FOOD ENGINEERING

DIGITAL AUDIENCE PROFILE

ADVERTISE WITH FOOD ENGINEERING

FOOD ENGINEERING is the industry's oldest and most preferred publication serving the $630 billion food and beverage manufacturing market.

www.foodengineeringmag.com

BNP Media Inc.

Birmingham, MI

Alliance for Audited Media has reviewed the BNP Media audience and media management technology

platform and Digital Audience Profile reporting solution for conformance to generally accepted information security management and reporting standards.

Our examination was performed in accordance with generally accepted information security management

and reporting standards. Our examination included reviews of Platform Technology, Data Life Cycle Management, System Monitoring, Access Controls, Software Development Life Cycle, Media Production, Media Distribution, Audience Data, Documentation, Reporting, and Disclosures. The examination included those procedures we considered necessary in the circumstances to obtain a reasonable basis for rendering our opinion.

Based on our review, we are not aware of any material modifications that should be made to the BNP Media

audience and media management platform and Digital Audience Profile reporting solution for recording, processing, and reporting audience and media data.

The accreditation of the BNP Media audience and media management technology platform and Digital Audience Profile reporting solution is as of December 31, 2023.

This report is intended solely for use by the management of BNP Media and its customers.

Alliance for Audited Media

Alliance for Audited Media

March 31, 2024

Audience Profile

Total Audience

FOOD ENGINEERING serves those in the areas of food processing, packaging, food safety, plant operations, material handling and automation.
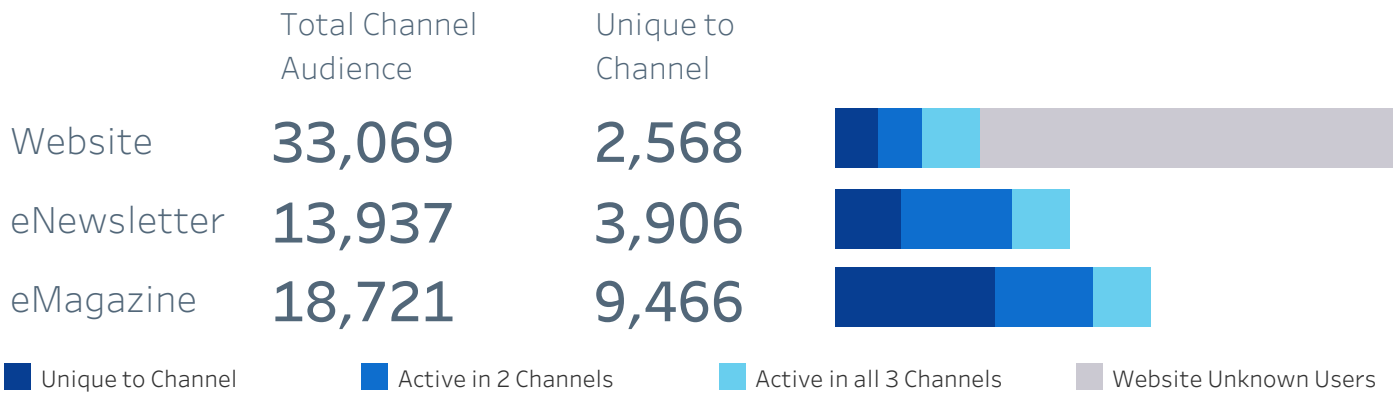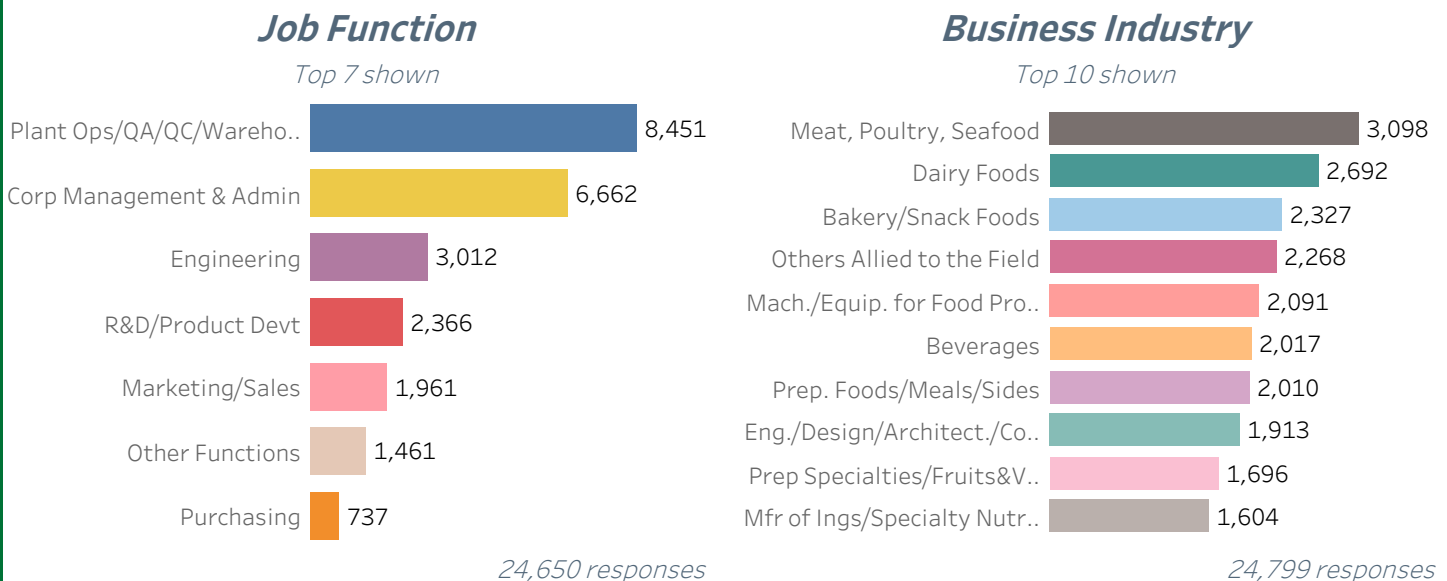
29,636
Unique Active Audience

61%
Engaged

Core Channels

	Total Channel Audience	Unique to Channel
Website	33,069	2,568
eNewsletter	13,937	3,906
eMagazine	18,721	9,466

■ Unique to Channel   ■ Active in 2 Channels   ■ Active in all 3 Channels   ■ Website Unknown Users

Additional Channels

207
Webinar Average Registrants

135
Unique Event Registrants

12,057
Standard eBlast Delivery

43,156
Social Media Total Followers

Demographics

Job Function
Top 7 shown

Plant Ops/QA/QC/Wareho..	8,451
Corp Management & Admin	6,662
Engineering	3,012
R&D/Product Devt	2,366
Marketing/Sales	1,961
Other Functions	1,461
Purchasing	737

24,650 responses

Business Industry
Top 10 shown

Meat, Poultry, Seafood	3,098
Dairy Foods	2,692
Bakery/Snack Foods	2,327
Others Allied to the Field	2,268
Mach./Equip. for Food Pro..	2,091
Beverages	2,017
Prep. Foods/Meals/Sides	2,010
Eng./Design/Architect./Co..	1,913
Prep Specialties/Fruits&V..	1,696
Mfr of Ings/Specialty Nutr..	1,604

24,799 responses

Time Frame *- As of Last day of Month shown*

- *Total Audience:*
  Unique Active Audience: Number of unique active customers with known first-party data active within product specific time frames for all products.
  Engaged: Number of engaged customers with known first-party data within product specific time frames for all products.
  * Product-specific time frames for each Channel may be found in Table A.

Core Channels
The three core channels are Website, eNewsletter, and eMagazine.

- *Total Channel Audience:* Total number of customers for specified product.
- *Unique to Channel:* Number of unique customers active only in specified channel.
- *Active in 2 Channels:* Number of unique customers active in two channels. Examples: A customer is active within Website and eNewsletter channels but not eMagazine. Or a customer is active within eNewsletter and eMagazine channels but not the Website.
- *Active in all 3 Channels:* Number of unique customers active in all three channels.
- *Website Unknown Users:* Number of total users who visited the website within the specified time frame who are not accounted for in the BNP Media database. The number of Unique Website Users may be higher than shown due to the number of unknown users.

Additional Channels
Additional channels may include Webinars, Events, Continuing Education (CE), eBlast, Social Media.

- *Webinar Average Registrants (if applicable):* Average registrants per webinar.
- *Unique Event Registrants (if applicable):* Average registrants per event.
- *CE Active Registered Users (if applicable):* Total active registered users for the Continuing Education Center.
- *Standard eBlast Delivery (sponsored only):* Delivery count of a typical eBlast within the last 3 months.
- *Social Media Total Followers (if applicable):* Follower counts by channel for the most recent month.

Demographics
- *Job Function:* Top job functions of the Unique Active Audience.
- *Business Industry:* Top business industries of the Unique Active Audience.

Table A
* BNP Media uses a proprietary algorithm to calculate the number of active and engaged users for each channel based on the time frames listed in the table below.

