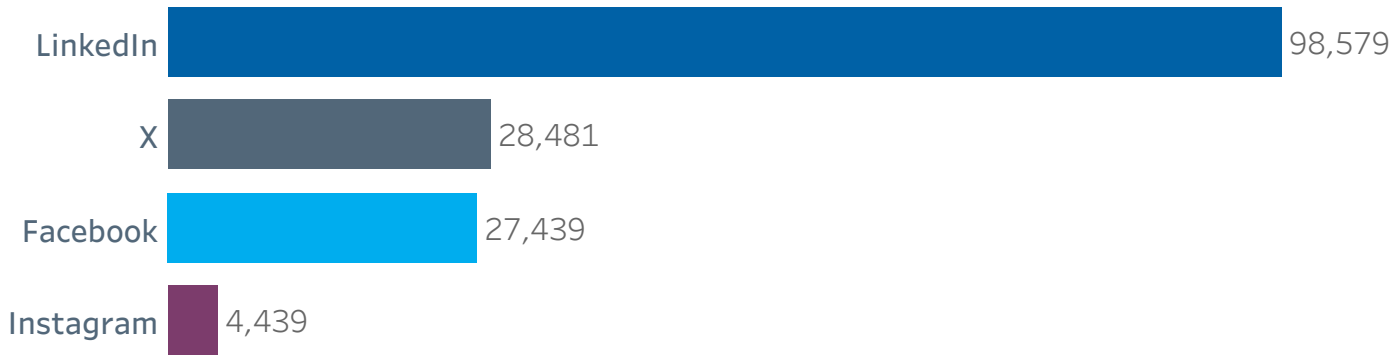
Total Social Media Followers

158,938

Engagements

54,777

Followers by Channel



Total Engagements

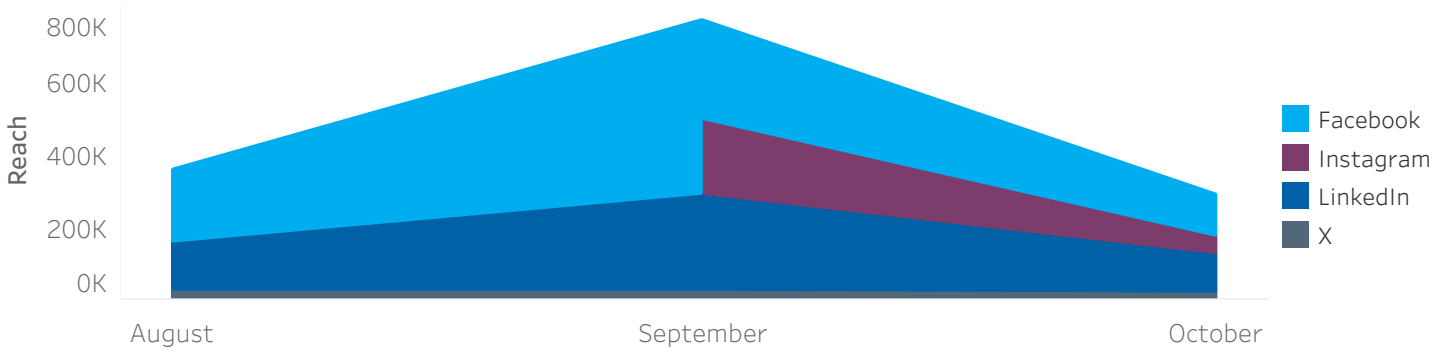
12,077

1,222

18,181

23,297

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 Safety Magazine

Events

Total Registrants

1,237

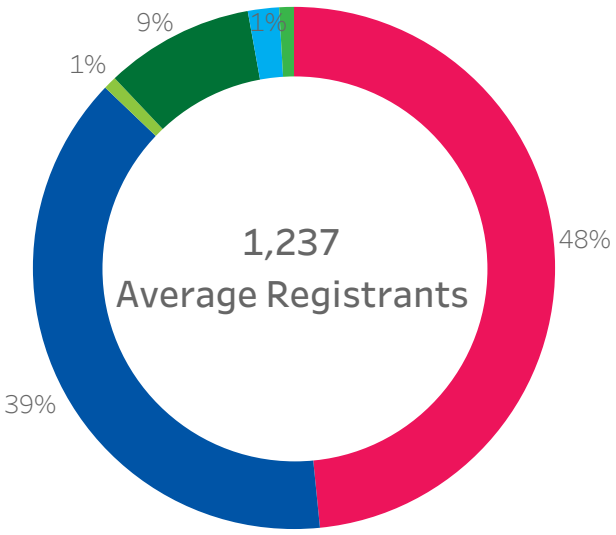
Total Events Annually

1

