

FoodSafetyTM

magazine

MEDIA STATEMENT

March 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 2020 Q1 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 March 2021. Thank you .

CHANNELS

March 2021 Summary

| | |
|---|----------------|
| Total eMagazine Circulation (February/March 2021 issue) | 22,800 |
| eDigest (Total average delivered) | 16,502 |
| *Website Total Users | 72,196 |
| **Social Media (Total) | 90,267 |
| TOTAL REACH | 201,765 |

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-March 2021 **Cumulative as of March 2021

WHO CAN YOU REACH:

eMagazine Audience Demographics-February/March 2021 Issue Summary

BUSINESS BY FUNCTION

| PRIMARY BUSINESS | |
|---------------------------|---------------|
| Food/Beverage Processor | 9,174 |
| Laboratory | 3,107 |
| Consulting Firm/Service | 2,416 |
| Foodservice/Retail | 2,357 |
| Government Agency | 1,779 |
| Packaging | 727 |
| University | 36 |
| Other Processors | 3,204 |
| TOTAL CIRCULATION: | 22,800 |

| PRIMARY JOB FUNCTION | |
|--|---------------|
| Food Safety | 5,185 |
| QA/QC | 3,553 |
| Lab Professional | 3,551 |
| General/Corporate Management | 3,346 |
| Consultant | 1,770 |
| Plant Operations/Production/Sanitation | 1,329 |
| Regulatory/Legal Affairs | 1,033 |
| Academia | 611 |
| Other | 2,422 |
| TOTAL CIRCULATION: | 22,800 |

SUPPLEMENTAL DATA

| | |
|-------------------------|---------------|
| TOTAL QUALIFIED: | 22,800 |
|-------------------------|---------------|

| PRINCIPAL PRODUCTS | RESPONDENTS | % |
|---|---------------|--------------|
| Processed/Further Processed Meat | 5,850 | 25.7% |
| Processed/Further Processed Poultry | 5,280 | 23.2% |
| Processed/Further Processed Seafood | 4,584 | 20.1% |
| Fruits/Vegetables | 6,447 | 28.3% |
| Dairy Foods | 5,814 | 25.5% |
| Eggs | 3,984 | 17.5% |
| Prepared Foods/Meals/Side Dishes | 5,058 | 22.2% |
| Prepared Specialties | 4,062 | 17.8% |
| Cereal & Grain-Based Products/Pet Foods | 4,578 | 20.1% |
| Bakery Products | 5,026 | 22.0% |
| Snack Foods | 4,777 | 21.0% |
| Candy and Confectionery Products | 3,770 | 16.5% |
| Manufacturer of Ingredients/Nutritional Ingredients | 4,377 | 19.2% |
| Beverages | 4,863 | 21.3% |
| Other | 2,698 | 11.8% |
| No Responses | 5,355 | 23.5% |
| TOTAL # OF RESPONDENTS | 17,445 | 76.5% |

NO. OF EMPLOYEES

| | |
|--------------|---------------|
| 1-49 | 22,198 |
| 50-99 | 91 |
| 100-499 | 259 |
| 500+ | 252 |
| TOTAL | 22,800 |

eDIGEST

| Date | Total |
|----------------|---------------|
| March 2, 2021 | 15,806 |
| March 9, 2021 | 16,575 |
| March 16, 2021 | 16,557 |
| March 23, 2021 | 16,783 |
| March 30, 2021 | 16,787 |
| AVERAGE | 16,502 |

WHO CAN YOU REACH:

Magazine Audience Demographics-March 2021 Summary

GEOGRAPHIC

| STATE COUNTRY REGION | TOTAL CIRCULATION |
|--------------------------|-------------------|
| Alabama | 125 |
| Arizona | 172 |
| Arkansas | 176 |
| California | 1,976 |
| Colorado | 252 |
| Connecticut | 123 |
| D. C. | 67 |
| Delaware | 62 |
| Florida | 636 |
| Georgia | 471 |
| Idaho | 122 |
| Illinois | 898 |
| Indiana | 255 |
| Iowa | 208 |
| Kansas | 156 |
| Kentucky | 146 |
| Louisiana | 82 |
| Maine | 58 |
| Maryland | 408 |
| Massachusetts | 320 |
| Michigan | 590 |
| Minnesota | 461 |
| Mississippi | 52 |
| Missouri | 315 |
| Montana | 39 |
| Nebraska | 125 |
| Nevada | 81 |
| New Hampshire | 69 |
| New Jersey | 524 |
| New Mexico | 41 |
| New York | 747 |
| North Carolina | 363 |
| North Dakota | 50 |
| Ohio | 590 |
| Oklahoma | 77 |

| STATE COUNTRY REGION | TOTAL CIRCULATION |
|--------------------------------------|-------------------|
| Oregon | 213 |
| Pennsylvania | 622 |
| Rhode Island | 43 |
| South Carolina | 131 |
| South Dakota | 43 |
| Tennessee | 208 |
| Texas | 713 |
| Utah | 105 |
| Vermont | 57 |
| Virginia | 349 |
| Washington | 418 |
| West Virginia | 24 |
| Wisconsin | 639 |
| Wyoming | 15 |
| Total 48 US Contiguous States | 14,417 |
| Alaska | 29 |
| Hawaii | 63 |
| Total Alaska & Hawaii | 92 |
| Possessions & Other Areas | 143 |
| Total U.S. Possessions | 143 |
| Canada | 1,347 |
| Mexico | 509 |
| International | 6,178 |
| Military/Civilian Overseas, APO/FPO | 7 |
| eMail Only | 107 |
| TOTAL GEOGRAPHIC | 22,800 |

SOURCE BY VERIFICATION

| SOURCE | TOTAL |
|--------------------------|---------------|
| Personal Request | 22,800 |
| Business Request | 0 |
| Other Communication | 0 |
| Other Sources | 0 |
| Total Circulation | 22,800 |

Food Safety Magazine

Audience Touchpoints (March 2021 Summary)



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

22,800

(FEBRUARY/MARCH 2021 ISSUE)



eDigest (23 issues per year)

16,502

(AVERAGE MARCH 2021)



Page Views*

141,952



Sessions*

90,219



Total Users*

72,196



**Average Session
Duration***

0:01:57



49,138



23,638



17,491

Social Media**

90,267

(LINKEDIN, TWITTER, FACEBOOK)

*Google Analytics - March 2021

**Cumulative as of March 2021