	Active Criteria	Engaged Criteria
Website	6 Months	6 Months
eNewsletter	Included in most recent list	6 Months
eMagazine	Included in most recent list	12 Months
Webinar	12 Months	18 Months
Event	18 Months	18 Months
Continuing Education	13 Months	13 Months
eBlast	Included in most recent list	6 Months

eMagazine - *Summary*

Total Subscribers
18,523

Average Issue Pageviews
5,414

Activity by eMagazine Issue

Issue Name	Sessions	Pageviews	Session Duration (min)
October 2024	1,138	4,880	3
November 2024	1,030	5,116	3
December 2024	2,111	6,247	1
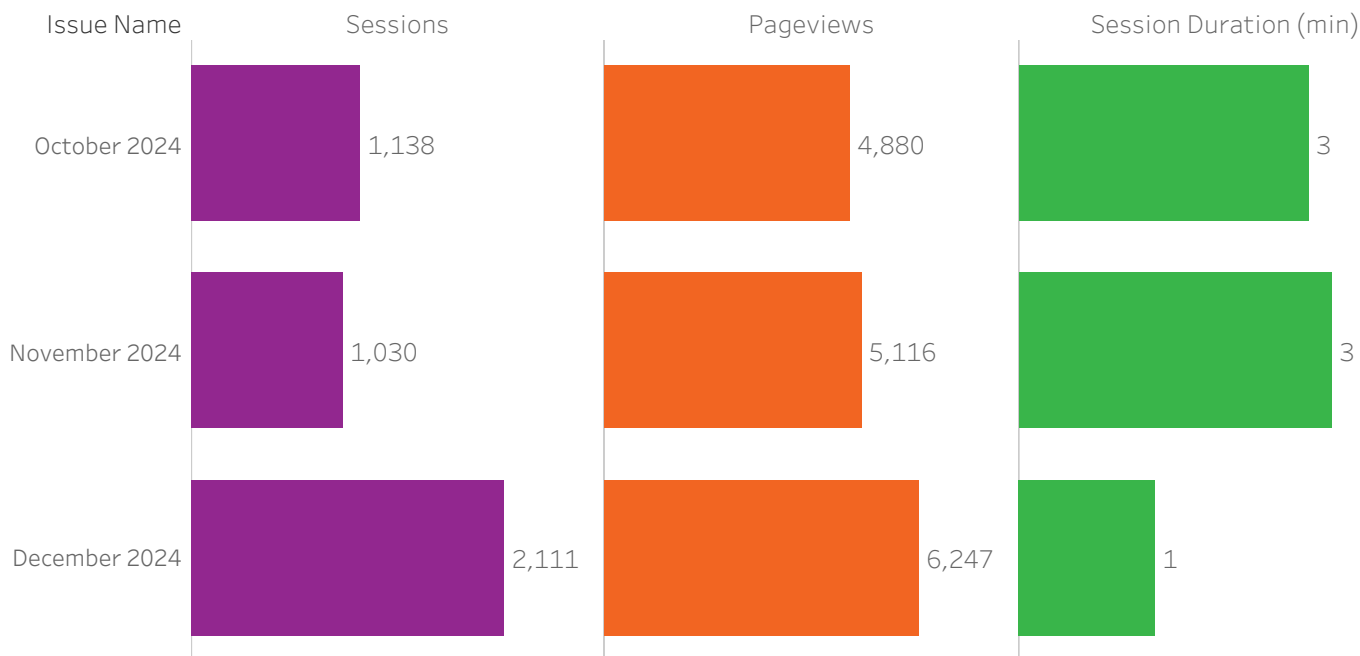
eMagazine Notification Email Metrics

Issue Name	Sends	Unique Delivered	* Unique Opens	* Open Rate	Total Clicks	CTR
October 2024	4	17,655	5,401	30.6%	541	1.5%
November 2024	2	17,958	5,819	32.4%	556	1.6%
December 2024	2	18,523	6,564	35.4%	861	2.4%

* Due to Apple Mail Privacy enabled on user devices, open rates may be inflated as of November 2021. Clicks are not impacted.
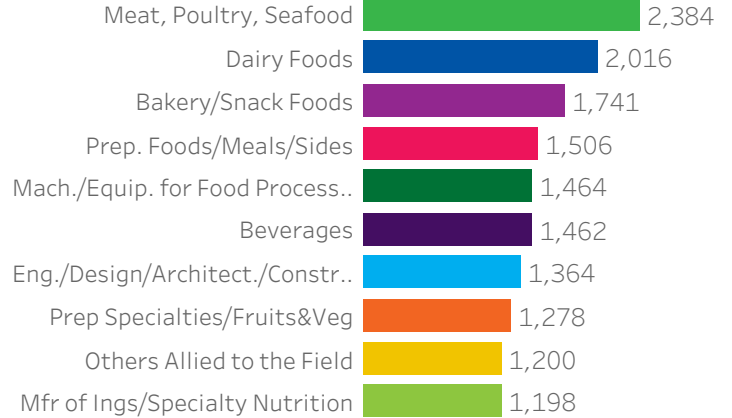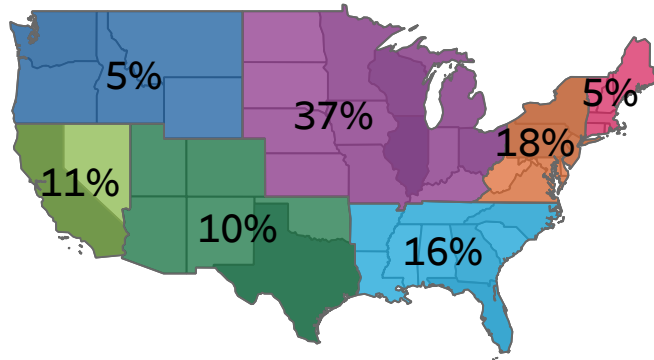
Demographic - Job Function

Top 7 Shown

Job Function	Count
Plant Ops/QA/QC/Warehousing	6,686
Corp Management & Admin	4,922
Engineering	2,275
R&D/Product Devt	1,536
Marketing/Sales	1,117
Other Functions	827
Purchasing	580

17,943 or 97% of subscribers with responses

Demographic - Business/Industry

Top 10 Shown

Business/Industry	Count
Meat, Poultry, Seafood	2,384
Dairy Foods	2,016
Bakery/Snack Foods	1,741
Prep. Foods/Meals/Sides	1,506
Mach./Equip. for Food Process..	1,464
Beverages	1,462
Eng./Design/Architect./Constr..	1,364
Prep Specialties/Fruits&Veg	1,278
Others Allied to the Field	1,200
Mfr of Ings/Specialty Nutrition	1,198

17,943 or 97% of subscribers with responses

Unique Subscribers by Region

Region	Count
Midwest	4,901
Mid-Atlantic	2,388
Southeast	2,109
West	1,433
Southwest	1,356
Unknown US	806
Northwest	629
Northeast	610
Non-Continental US	90

77% of subscribers are located in the US

US map percentages: 5%, 37%, 5%, 18%, 11%, 10%, 16%

Unique Subscribers by Region

Region	Count
North America	16,247
Asia	867
Europe	652
South America	290
Africa	223
Oceania	166
Central America	61

23% of subscribers are located internationally

World map percentages: 88%, 0%, 2%, 4%, 1%, 5%, 1%

Time Frame
3 months

KPIs
- ***Total Qualified Subscribers:*** Active digital subscribers as of the most recent issue.
- ***Average Issue Pageviews:*** The average monthly pageviews on the eMagazines.

Activity by eMagazine Issue
- ***Issue Date:*** eMagazine issue date.
- ***Sessions:*** Number of times users interacted with the eMagazine. Sessions are terminated after 30 minutes of inactivity.
- ***Session Duration (min):*** The average session length.
- ***Pageviews:*** The total number of eMagazine pageviews.

eMagazine Notification Email Metrics
- ***Monthly Sends:*** Total number of notification emails deployed per issue.
- ***Delivered:*** Number of unique email subscriber addresses eMagazine notification emails were delivered to for this issue.
- ***Unique Opens:*** Number of unique subscriber email addresses who opened any notification email for this issue.
- ***Open Rate:*** Ratio of unique Opens to Delivered.
- ***Total Clicks:*** Number of subscribers who clicked a link within a particular notification email.
- ***CTR:*** Click Through Rate is the percentage of subscribers who click on a link within the notification email.
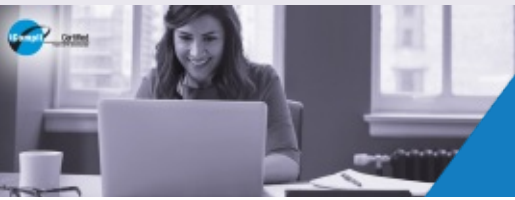
eNewsletters

