

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.

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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**



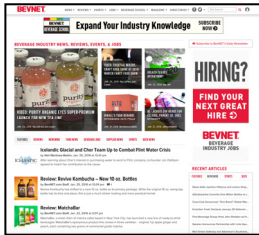
3 issues in the period  
 10,500 average circulation

**BevNET  
 E-NEWSLETTER**



134 issued in the period  
 25,802 average per occurrence

**BevNET  
 WEBSITE**



192,366 average users

**EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
<b>BevNET MAGAZINE</b> Unique Total* (3 issues in the period)	10,500	-	10,500
a. Print	9,172	-	9,172
b. Digital	4,549	-	4,549
1. Requested	4,333	-	4,333
2. Non-Requested	216	-	216
<b>BevNET E-NEWSLETTER</b> (134 issued in the period)	25,802	-	25,802
<b>BevNET WEBSITE</b> (Monthly Users with 444,699 average Pageviews)	192,366	-	192,366

\*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	-
Allocated for Trade Shows and Conventions	-
All Other	731
<b>TOTAL</b>	<b>731</b>

### 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	10,500	100.0	10,500	100.0	-	-
Membership Benefit Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>10,500</b>	<b>100.0</b>	<b>10,500</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

### 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018 Issue	Print	Digital	Unique Total Qualified*
July/August	9,124	4,823	10,631
September/October	9,218	4,691	10,729
November/December	9,174	4,134	10,140

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

### 3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER/DECEMBER 2018

This issue is 5.1% or 540 copies below the average of the other 2 issues reported in Paragraph 2.

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	654	6.4	577	303	266	281	71	6	8	22
Beverage Manufacturer-Energy/Sports/Functional	779	7.7	703	361	388	302	50	8	2	29
Beverage Manufacturer-Bottled Water	416	4.1	380	179	183	198	16	3	-	16
Beverage Manufacturer- Juice	402	4.0	342	188	180	157	51	2	-	12
Beverage Manufacturer- Coffee/Tea	410	4.0	367	156	168	175	40	10	2	15
Beverage Manufacturer- Dairy Based	144	1.4	128	45	56	53	24	2	2	7
Beverage Manufacturer- Beer	793	7.8	751	177	257	190	48	4	2	292
Beverage Manufacturer- Wine/Liquor	259	2.6	241	94	131	96	20	3	1	8
Beverage Manufacturer- Other	801	7.9	744	344	308	188	35	4	-	266
Distributor/Wholesalers/Broker	1,142	11.3	1,016	535	571	461	9	53	21	27
Services/Supplier (Note 1)	2,219	21.9	1,976	1,120	637	1,083	132	24	12	331
Retailer	557	5.5	491	244	255	93	10	162	4	33
Other	1,564	15.4	1,458	388	353	333	47	13	2	816
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>10,140</b>	<b>100.0</b>	<b>9,174</b>	<b>4,134</b>	<b>3,753</b>	<b>3,610</b>	<b>553</b>	<b>294</b>	<b>56</b>	<b>1,874</b>
<b>PERCENT</b>	<b>100.0</b>		<b>90.5</b>	<b>40.8</b>	<b>37.0</b>	<b>35.6</b>	<b>5.4</b>	<b>2.9</b>	<b>0.6</b>	<b>18.5</b>

\*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 NOVEMBER/DECEMBER 2018

Qualification Source	Qualified Within						Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years	Print	Digital			
I. Direct Request:	<b>6,102</b>	<b>1,710</b>	<b>595</b>	<b>7,503</b>	<b>3,747</b>		<b>8,407</b>	<b>82.9</b>
II. Request from recipient's company:	-	-	-	-	-		-	-
III. Membership Benefit:	-	-	-	-	-		-	-
IV. Communication from recipient or recipient's company (other than request):	-	<b>1,065</b>	-	<b>1,058</b>	<b>7</b>		<b>1,065</b>	<b>10.5</b>
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	-	-	<b>668</b>	<b>613</b>	<b>380</b>		<b>668</b>	<b>6.6</b>
Association rosters and directories	-	-	-	-	-		-	-
Business directories	-	-	-	-	-		-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-		-	-
**Other sources	-	-	668	613	380		668	6.6
VI. Single Copy Sales:	-	-	-	-	-		-	-
<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>6,102</b>	<b>2,775</b>	<b>1,263</b>	<b>9,174</b>	<b>4,134</b>		<b>10,140</b>	<b>100.0</b>
<b>PERCENT</b>	<b>60.2</b>	<b>27.4</b>	<b>12.4</b>	<b>90.4</b>	<b>40.7</b>		<b>100.0</b>	