Average Registrants per Event

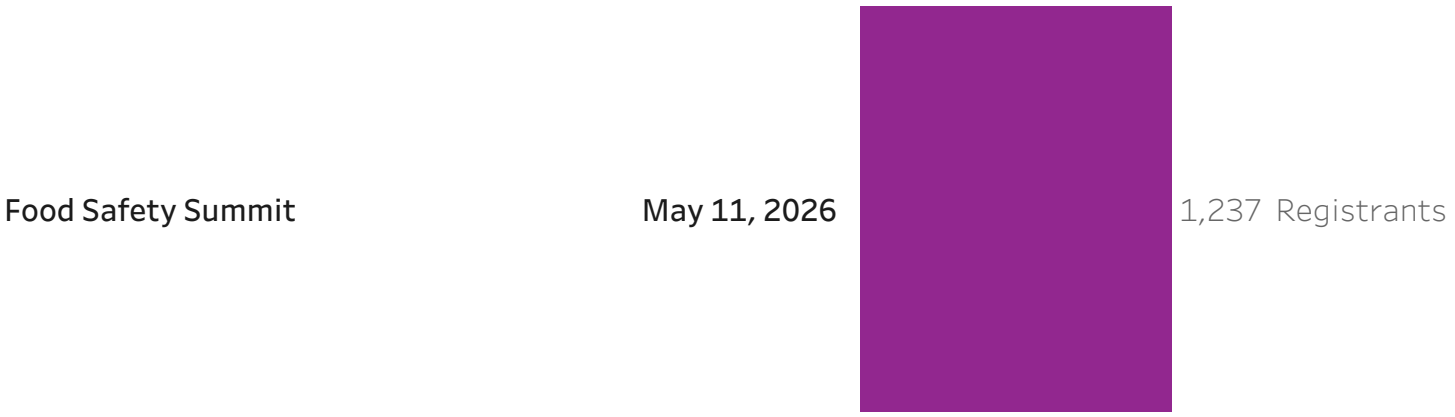
1,237

Registrant Types



Attendee
Exhibitor/Sponsor
Press
Speaker
Staff
Student

Event Registration

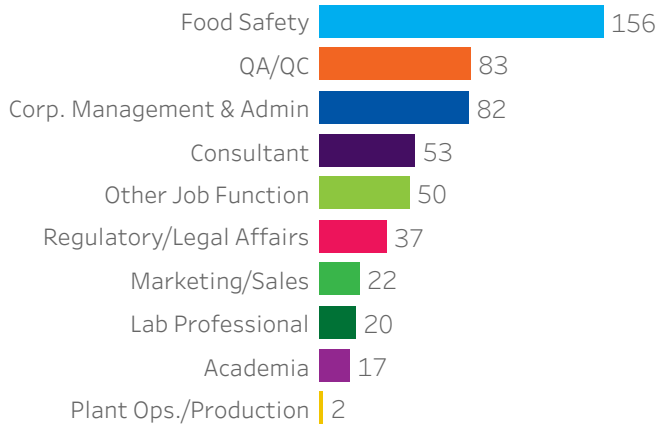




Events - Registrant Demographics & Locations

Demographic - Job Function

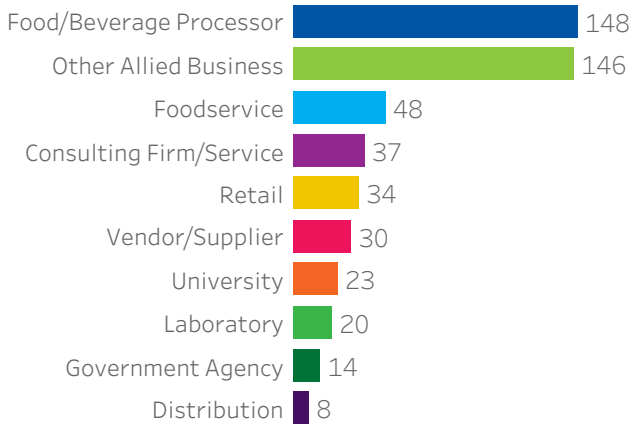
Top 10 Shown



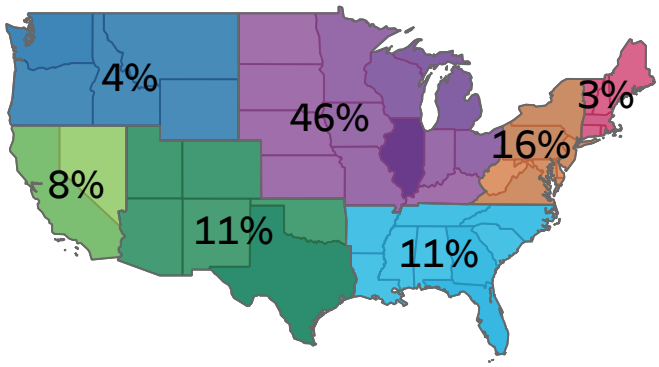
522 or 42% of registrants with responses

