

FoodSafetyTM

magazine

MEDIA STATEMENT

June 2021

For the past 25 years, *Food Safety Magazine* has been the leading content provider of science-based solutions for food safety and quality assurance professionals worldwide. *Food Safety Magazine* builds the knowledge and expertise of our subscribers and ROI-oriented approach to implementing and managing food safety protocols and technology throughout their supply chains.

MEDIA OWNER'S NOTE: It's my pleasure to share with you our most recent data findings from what is known as our Media Statement. This statement contains information we have gathered from 2021 Q2 reporting. As this statement may contain information you use to make your ad buying decisions, I want to assure you to the best of our ability, in a world where data changes rapidly, this Statement is accurate as of June 2021. Thank you .

CHANNELS

June 2021 Summary

Total eMagazine Circulation (June/July 2021 issue)	23,141
eDigest (Total average delivered)	17,390
*Website Total Users (Unique Visitors)	62,637
**Social Media (Total)	93,293
TOTAL REACH	196,461

Sincerely,

STACY ATCHISON

Publisher
Food Safety Magazine



ABOUT BNP MEDIA

BNP Media is one of the country's leading business-to-business media companies serving industry professionals across 50+ industries through magazine, custom media, eNewsletters, websites, conferences, events and market research. BNP Media is committed to helping professionals succeed in business by providing superior information. Founded in 1926, BNP Media is a fourth-generation, family-run business headquartered in Troy, Michigan with regional offices around the country.

All information contained herein, is media owner's data. No effort has been made to remove potential duplication with each action.

*Google Analytics-June 2021 **Cumulative as of June 2021

WHO CAN YOU REACH:

eMagazine Audience Demographics-June/July 2021 Issue Summary

BUSINESS BY FUNCTION

PRIMARY BUSINESS	
Food/Beverage Processor	9,429
Laboratory	2,880
Consulting Firm/Service	2,535
Foodservice/Retail	2,438
Government Agency	1,820
Packaging	753
University	234
Other Processors	3,052
TOTAL CIRCULATION:	23,141

PRIMARY JOB FUNCTION	
Food Safety	5,442
QA/QC	3,496
Lab Professional	3,399
General/Corporate Management	3,478
Consultant	1,885
Plant Operations/Production/Sanitation	1,367
Regulatory/Legal Affairs	1,097
Academia	719
Other	2,258
TOTAL CIRCULATION:	23,141

SUPPLEMENTAL DATA

TOTAL QUALIFIED:	23,141
-------------------------	---------------

PRINCIPAL PRODUCTS	RESPONDENTS	%
Processed/Further Processed Meat	6,029	26.1%
Processed/Further Processed Poultry	5,432	23.5%
Processed/Further Processed Seafood	4,702	20.3%
Fruits/Vegetables	6,673	28.8%
Dairy Foods	5,996	25.9%
Eggs	4,108	17.8%
Prepared Foods/Meals/Side Dishes	5,382	23.3%
Prepared Specialties	4,312	18.6%
Cereal & Grain-Based Products/Pet Foods	5,042	21.8%
Bakery Products	5,236	22.6%
Snack Foods	4,891	21.1%
Candy and Confectionery Products	3,886	16.8%
Manufacturer of Ingredients/Nutritional Ingredients	4,515	19.5%
Beverages	4,991	21.6%
Other	3,033	13.1%
No Responses	4,733	20.5%
TOTAL # OF RESPONDENTS	18,408	79.5%

NO. OF EMPLOYEES

1-49	19,957
50-99	540
100-499	1,257
500+	1,387
TOTAL	23,141

eDIGEST

Date	Total
June 1, 2021	17,198
June 8, 2021	17,221
June 15, 2021	17,457
June 22, 2021	17,521
June 29, 2021	17,555
AVERAGE	17,390

WHO CAN YOU REACH:

Magazine Audience Demographics-June 2021 Summary

GEOGRAPHIC

STATE COUNTRY REGION	TOTAL CIRCULATION
Alabama	122
Arizona	180
Arkansas	182
California	1,990
Colorado	251
Connecticut	119
D. C.	68
Delaware	58
Florida	653
Georgia	466
Idaho	131
Illinois	908
Indiana	262
Iowa	204
Kansas	166
Kentucky	146
Louisiana	83
Maine	56
Maryland	422
Massachusetts	318
Michigan	590
Minnesota	476
Mississippi	54
Missouri	308
Montana	36
Nebraska	123
Nevada	86
New Hampshire	68
New Jersey	526
New Mexico	45
New York	760
North Carolina	355
North Dakota	50
Ohio	595
Oklahoma	79

STATE COUNTRY REGION	TOTAL CIRCULATION
Oregon	214
Pennsylvania	653
Rhode Island	42
South Carolina	140
South Dakota	50
Tennessee	214
Texas	700
Utah	108
Vermont	58
Virginia	341
Washington	430
West Virginia	23
Wisconsin	649
Wyoming	15
Total 48 US Contiguous States	14,573
Alaska	28
Hawaii	72
Total Alaska & Hawaii	100
Possessions & Other Areas	145
Total U.S. Possessions	145
Canada	1,343
Mexico	520
International	6,368
Military/Civilian Overseas, APO/FPO	7
eMail Only	85
TOTAL GEOGRAPHIC	23,141

SOURCE BY VERIFICATION

SOURCE	TOTAL*
Personal Request	23,141
Business Request	0
Other Communication	0
Other Sources	0
Total Circulation	23,141

*All subscribers are qualified within 1-3 years.

Food Safety Magazine

Audience Touchpoints (June 2021 Summary)



**Total eMagazine
Circulation** (6 issues per year)

23,141

(JUNE/JULY 2021 ISSUE)



eDigest (24 issues per year)

17,390

(AVERAGE DELIVERED JUNE 2021)



52,045



23,728



17,520

Social Media**

93,293

(LINKEDIN, TWITTER, FACEBOOK)



Page Views*

115,217



Sessions*

77,910



Total Users

(Unique Visitors)*

63,637



**Average Session
Duration***

0:01:48

*Google Analytics - June 2021

**Cumulative as of June 2021