

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.

BevNET.com, Inc.
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BevNET is a B2B brand intended for individuals with broad-based interests in the beverage industry. The brand content and editorial scope of the publication includes news and industry comment, in-depth technical articles, industry round-up and special features. The content of every issue is also available to subscribers globally via the online digital version.

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

**BevNET
MAGAZINE**



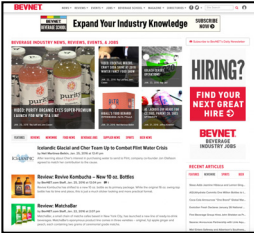
3 issues in the period
 9,751 average circulation

**BevNET
E-NEWSLETTER**



132 issued in the period
 26,244 average per occurrence

**BevNET
WEBSITE**



207,591 average users

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
BevNET MAGAZINE Unique Total* (3 issues in the period)	9,751	-	9,751
a. Print	8,397	-	8,397
b. Digital	4,831	-	4,831
1. Requested	4,658	-	4,658
2. Non-Requested	173	-	173
BevNET E-NEWSLETTER (132 issued in the period)	26,244	-	26,244
BevNET WEBSITE (Monthly Users with 454,339 average Pageviews)	207,591	-	207,591

*Unique Total represents unique recipients, not the sum of Print and Digital.

FIELD SERVED

BevNET MAGAZINE serves Beverage Manufacturers of Soft Drinks, Energy/Sports/Functional Drinks, Bottled water, Juice, Coffee/Tea, Dairy Based, Beer, Wine/Liquor, Other drinks, Distributors, Wholesalers, Brokers, Supplier Companies, Service Companies, Retailers and Others Allied to the Field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are Corporate Management/Administration, Sales/Marketing/Brand Management, Production/Product development, Buying Merchandising, Fleet/Warehouse personnel and Other Functions and Functions not available.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	29
Allocated for Trade Shows and Conventions	-
All Other	1,049
TOTAL	1,078

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual Sponsored Individually Addressed	9,751	100.0	9,751	100.0	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	9,751	100.0	9,751	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019 Issue	Print	Digital	Unique Total Qualified*
January/February	9,074	3,344	10,630
March/April	9,003	6,153	10,513
May/June	7,116	4,997	8,112

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2019

This issue is 23.3% or 2,460 copies below the average of the other 2 issues reported in Paragraph 2. (See Additional Data)

Business/Industry	Unique Total Qualified*	Percent	Print	Digital	Title/Function					
					Corporate Management, Administration	Sales/Marketing/Brand Management	Production/Product Development	Buying/Merchandising	Fleet/Warehouse	Other Functions and Functions Not Available
Beverage Manufacturer-Soft Drinks	577	7.1	474	414	247	239	62	4	5	20
Beverage Manufacturer-Energy/Sports/Functional	739	9.1	639	523	353	292	63	7	2	22
Beverage Manufacturer-Bottled Water	335	4.1	297	246	154	156	12	2	-	11
Beverage Manufacturer- Juice	351	4.3	292	240	150	135	53	3	-	10
Beverage Manufacturer- Coffee/Tea	398	4.9	339	264	177	156	44	7	2	12
Beverage Manufacturer- Dairy Based	91	1.1	70	66	36	33	17	1	1	3
Beverage Manufacturer- Beer	686	8.5	641	283	219	171	45	3	3	245
Beverage Manufacturer- Wine/Liquor	206	2.5	181	140	102	80	16	3	-	5
Beverage Manufacturer- Other	525	6.5	476	235	187	128	27	4	1	178
Distributor/Wholesalers/Broker	939	11.6	813	683	438	412	8	49	12	20
Services/Supplier (Note 1)	1,619	20.0	1,433	1,032	513	797	100	16	7	186
Retailer	438	5.4	360	314	183	64	13	153	3	22
Other	1,208	14.9	1,101	557	311	277	47	15	1	557
UNIQUE TOTAL QUALIFIED CIRCULATION*	8,112	100.0	7,116	4,997	3,070	2,940	507	267	37	1,291
PERCENT	100.0		87.7	61.6	37.8	36.2	6.3	3.3	0.5	15.9

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

Note 1: Services also include Law/Legal Services and Business Consulting & Management Advisory Services.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2019

Qualification Source	Qualified Within				Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years					
I. Direct Request:	4,952	1,824	729		6,513	4,993	7,505	92.5
II. Request from recipient's company:	-	-	-		-	-	-	-
III. Membership Benefit:	-	-	-		-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	607		603	4	607	7.5
V. TOTAL - Sources other than above (listed alphabetically):	-	-	-		-	-	-	-
Association rosters and directories	-	-	-		-	-	-	-
Business directories	-	-	-		-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-		-	-	-	-
Other sources	-	-	-		-	-	-	-
VI. Single Copy Sales:	-	-	-		-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	4,952	1,824	1,336		7,116	4,997	8,112	100.0
PERCENT	61.0	22.5	16.5		87.7	61.6	100.0	