Demographic - Business/Industry

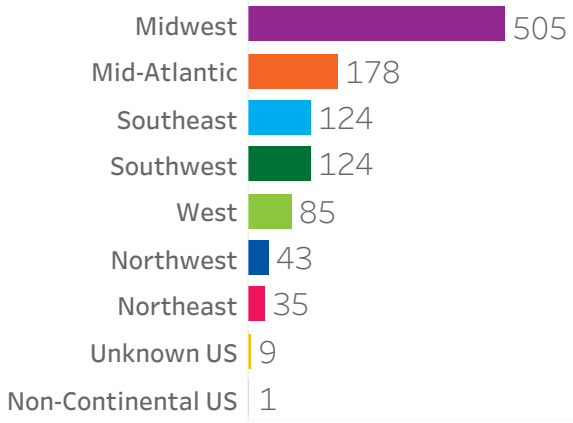
Top 10 Shown



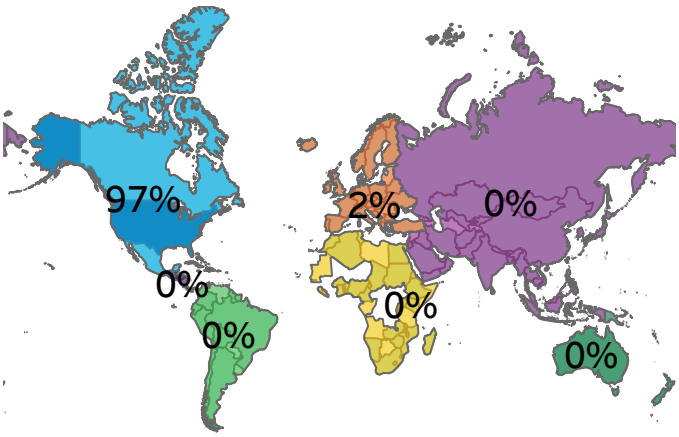
516 or 42% of registrants with responses



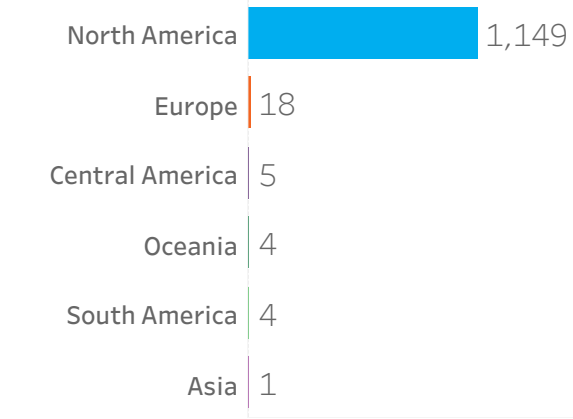
Unique Registrants by Region



93% of registrants are located in the US



Unique Registrants by Region



7% 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.