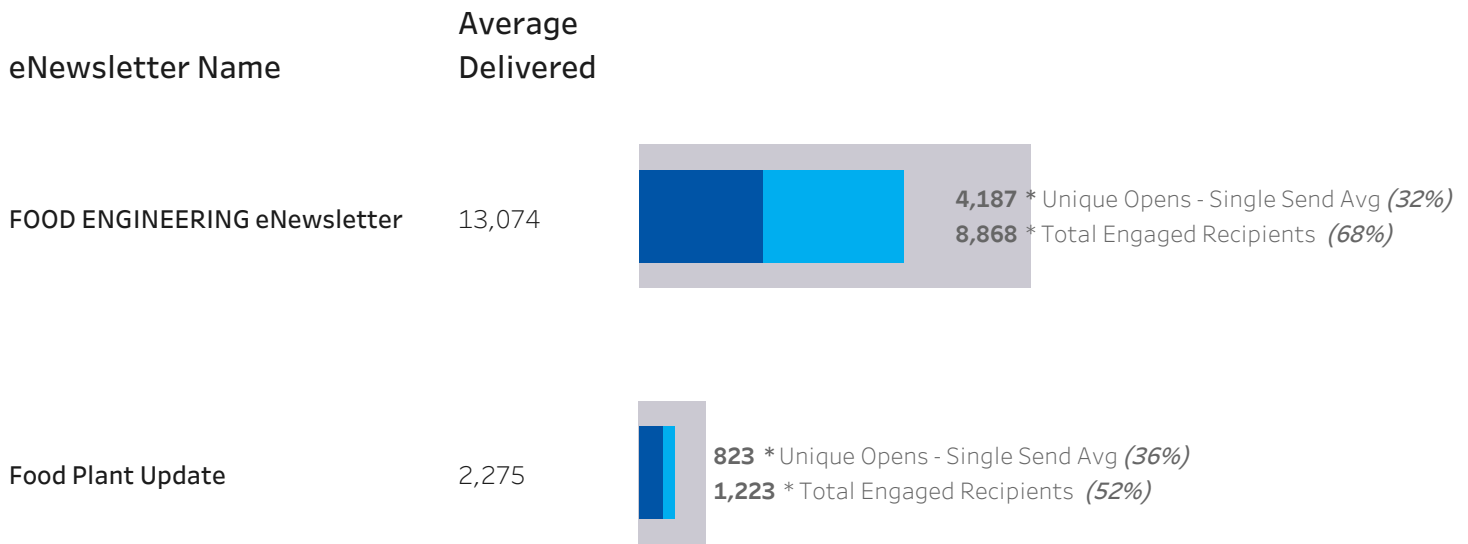Active Unique Recipients
13,937

% of Recipients Engaged
68%

Sends per Month
6

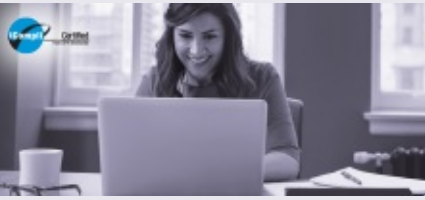## Recipient Activity by eNewsletter Over the Last 3 Months

eNewsletter Name	Average Delivered	
FOOD ENGINEERING eNewsletter	13,074	**4,187** * Unique Opens - Single Send Avg *(32%)* **8,868** * Total Engaged Recipients *(68%)*
Food Plant Update	2,275	**823** * Unique Opens - Single Send Avg *(36%)* **1,223** * Total Engaged Recipients *(52%)*

Engaged Recipient: Any recipient who opened at least one email of this type in the report time frame.

■ Unique Opens - Single Send Avg   ■ Unique Opens - All Sends   ▮ Delivered
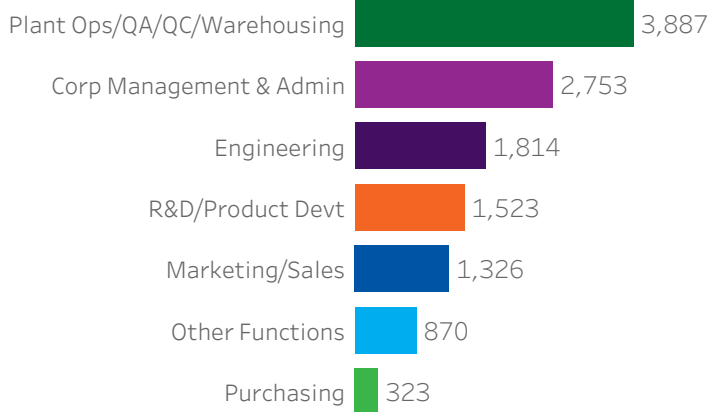
eNewsletter Activity Averages

eNewsletter Name	Monthly Sends	Delivered	* Unique Opens	* Open Rate	Total Clicks	CTR
FOOD ENGINEERING eNewsletter	4.7	13,074	4,187	32.0%	510	3.9%
Food Plant Update	1.0	2,275	823	36.2%	252	11.1%

* Due to Apple Mail Privacy enabled on user devices, open rates may be inflated as of November 2021. Clicks are not impacted.
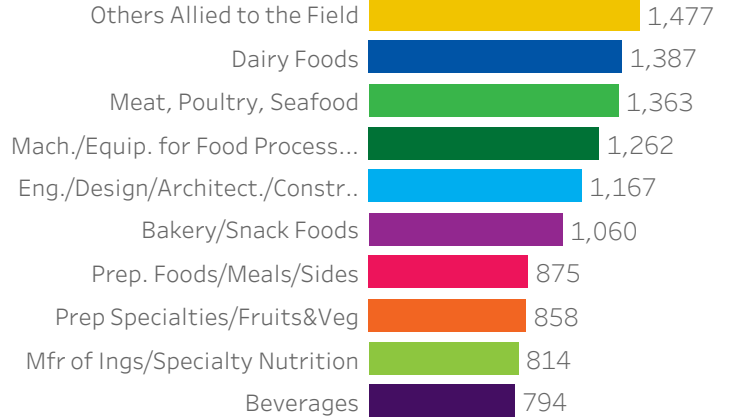
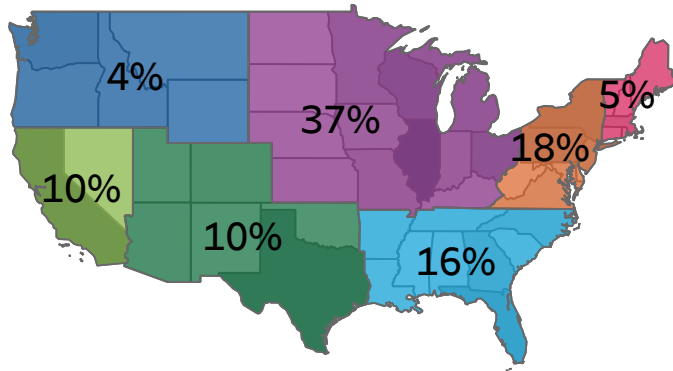## Demographic - Job Function

Top 7 Shown

Job Function	Count
Plant Ops/QA/QC/Warehousing	3,887
Corp Management & Admin	2,753
Engineering	1,814
R&D/Product Devt	1,523
Marketing/Sales	1,326
Other Functions	870
Purchasing	323

12,496 recipients with responses

Demographic - Business/Industry

Top 10 Shown

Business/Industry	Count
Others Allied to the Field	1,477
Dairy Foods	1,387
Meat, Poultry, Seafood	1,363
Mach./Equip. for Food Process...	1,262
Eng./Design/Architect./Constr..	1,167
Bakery/Snack Foods	1,060
Prep. Foods/Meals/Sides	875
Prep Specialties/Fruits&Veg	858
Mfr of Ings/Specialty Nutrition	814
Beverages	794

12,537 recipients with responses

Unique Recipients by Region

Region	Count
Midwest	3,527
Mid-Atlantic	1,754
Southeast	1,534
West	967
Southwest	937
Unknown US	861
Northeast	477
Northwest	418
Non-Continental US	61

72% of recipients are located in the US

Unique Recipients by Region

Region	Count
North America	11,852
Asia	1,008
Europe	855
South America	403
Africa	303
Oceania	192
Central America	83
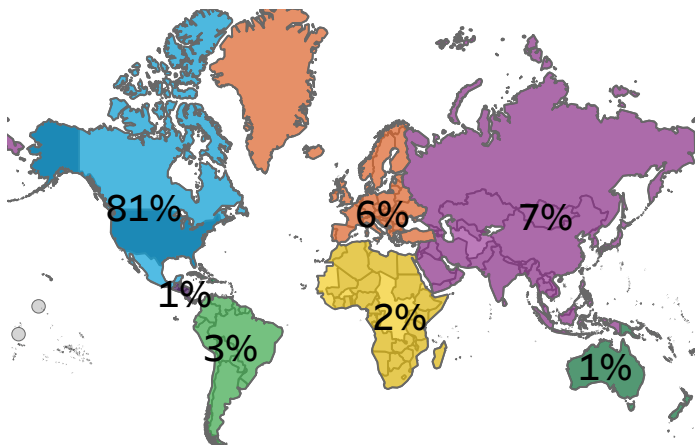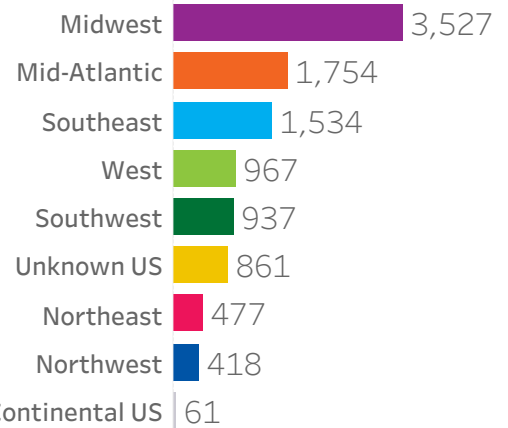
28% of recipients are located internationally
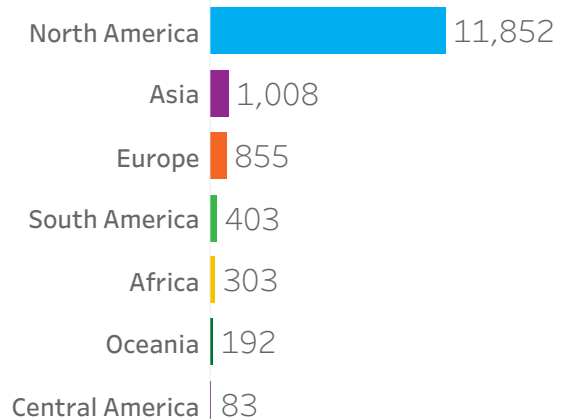
Time Frame
3 Months

KPIs
- *Active Unique Recipients:* Number of unique email addresses that received any brand eNewsletter in the 3-month period.
- *% of Recipients Engaged:* Percent of recipients who opened* any eNewsletter.
- *Sends / Month:* Total eNewsletters sent per month.