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data		Audited Data		Circulation Claim	
	July – December 2016	January – June 2017	July – December 2017	January – June 2018	July – December 2018*	January – June 2019*
Unique Total Audit Average Qualified***:	12,254	11,756	11,225	10,537	10,500	9,751
Unique Qualified Non-Paid Total***:	12,254	11,756	11,225	10,537	10,500	9,751
Print	8,464	8,718	9,376	8,823	9,172	8,397
Digital	8,495	7,762	5,942	5,283	4,549	4,831
Unique Qualified Paid Total***:	-	-	-	-	-	-
Print:	-	-	-	-	-	-
Digital:	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July 2018 – June 2019 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

***Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY/JUNE 2019**

State	Print	Digital	Unique Total Qualified*	Percent	State	Print	Digital	Unique Total Qualified*	Percent
Maine	41	28	46		Kentucky	57	46	65	
New Hampshire	45	22	47		Tennessee	50	41	60	
Vermont	23	8	24		Alabama	20	11	23	
Massachusetts	296	169	318		Mississippi	13	8	13	
Rhode Island	38	25	41		EAST SO. CENTRAL	140	106	161	2.0
Connecticut	185	133	195		Arkansas	29	22	35	
NEW ENGLAND	628	385	671	8.3	Louisiana	20	13	22	
New York	731	497	807		Oklahoma	11	9	14	
New Jersey	321	228	353		Texas	376	251	416	
Pennsylvania	256	188	278		WEST SO. CENTRAL	436	295	487	6.0
MIDDLE ATLANTIC	1,308	913	1,438	17.7	Montana	14	10	16	
Ohio	203	130	226		Idaho	32	19	34	
Indiana	67	46	73		Wyoming	8	5	8	
Illinois	435	298	482		Colorado	217	123	225	
Michigan	158	108	178		New Mexico	12	7	16	
Wisconsin	169	120	183		Arizona	111	71	124	
EAST NO. CENTRAL	1,032	702	1,142	14.1	Utah	25	20	29	
Minnesota	122	88	141		Nevada	64	47	71	
Iowa	26	21	30		MOUNTAIN	483	302	523	6.4
Missouri	93	60	101		Alaska	7	7	8	
North Dakota	6	6	9		Washington	166	88	173	
South Dakota	10	4	11		Oregon	133	86	147	
Nebraska	19	15	24		California	1,360	870	1,470	
Kansas	19	13	24		Hawaii	25	14	28	
WEST NO. CENTRAL	295	207	340	4.2	PACIFIC	1,691	1,065	1,826	22.5
Delaware	13	10	15		UNITED STATES	7,111	4,665	7,779	95.9
Maryland	81	50	92		U.S. Territories	5	5	6	
Washington, DC	27	15	28		Canada	-	1	1	
Virginia	88	56	99		Mexico	-	18	18	
West Virginia	5	3	5		Other International	-	301	301	
North Carolina	192	107	204		APO/FPO	-	-	-	
South Carolina	47	30	50		Email Only	-	7	7	
Georgia	198	123	211						
Florida	447	296	487						
SOUTH ATLANTIC	1,098	690	1,191	14.7					
					UNIQUE TOTAL QUALIFIED CIRCULATION*	7,116	4,997	8,112	100.0

*Unique Total represents unique recipients, not the sum of Print & Digital.

**See Additional Data

E-NEWSLETTER CHANNEL

2019	BevNET Daily E-Newsletter	2019	BevNET Daily E-Newsletter
JANUARY		APRIL	
January 1	26,034	April 2	26,142
January 8	26,043	April 9	26,204
January 15	26,056	April 16	26,202
January 22	26,149	April 23	26,187
January 29	26,226	April 30	26,237
FEBRUARY		MAY	
February 5	26,248	May 7	26,283
February 12	26,267	May 14	26,317
February 19	26,286	May 21	26,320
February 26	26,306	May 28	26,368
MARCH		JUNE	
March 5	26,295	June 4	26,403
March 12	26,191	June 11	26,410
March 19	26,005	June 18	26,509
March 26	26,076	June 15	26,574
		AVERAGE	26,244

BevNET Daily E-Newsletter (132 issued in the period). Weekly averages reported.

WEBSITE CHANNEL

WWW.BEVNET.COM

2019	Pageviews	Sessions	Users	Average Session Duration
January	493,294	290,465	212,082	1:10
February	424,930	267,024	200,064	1:08
March	468,881	301,990	226,343	1:07
April	483,193	308,477	225,138	1:09
May	438,161	270,817	195,778	1:11
June	417,575	260,464	186,144	1:12
AVERAGE:	454,339	283,206	207,591	1:09

January – June 2019 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.

ADDITIONAL DATA

MAGAZINE:

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.

PARAGRAPH 3a:

The May/June 2019 issue is 23.3% or 2,460 copies below the average of the other 2 issues reported in Paragraph 2.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter and Website 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.

Barry Nathanson, Publisher

John Craven, Circulation 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 12, 2019

State

Massachusetts

County

Middlesex

Received by BPA Worldwide

July 12, 2019

Type

BJ

ID Number

B285B0J9

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.