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

\*\*See Additional Data

**AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS**

6-Month Period Ended:	Audited Data		Audited Data		Audited Data		Audited Data		Audited Data		Circulation Claim	
	January – June 2016	July – December 2016	January – June 2017	July – December 2017	January – June 2018	July – December 2018	January – June 2018	July – December 2018*	January – June 2018	July – December 2018*	January – June 2018	July – December 2018*
Unique Total Audit Average Qualified***:	14,392	12,254	11,756	11,225	10,537	10,500						
Unique Qualified Non-Paid Total***:	14,392	12,254	11,756	11,225	10,537	10,500						
Print	9,333	8,464	8,718	9,376	8,823	9,172						
Digital	9,357	8,495	7,762	5,942	5,283	4,549						
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 – December 2018 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 NOVEMBER/DECEMBER 2018\*\***

State	Print	Digital	Unique Total Qualified*	Percent	State	Print	Digital	Unique Total Qualified*	Percent
Maine	44	22	48		Kentucky	68	40	79	
New Hampshire	50	14	52		Tennessee	69	35	77	
Vermont	30	5	32		Alabama	28	12	32	
Massachusetts	394	150	415		Mississippi	14	5	14	
Rhode Island	47	18	50		EAST SO. CENTRAL	179	92	202	2.0
Connecticut	219	103	229		Arkansas	45	16	46	
NEW ENGLAND	784	312	826	8.1	Louisiana	29	16	31	
New York	945	404	1,015		Oklahoma	19	8	22	
New Jersey	437	201	466		Texas	482	220	527	
Pennsylvania	312	135	328		WEST SO. CENTRAL	575	260	626	6.2
MIDDLE ATLANTIC	1,694	740	1,809	17.8	Montana	21	10	23	
Ohio	269	126	291		Idaho	37	10	39	
Indiana	87	40	96		Wyoming	11	5	11	
Illinois	566	264	608		Colorado	276	95	289	
Michigan	200	94	221		New Mexico	17	7	19	
Wisconsin	223	107	239		Arizona	142	52	152	
EAST NO. CENTRAL	1,345	631	1,455	14.3	Utah	34	16	36	
Minnesota	172	69	188		Nevada	78	39	89	
Iowa	41	21	45		MOUNTAIN	616	234	658	6.5
Missouri	128	56	139		Alaska	8	6	8	
North Dakota	12	4	13		Washington	204	81	216	
South Dakota	13	5	14		Oregon	170	63	185	
Nebraska	27	15	31		California	1,746	726	1,866	
Kansas	29	9	32		Hawaii	30	11	32	
WEST NO. CENTRAL	422	179	462	4.6	PACIFIC	2,158	887	2,307	22.8
Delaware	15	7	16		UNITED STATES	9,161	3,834	9,831	97.0
Maryland	101	34	110		U.S. Territories	13	5	14	
Washington, DC	34	14	35		Canada	-	11	11	
Virginia	119	39	126		Mexico	-	16	16	
West Virginia	11	1	11		Other International	1	268	268	
North Carolina	257	73	276		APO/FPO	-	-	-	
South Carolina	64	21	68						
Georgia	257	94	276						
Florida	530	216	568						
SOUTH ATLANTIC	1,388	499	1,486	14.7					
					<b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>	<b>9,174</b>	<b>4,134</b>	<b>10,140</b>	<b>100.0</b>

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

\*\*See Additional Data

**E-NEWSLETTER CHANNEL**

2018	BevNET Daily E-Newsletter	2018	BevNET Daily E-Newsletter
<b>JULY</b>		<b>OCTOBER</b>	
July 1	25,510	October 7	25,828
July 8	25,540	October 14	25,840
July 15	25,630	October 21	25,878
July 22	25,603	October 28	25,925
July 29	25,674	<b>NOVEMBER</b>	
<b>AUGUST</b>		November 4	25,941
August 5	25,728	November 11	25,936
August 12	25,768	November 18	25,980
August 19	25,805	November 25	25,988
August 26	25,796	<b>DECEMBER</b>	
<b>SEPTEMBER</b>		December 2	26,012
September 2	25,786	December 9	26,059
September 9	25,565	December 16	26,070
September 16	25,524	December 23	26,027
September 23	25,757	December 30	26,035
September 30	25,799	<b>AVERAGE</b>	<b>25,802</b>

BevNET Daily E-Newsletter (134 issued in the period). Weekly averages reported.

# WEBSITE CHANNEL

## WWW.BEVNET.COM

2018	Pageviews	Sessions	Users	Average Session Duration
July	433,743	263,035	193,203	1:12
August	462,675	281,014	206,119	1:10
September	461,191	259,357	196,470	1:10
October	475,759	278,165	196,422	1:12
November	419,863	247,781	180,784	1:12
December	414,966	248,819	181,202	1:09
<b>AVERAGE:</b>	<b>444,699</b>	<b>263,028</b>	<b>192,366</b>	<b>1:10</b>

July – December 2018 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 3b:

Other sources include 1 source of circulation for a quantity of 668 copies or 6.6%, including BEVNET Customer List.

#### 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 Crave, 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

January 29, 2019

State

Massachusetts

County

Middlesex

Received by BPA Worldwide

January 29, 2019

Type

BJ

ID Number

B285B0D8

#### About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.