Recipient Activity by eNewsletter
- *Average Delivered:* The average number of emails delivered per eNewsletter.
- *Unique Opens, Single Send Avg:* Average unique opens* (uniqueness calculated for each email sent) for all emails sent.
- *Total Engaged Recipients:* Number of unique Recipients who have opened* one or more of the delivered emails.

eNewsletter Activity Averages
- *Monthly Sends:* Total number of eNewsletters deployed per month.
- *Delivered:* Average number of eMails, per eNewsletter, deployed per month.
- *Unique Opens:* Average number of unique Recipients (delivered) who opened* a particular eNewsletter.
- *Open Rate:* The ratio of Unique Opens* to Delivered.
- *Total Clicks:* Average number of recipients who clicked a link within a particular eNewsletter.
- *CTR:* Click Through Rate is the percentage of recipients who click on a link within the eNewsletter.

Due to Apple Mail Privacy enabled on user devices, opens/open rates may be inflated as of November 2021. Clicks are not impacted.

Average Monthly Users
39,427

Average Monthly Sessions
48,162

Average Monthly Pageviews
50,728

Monthly Website Statistics

	Unique Users	Sessions	Pageviews
October 2024	44,011	56,034	55,530
November 2024	41,201	49,591	52,116
December 2024	33,069	38,861	44,539
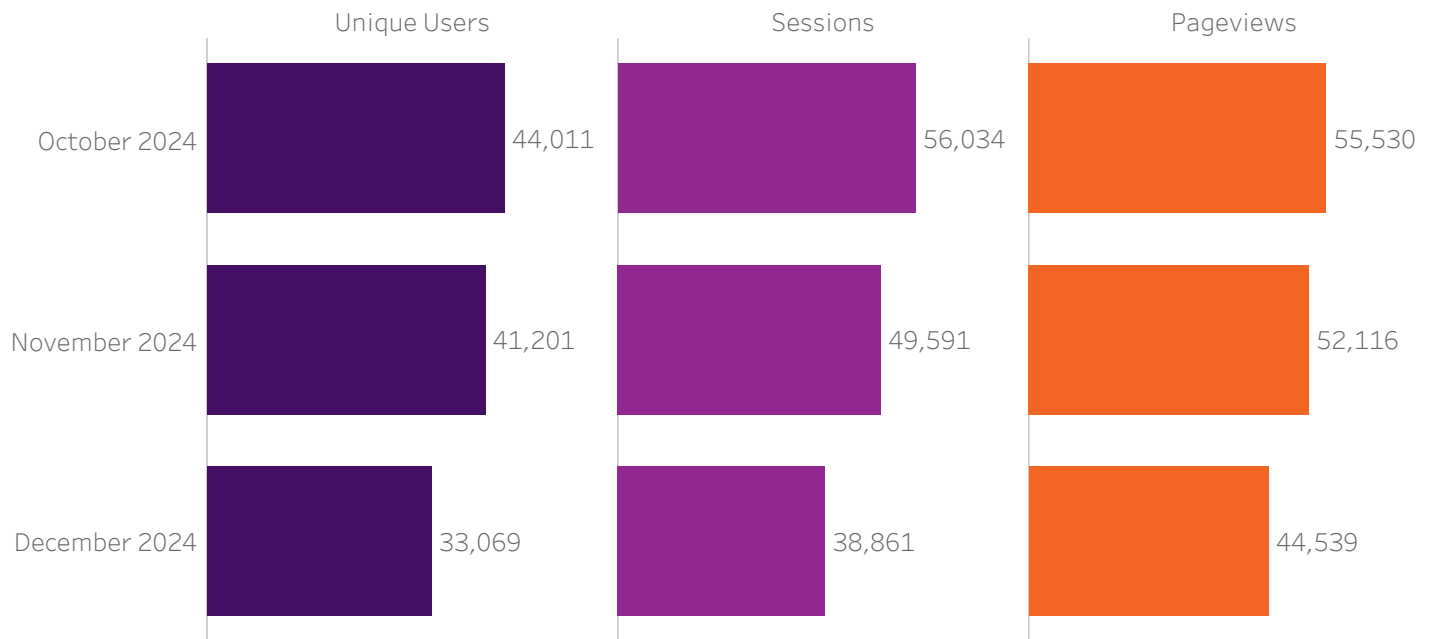
Top 8 Content Topics Viewed

People & Industry

Processing

Packaging

Food Safety

Latest headlines

Average Monthly Pageviews

Topic	Pageviews
Latest headlines	11,227
Food Safety	4,594
Packaging	3,898
People & Industry News	3,731
Manufacturing News	3,489
Automation	2,899
Processing	2,836
Sustainability	2,588
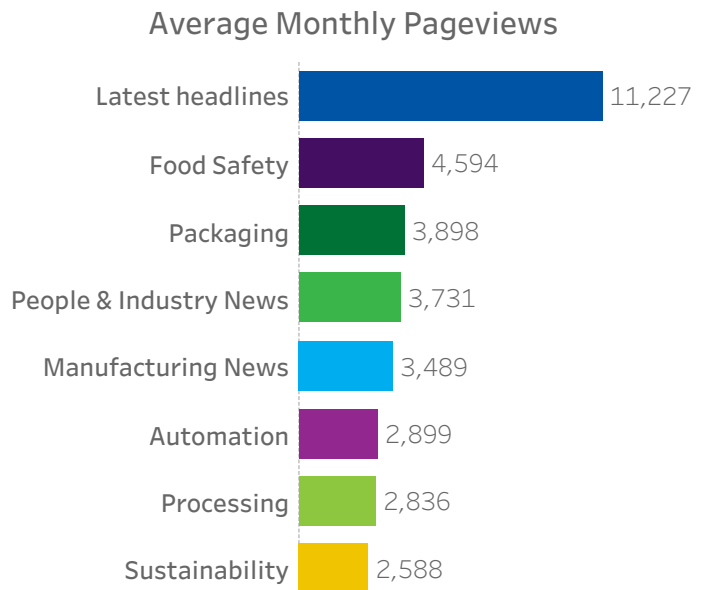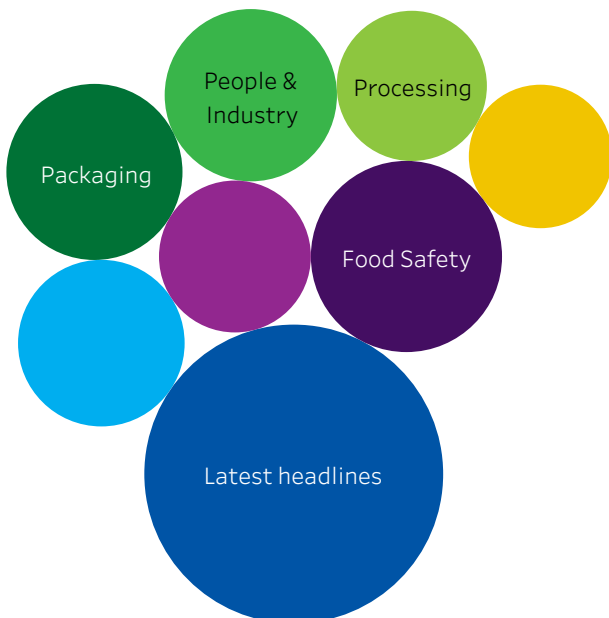
Website - *Known User Activity*

Active Registered Users
1,906

Active Known Users
3,944

Average Visits per User
11.7

Website Users
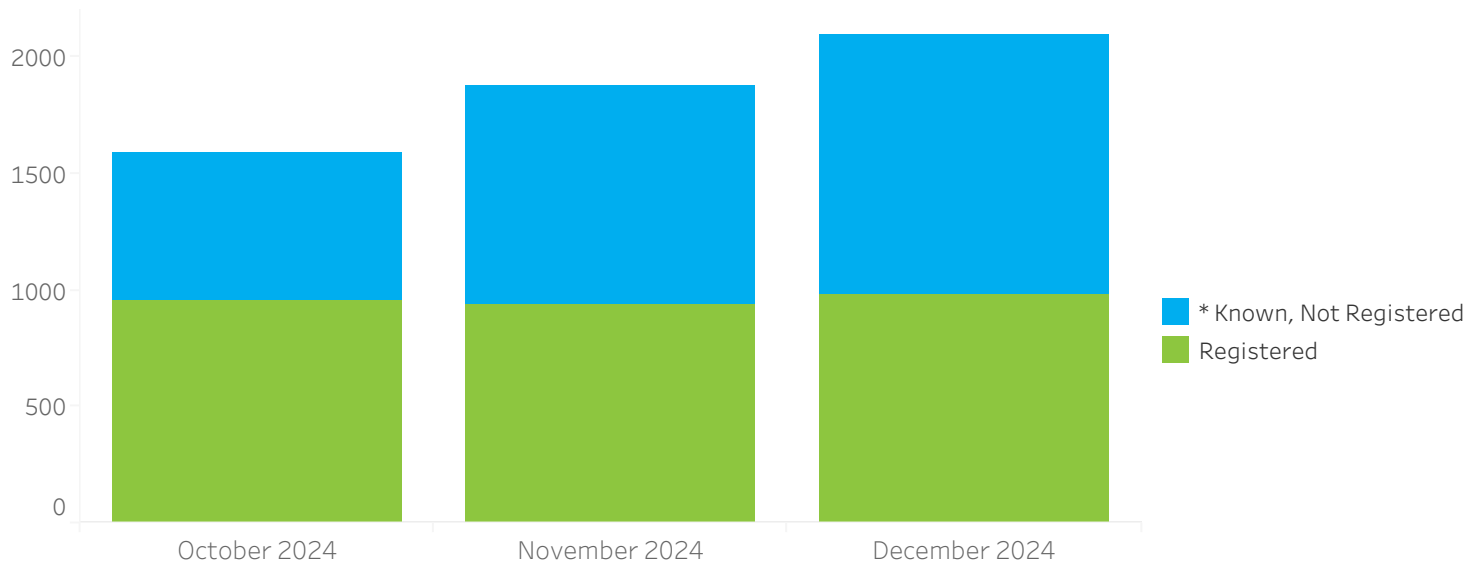
Legend:
- * Known, Not Registered
- Registered