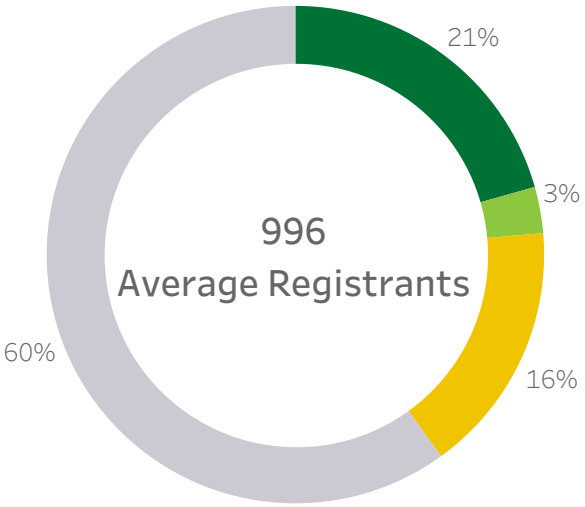
Food Safety Magazine

August 2026 - October 2026

Webinars

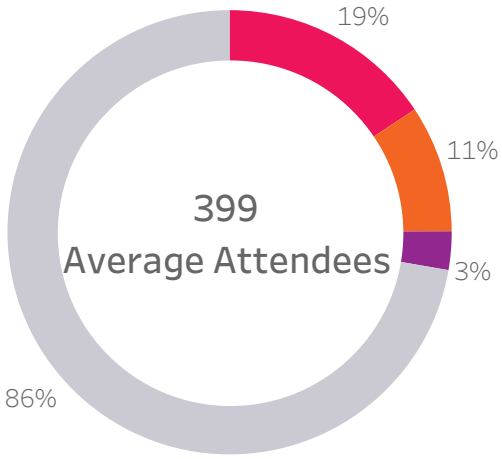
Unique Registrants	*Unique Attendees*	*Registrant Attendance Rate*	*Average Attendees per Webinar*
7,230	***3,384***	***47%***	***399***

Registrant Breakdown



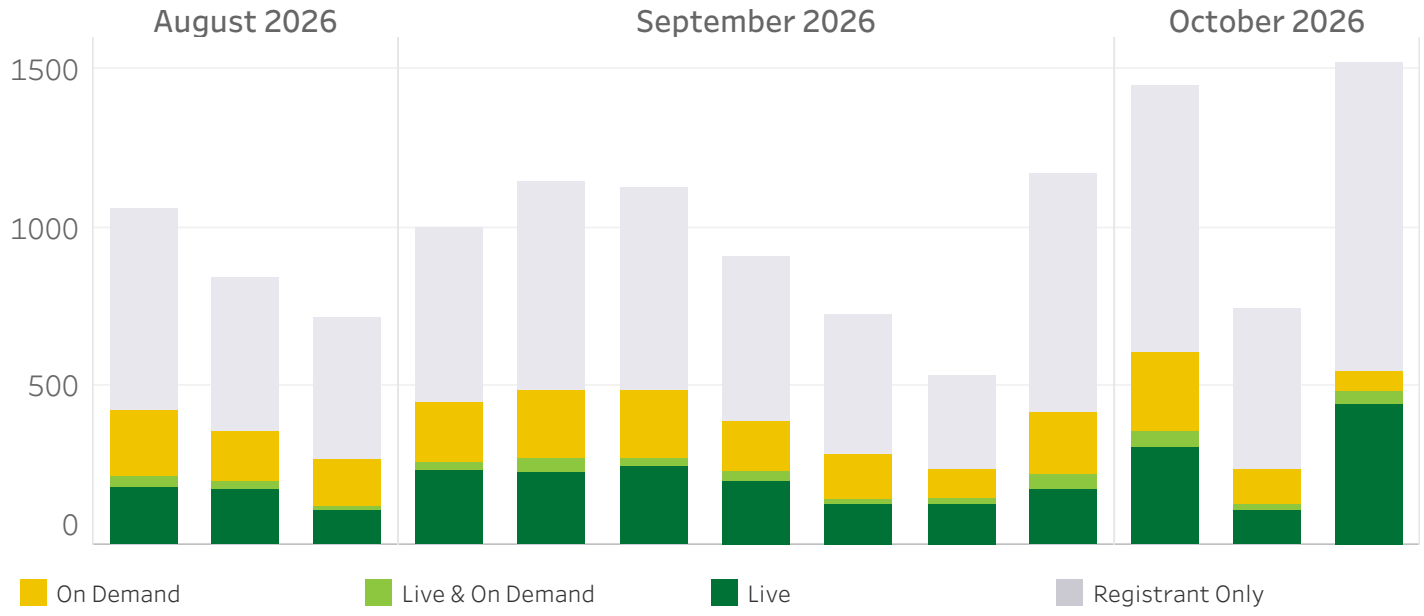
Live
On Demand
Live & On Demand
Registrant Only

