

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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FOOD LOGISTICS is a business-to-business trade journal targeting supply chain executives that have an expertise in transportation, logistics, warehousing, and software and technology; along with food industry professionals (growers, producers, manufacturers, food service, restaurants, grocers and others), who together share a mutual interest in the operations and business aspects of the global food supply chain.

FIELD SERVED

FOOD LOGISTICS serves food processors/manufacturers, beverage manufacturers, dairy/meat/seafood producers, agribusiness, growers, wholesalers, supermarket chain/mass merchandiser/drug store distribution centers, full-line grocery wholesalers/retailers and full-line convenience store wholesalers, food service and beverage distributors, restaurant/food service chains, third-party warehouses/transportation/logistics providers, consulting firms, and supermarket chains, mass merchandisers, and drug/convenience stores.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients of FOOD LOGISTICS are those in corporate management, operating management, traffic, logistics, physical distribution and warehousing management, purchasing management and related personnel.

CHANNELS

**FOOD LOGISTICS
MAGAZINE**



5 Issues in the period
26,490 average circulation

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
FOOD LOGISTICS MAGAZINE (5 issues in the period)	26,490	-	26,490
a. Print	24,002	-	24,002
b. Digital	2,488	-	2,488
1. Requested	2,488	-	2,488
2. Non-Requested	-	-	-

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	28
Advertiser and Agency	486
Allocated for Trade Shows and Conventions	420
All Other	424
TOTAL	1,357

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	26,490	100.0	26,490	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	26,490	100.0	26,490	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Print	Digital	Total Qualified
January/February	24,000	2,654	26,654
March	24,000	2,436	26,436
April	24,000	2,463	26,463
May	24,009	2,446	26,455
June	24,000	2,442	26,442

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016
This issue is 0.2% or 44 copies below the average of the other 4 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	CLASSIFICATION BY TITLE			
					Corporate Management (Note 1)	Operating Management (Note 2)	Traffic, Logistics, Physical Distribution, Warehousing Management (Note 3)	Purchasing Management (Note 4)
Food Processors/Manufacturers, Beverage Manufacturers	6,681	25.2	6,191	490	4,956	1,260	297	168
Dairy/Meat/Seafood Producers, Agribusiness, Growers, Wholesalers	2,938	11.1	2,757	181	2,242	538	79	79
Supermarket Chain/Mass Merchandiser/Drug Store Distribution Centers	1,446	5.5	1,304	142	578	647	107	114
Full-line Grocery Wholesalers/Retailers, Full-line Convenience Store Wholesalers	3,801	14.4	3,532	269	1,805	1,697	108	191
Food Service and Beverage Distributors, Restaurant/Food Service Chains	2,668	10.1	2,328	340	1,493	815	190	170
Third-Party Warehouses/Transportation/Logistic Providers	3,139	11.9	2,659	480	1,754	965	363	57
Consulting Firms	753	2.8	590	163	526	163	48	16
Supermarket Chains, Mass Merchandisers, Drug/Convenience Stores	5,029	19.0	4,648	381	1,907	2,745	95	282
TOTAL QUALIFIED CIRCULATION	26,455	100.0	24,009	2,446	15,261	8,830	1,287	1,077
	PERCENT		90.8	9.2	57.6	33.4	4.9	4.1

Note 1: Corporate Management includes: CEO, CFO, CIO, President, VP, Owner, Partner, Chairman of the Board, Director, Treasurer, VP/Director/Chief of CTO, IS/IT, MIS/DF and related personnel.

Note 2: Operating Management includes: General Manager, Plant Manager, Factory Manager, Brand Manager, Production Manager, Assistant to Corporate Officials, Engineers and related personnel.

Note 3: Traffic, Logistics, Physical Distribution, Warehousing Management includes: Warehouse Manager, Supervisor or Superintendent, Director of Transportation, Director/Manager of Logistics, VP of Distribution/Traffic/Logistics, Distribution Manager and related personnel.

Note 4: Purchasing Management includes: VP of Purchasing, Director of Purchasing, Purchasing Agent, Buyer and related personnel.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	14,483	7,066	-	19,103	2,446	21,549	81.5
II. Request from recipient's company:	26	6	-	32	-	32	0.1
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically):	4,874	-	-	4,874	-	4,874	18.4
Association rosters and directories	-	-	-	-	-	-	-
*Business directories	4,874	-	-	4,874	-	4,874	18.4
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	19,383	7,072	-	24,009	2,446	26,455	100.0
PERCENT	73.3	26.7	-	90.8	9.2	100.0	

*See Additional Data

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2016

Region	Print	Digital	Total Qualified	Percent	Region	Print	Digital	Total Qualified	Percent
NEW ENGLAND	1,199	110	1,309	4.9	UNITED STATES	23,995	2,435	26,430	99.9
MIDDLE ATLANTIC	3,081	322	3,403	12.9	U.S. Territories	12	3	15	0.1
EAST NO. CENTRAL	4,354	414	4,768	18.0	Canada	-	6	6	-
WEST NO. CENTRAL	2,986	227	3,213	12.1	Mexico	-	-	-	-
SOUTH ATLANTIC	4,586	550	5,136	19.4	Other International	-	1	1	-
EAST SO. CENTRAL	1,358	120	1,478	5.6	APO/FPO	2	1	3	-
WEST SO. CENTRAL	2,575	251	2,826	10.7					
MOUNTAIN	1,545	168	1,713	6.5	TOTAL QUALIFIED CIRCULATION	24,009	2,446	26,455	100.0
PACIFIC	2,311	273	2,584	9.8					

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient's 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:

Business directories include 1 source of circulation for a quantity of 4,874 copies or 18.4%, including InfoUSA.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Jolene Gulley, Publisher

Angela Kilty, Audience Development Manager

(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 11, 2016

State Wisconsin

County Jefferson

Received by BPA Worldwide July 11, 2016

Type BJ

ID Number F153B0J6

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 for the latest audit reports, membership information and publishing and advertising industry news.