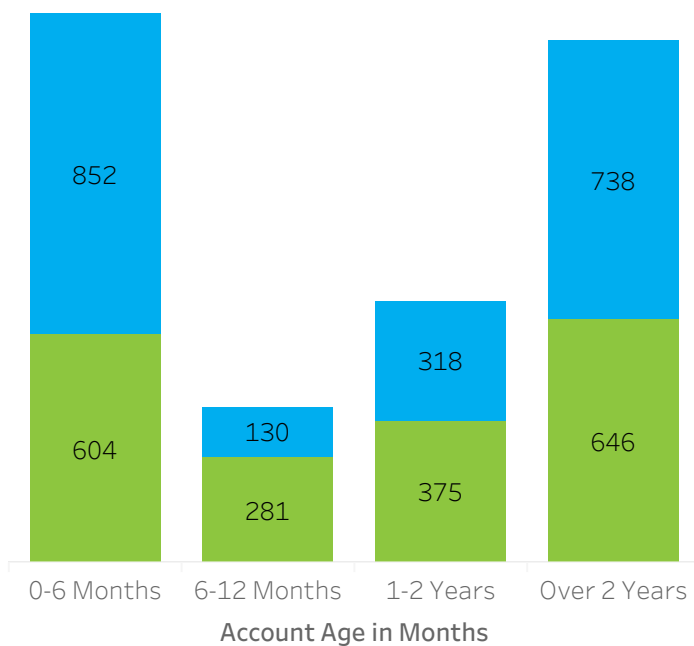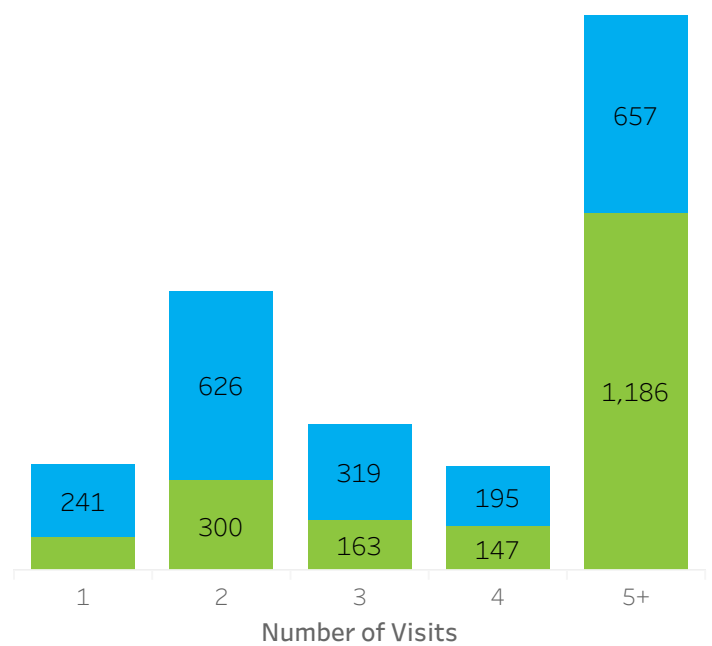Chart values (Website Users):
- October 2024
- November 2024
- December 2024

* Users that are identified in the BNP Media database but are not registered with this website
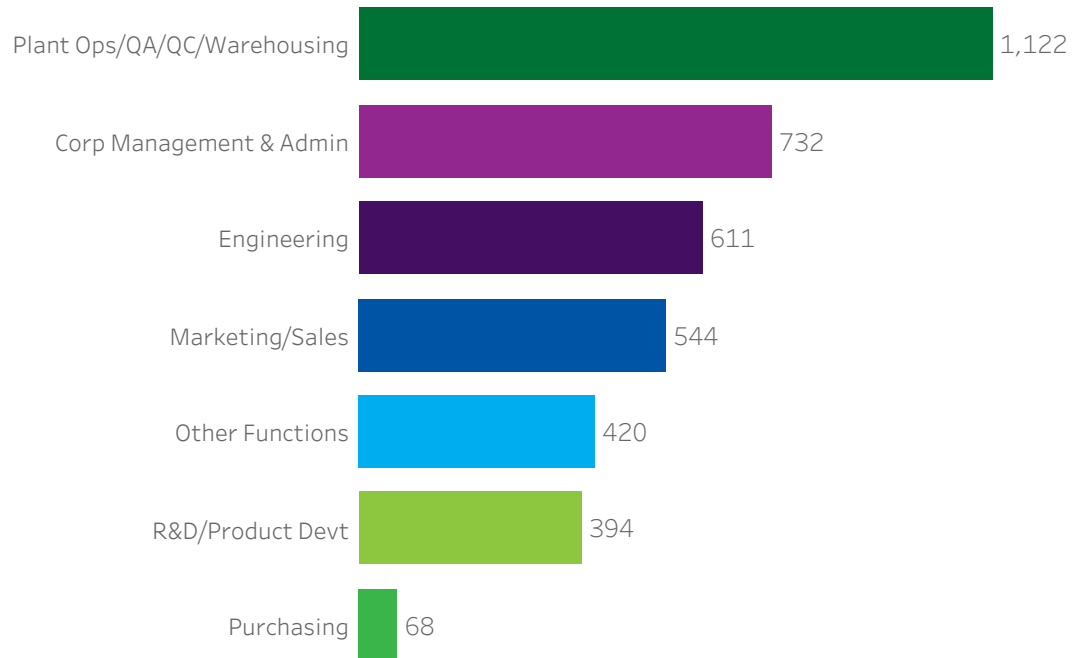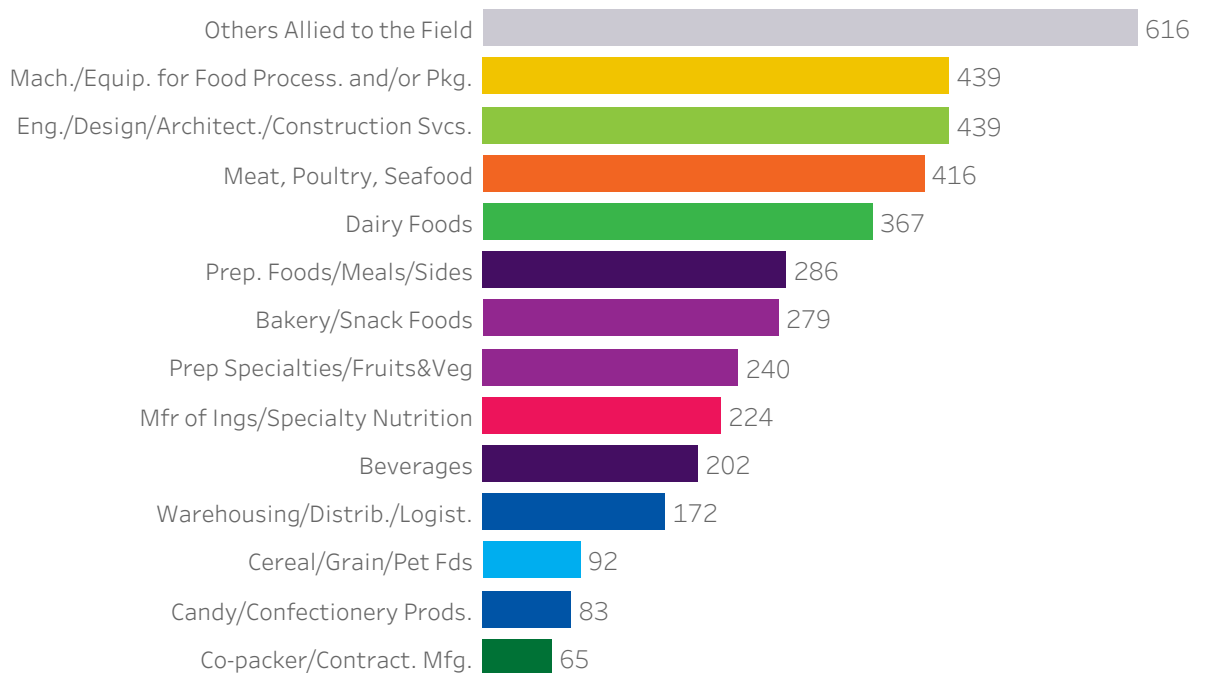
Known Users by Account Age

Account Age in Months	Known, Not Registered	Registered
0-6 Months	852	604
6-12 Months	130	281
1-2 Years	318	375
Over 2 Years	738	646

Known Users by Visit Frequency

Number of Visits	Known, Not Registered	Registered
1	241	
2	626	300
3	319	163
4	195	147
5+	657	1,186

Demographic - Job Function   *Top 7 Shown*

Job Function	Value
Plant Ops/QA/QC/Warehousing	1,122
Corp Management & Admin	732
Engineering	611
Marketing/Sales	544
Other Functions	420
R&D/Product Devt	394
Purchasing	68