Attendee Engagement Breakdown



Answered Surveys
Viewed Only
Repeat Viewer
Multiple Engagements

Registration & Attendance Analysis





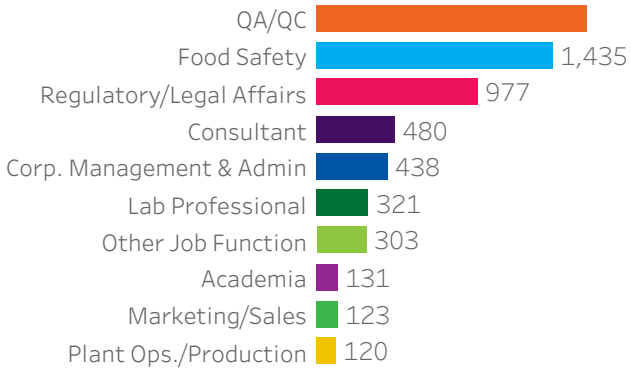
Food Safety Magazine

August 2026 - October 2026

Webinars *- Registrant Demographics & Locations*

Demographic - Job Function

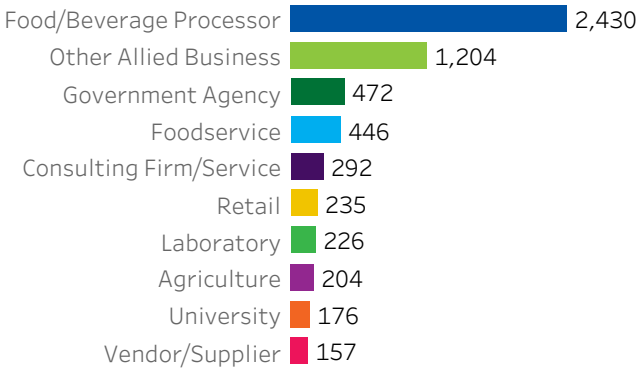
Top 10 Shown



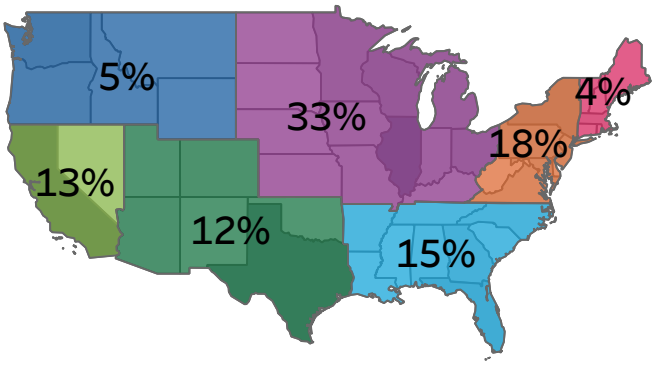
5,974 or 83% of registrants with responses

