

## **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.

201.765

#### **CHANNELS**

**TOTAL REACH** 

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

Sincerely,

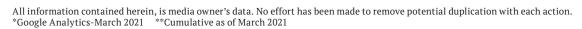
#### STACY ATCHISON

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.



## **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	17 22 22
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
lowa	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)