3,891 or 99% of users with responses

Demographic - Business/Industry   *Top 14 Shown*

Business/Industry	Value
Others Allied to the Field	616
Mach./Equip. for Food Process. and/or Pkg.	439
Eng./Design/Architect./Construction Svcs.	439
Meat, Poultry, Seafood	416
Dairy Foods	367
Prep. Foods/Meals/Sides	286
Bakery/Snack Foods	279
Prep Specialties/Fruits&Veg	240
Mfr of Ings/Specialty Nutrition	224
Beverages	202
Warehousing/Distrib./Logist.	172
Cereal/Grain/Pet Fds	92
Candy/Confectionery Prods.	83
Co-packer/Contract. Mfg.	65

3,920 or 99% of users with responses

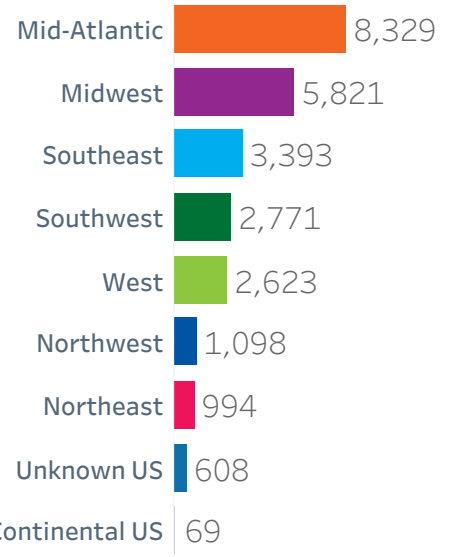*Website* - *User Locations*

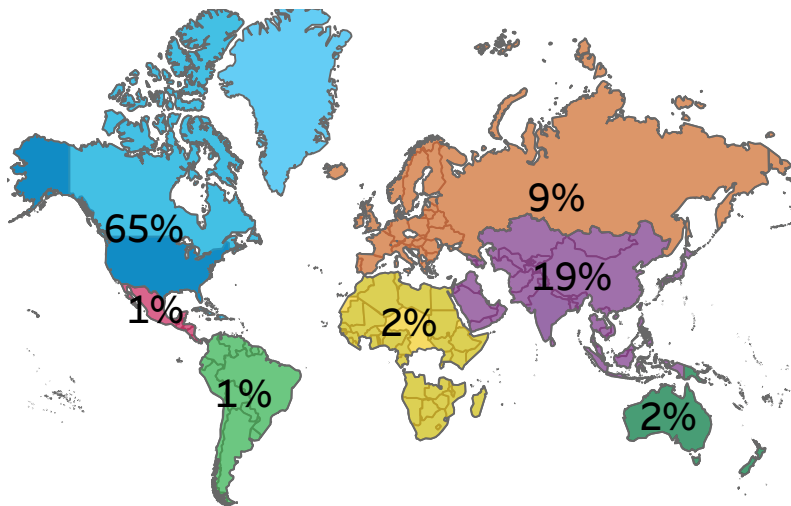% of Users Based in US
61%

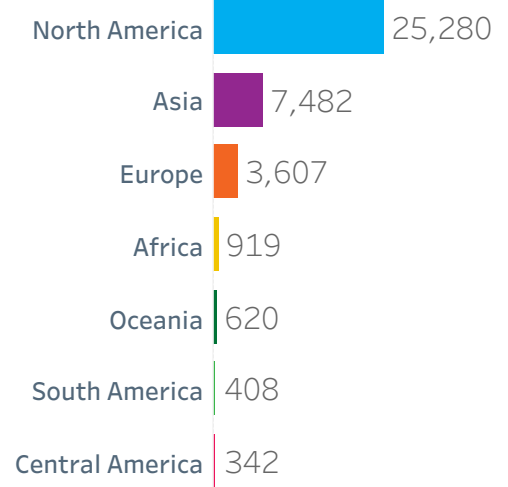Average Monthly Users Based in US
25,705

Geographic - US Regions

4%

23%

4%

33%

10%

11%

14%

Unique Users by Region

Region	Users
Mid-Atlantic	8,329
Midwest	5,821
Southeast	3,393
Southwest	2,771
West	2,623
Northwest	1,098
Northeast	994
Unknown US	608
Non-Continental US	69

Geographic - World Regions

65%

1%

1%

2%

9%

19%

2%

Unique Users by Region

Region	Users
North America	25,280
Asia	7,482
Europe	3,607
Africa	919
Oceania	620
South America	408
Central America	342
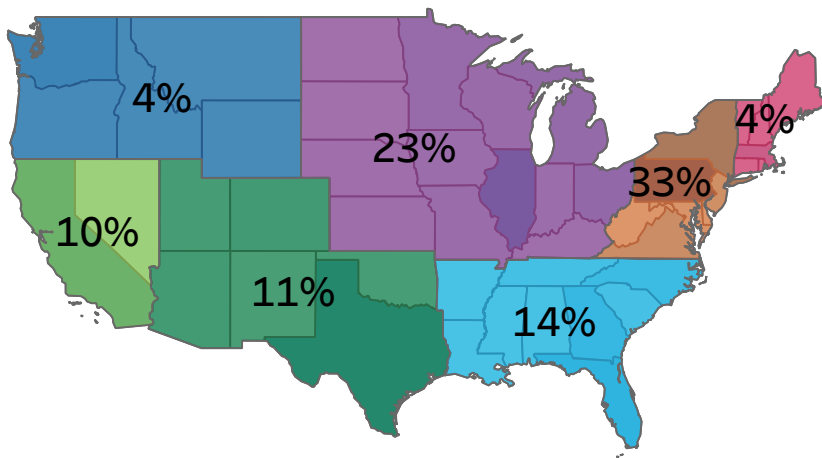
Time Frame
3-months

User Classifications
- *Registered:* Users that have completed the registration form for this website.
- *Known, Not Registered:* Users that are identified in the BNP Media database but are not registered with this website.

KPIs
- *Active Registered Users:* Number of unique users who registered on the website, at any time, and visited the website within the 3-month time frame.
- *Active Known Users:* Number of unique users with known first-party data, regardless of website registration status, who visited the website within the 3-month time frame.
- *Average Visits per User:* The ratio of visits, by known users, to the number of known users.

Web Users
- Number of users who were active on the website each month, colored by user classification.

Known Users by Account Age
- Number of users who visited the website within the 3-month time frame and have been in the BNP Media database for the account age listed, colored by user classification.

Known Users by Visit Frequency
- Number of times users visited the website within the 3-month time frame, colored by user classification.

Time Frame
3-months

KPIs
- ***Average Monthly Users:*** Average number of monthly users who have had at least one session on the website.
- ***Average Monthly Sessions:*** Average number of monthly sessions on the website. A session is anytime a user has interacted with the website.
- ***Average Monthly Pageviews:*** Average number of total monthly pageviews on the website.

Web Visitors
- ***Users:*** Number of Users per month*.*
- ***Sessions:*** Number of times users interacted with the digital edition. Sessions are terminated after 30 minutes of inactivity.
- ***Pageviews:*** Number of Pageviews per month.

Top 8 Content Topics
- Average monthly pageviews for the top 8 content topics on the website.

Sponsored eBlasts

Total Average Delivered
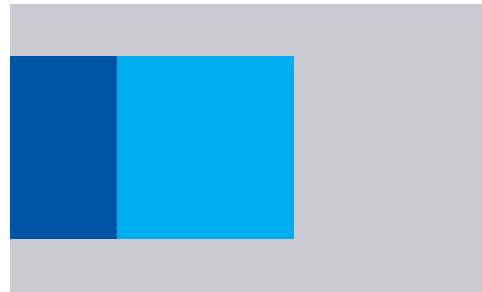## 11,797

% of Recipients Engaged
60%

Sends per Month
8

Activity by eBlast

Sponsorship Type	Avg Delivered
Exclusive	11,797

3,401 * Unique Opens - Single Send Avg *(29%)*
8,965 * Total Engaged Subscribers *(60%)*

Engaged Subscriber: Any subscriber who opened at least one email of this type in the report time frame.

- Unique Recipients
- Unique Opens - Single Send Avg
- Unique Opens - All Sends

eBlast Activity Averages

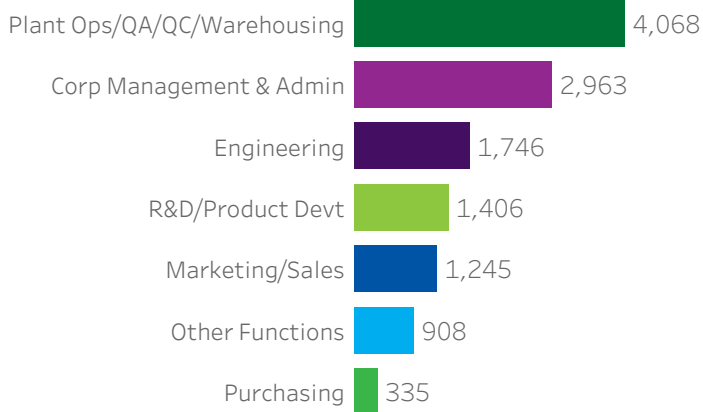| eBlast Name	Sponsorship Type	Monthly Sends	Delivered	* Unique Opens	* Open Rate	Total Clicks	CTR
Food Engineering	Exclusive	8.3	11,797	3,401	28.8%	164	1.4%

* Due to Apple Mail Privacy enabled on user devices, opens/open rates may be inflated as of November 2021. Clicks are not impacted.