Demographic - Business/Industry

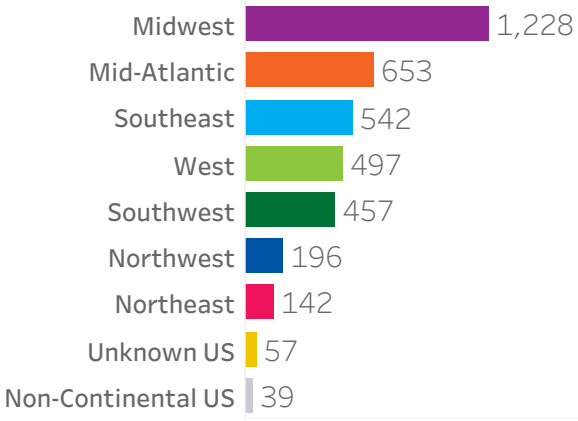
Top 10 Shown



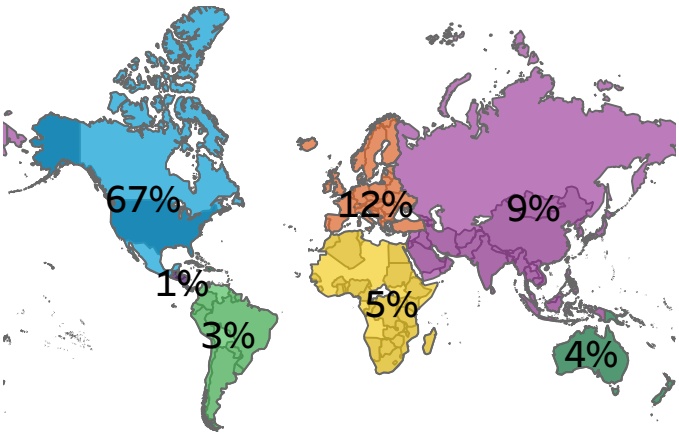
5,962 or 82% of registrants with responses



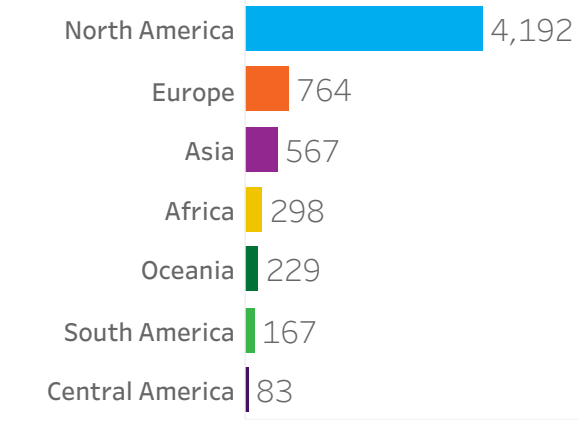
Unique Registrants by Region



60% of registrants are located in the US



Unique Registrants by Region



40% of registrants are located internationally

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
Academia	Academia
Consultant	Consultant
Corp. Management & Admin	Corporate Management & Administration
Food Safety	Food Safety
Lab Professional	Lab Professional
Marketing/Sales	Marketing/Sales
Other Job Function	Other
Plant Ops./Production	Plant Operations/Production/Sanitation
QA/QC	QA/QC
Regulatory/Legal Affairs	Regulatory/Legal Affairs

Audience Profile Glossary

DEMOGRAPHICS APPENDIX (BUSINESS INDUSTRY)

Display Name	Included Demographics
Agriculture	Agriculture
Consulting Firm/Service	Consulting Firm/Service
Distribution	Distribution
Food/Beverage Processor	Food/Beverage Processor
Foodservice	Foodservice
Government Agency	Government Agency
Laboratory	Laboratory
Other Allied Business	Other
Packaging	Packaging
Retail	Retail
Trade Association	Trade Association
University	Academia
Vendor/Supplier	Vendor/Supplier

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