Demographic - Job Function

Top 7 Shown

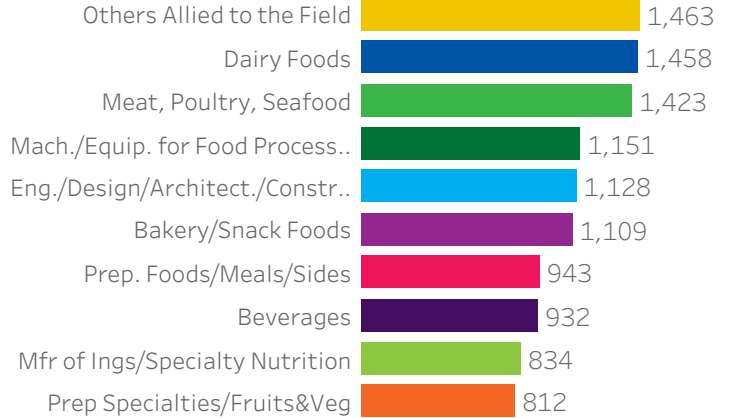| Job Function	Value
Plant Ops/QA/QC/Warehousing	4,068
Corp Management & Admin	2,963
Engineering	1,746
R&D/Product Devt	1,406
Marketing/Sales	1,245
Other Functions	908
Purchasing	335

12,671 or 84% of recipients with responses

Demographic - Business/Industry

Top 10 Shown

Business/Industry	Value
Others Allied to the Field	1,463
Dairy Foods	1,458
Meat, Poultry, Seafood	1,423
Mach./Equip. for Food Process..	1,151
Eng./Design/Architect./Constr..	1,128
Bakery/Snack Foods	1,109
Prep. Foods/Meals/Sides	943
Beverages	932
Mfr of Ings/Specialty Nutrition	834
Prep Specialties/Fruits&Veg	812

12,719 or 84% of recipients with responses

Unique Recipients by Region

US map with: 4%, 37%, 5%, 18%, 10%, 10%, 16%

Region	Value
Midwest	3,900
Mid-Atlantic	1,869
Southeast	1,657
Unknown US	1,114
West	1,062
Southwest	1,017
Northeast	500
Northwest	450
Non-Continental US	65

77% of recipients are located in the US

Unique Recipients by Region

World map with: 82%, 0%, 2%, 6%, 2%, 6%, 1%

Region	Value
North America	12,414
Asia	941
Europe	830
South America	336
Africa	258
Oceania	202
Central America	74
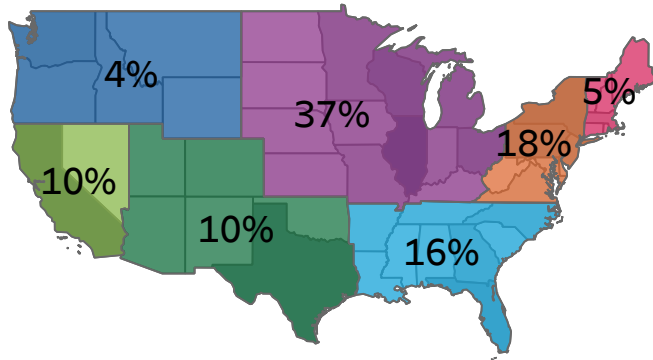
23% of recipients are located internationally
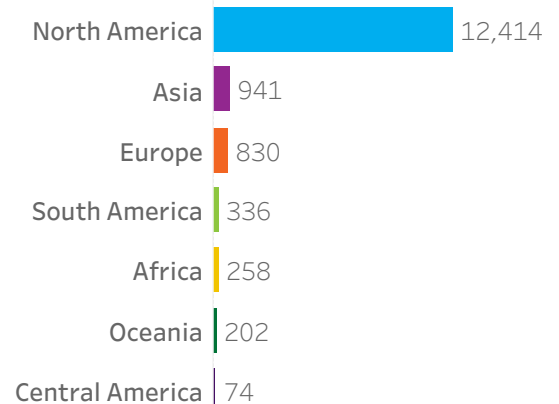
Time Frame
3 Months

KPIs
- ***Total Average Delivered:*** The number of eBlasts (Advertising emails) delivered, excluding bounces.
- ***% of Recipients Engaged:*** The percentage of recipients who have opened* an eBlast.
- ***Sends per Month:*** The average number of delivered Advertising eBlasts per month.

Activity by eBlast
- ***Exclusive Sponsorship Type:*** Single advertiser.
- ***Multi-Sponsored Sponsorship Type:*** Multiple advertisers.
- ***Average Delivered:*** The average number of emails delivered per eBlast.
- ***Unique Opens, Single Send Avg:*** The average unique opens* (uniqueness calculated for each email sent) for all emails sent.
- ***Total Engaged Subscribers:*** The number of unique recipients who have opened* one or more of the delivered emails.

eBlast Activity Averages
- ***Monthly Sends:*** Total number of eBlasts deployed per month.
- ***Delivered:*** Average number of eMails, per eBlast, deployed per month.
- ***Unique Opens:*** The average number of unique recipients (delivered) who opened* a particular eBlast.
- ***Open Rate:*** The ratio of Unique Opens* to Delivered.
- ***Total Clicks:*** Average number of recipients who clicked a link within a particular eBlast.
- ***CTR:*** Click Through Rate is the percentage of recipients who click on a link within the eBlast.

Due to Apple Mail Privacy enabled on user devices, opens/open rates may be inflated as of November 2021. Clicks are not impacted.
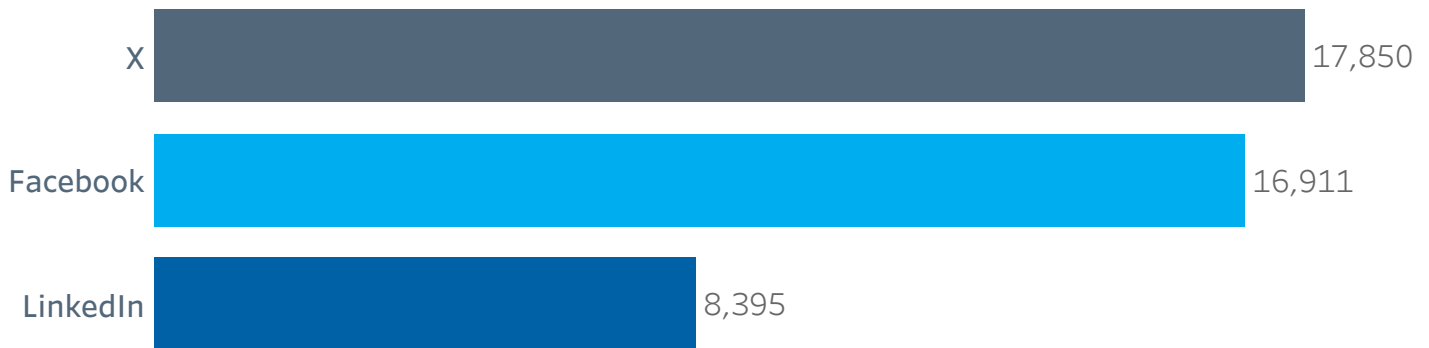
Social Media

Total Social Media Followers

43,156
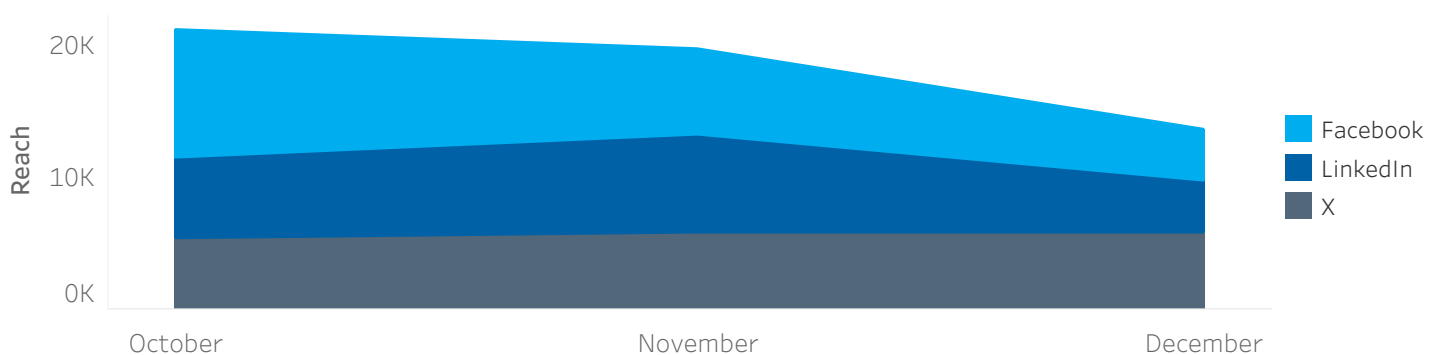
Engagements

1,316

Followers by Channel

Channel	Followers
X	17,850
Facebook	16,911
LinkedIn	8,395

Total Engagements

Facebook: 276

X: 278

LinkedIn: 762

Reach by Month

Legend:
- Facebook
- LinkedIn
- X

Reach (y-axis): 0K, 10K, 20K

Months (x-axis): October, November, December

Time Frame
3 Months

KPIs
- ***Total Social Media Followers:*** The total number of social media followers per brand, as of the report date (not unique across all channels).
- ***Engagements:*** The reactions, comments, and shares on a post. Clicks are not included.

Followers by Channel
- Breakdown of followers by the specific social network.
- Followers is the total number who have followed the brand.

Total Engagements
- Total engagements by social network.

Reach by Month
- Breakdown by social network of the total reach by month.
- Reach is the number of individual users a post reached.

Events
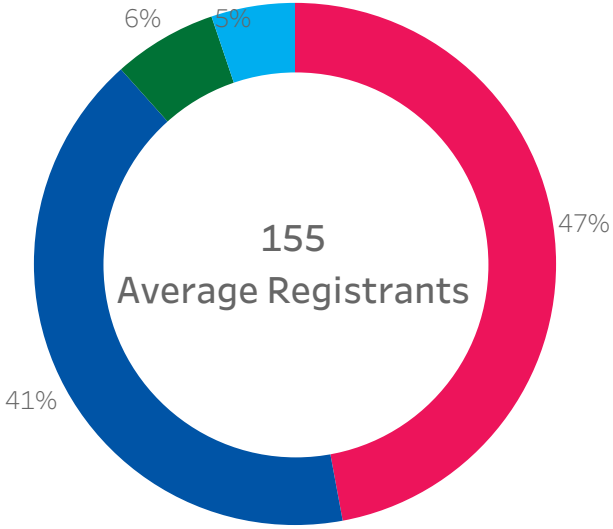
Total Registrants	Total Events Annually	Average Registrants per Event
155	**1**	**155**

Registrant Types

6%   5%

47%

41%

155
Average Registrants

- Attendee
- Exhibitor/Sponsor
- Speaker
- Staff

Event Registration

Food Automation & Manufacturing Conference

April 7, 2024

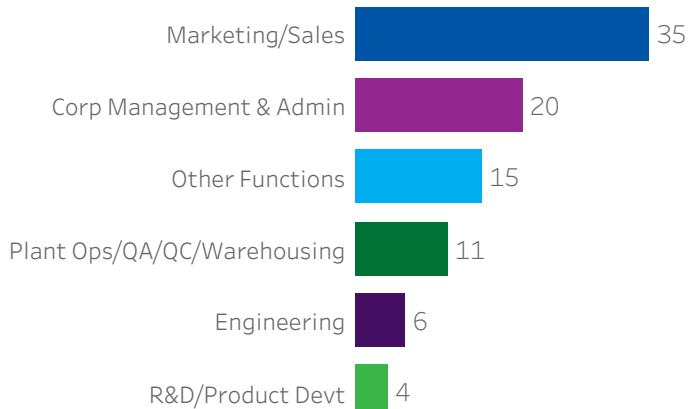155 Registrants

Events - Registrant Demographics & Locations
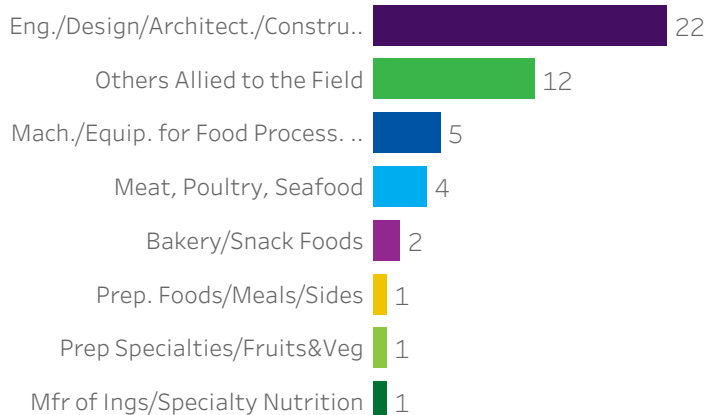
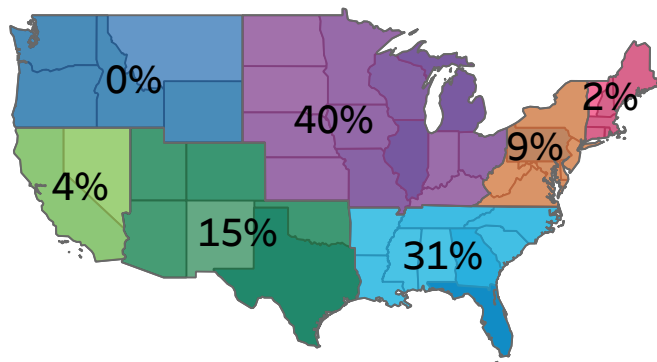## Demographic - Job Function

Top 6 Shown

Job Function	Count
Marketing/Sales	35
Corp Management & Admin	20
Other Functions	15
Plant Ops/QA/QC/Warehousing	11
Engineering	6
R&D/Product Devt	4

91 or 59% of registrants with responses

Demographic - Business/Industry

Top 8 Shown

Business/Industry	Count
Eng./Design/Architect./Constru..	22
Others Allied to the Field	12
Mach./Equip. for Food Process. ..	5
Meat, Poultry, Seafood	4
Bakery/Snack Foods	2
Prep. Foods/Meals/Sides	1
Prep Specialties/Fruits&Veg	1
Mfr of Ings/Specialty Nutrition	1

48 or 31% of registrants with responses

Unique Registrants by Region

Region	Count
Midwest	56
Southeast	43
Southwest	21
Mid-Atlantic	12
West	5
Northeast	3
Unknown US	1

94% of registrants are located in the US

Unique Registrants by Region
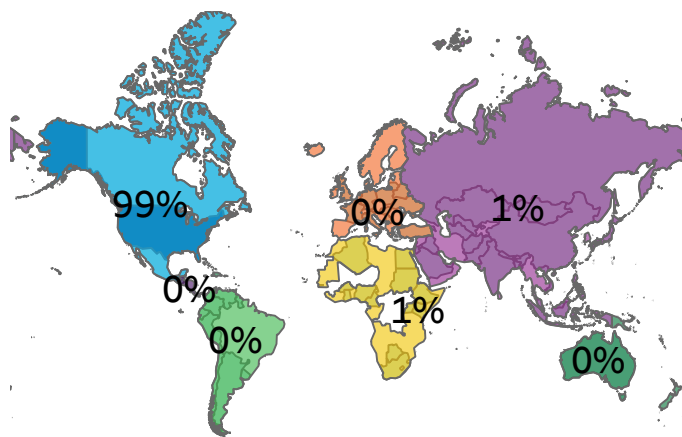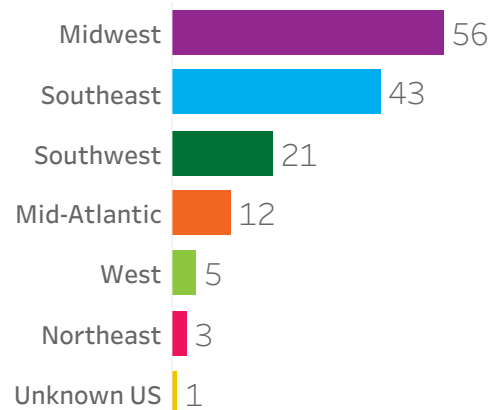
Region	Count
North America	148
Asia	1
Africa	1

6% of registrants are located internationally
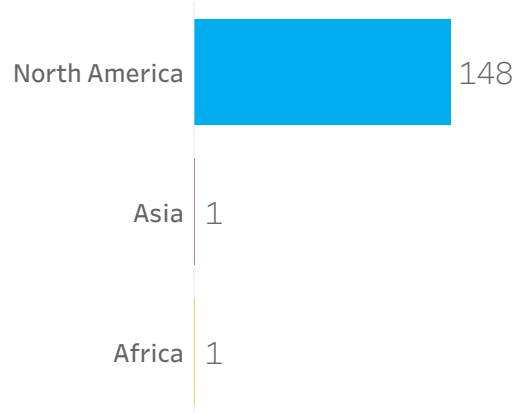
Time Frame
Annual

KPIs
- *Unique Registrant:* The number of unique registrants across all events.
- *Total Events Annually:* The number of events held annually per brand.
- *Average Registrants per Event:* The average number of registrants per event.

Registrant Types
- *Average Registrants:* Average number of registrants per event.
- *Attendee:* Average percentage of registrants who registered as an attendee only.
- *Speaker:* Average percentage of registrants who registered as a speaker.
- *Exhibitor/Sponsor:* Average percentage of registrants who registered as an exhibitor/sponsor.

Event Registration
- *Events:* Annual Events listed by date.
- *Registrants:* Total Registrants listed per Event.

Webinars

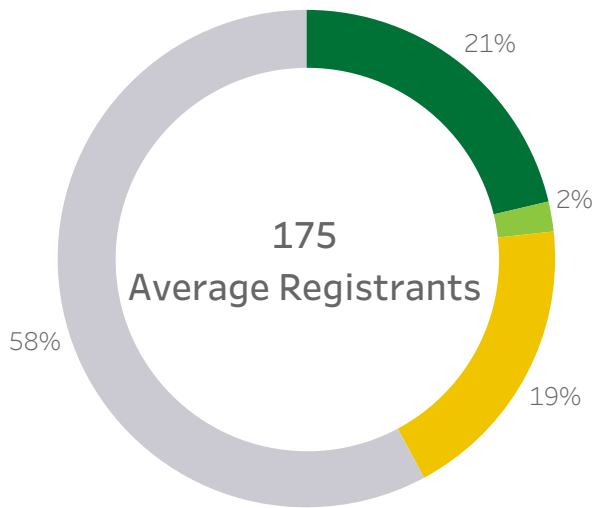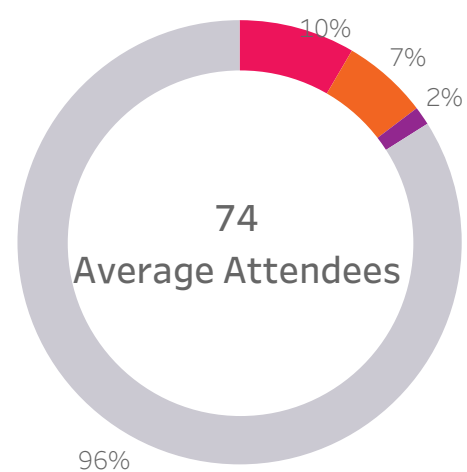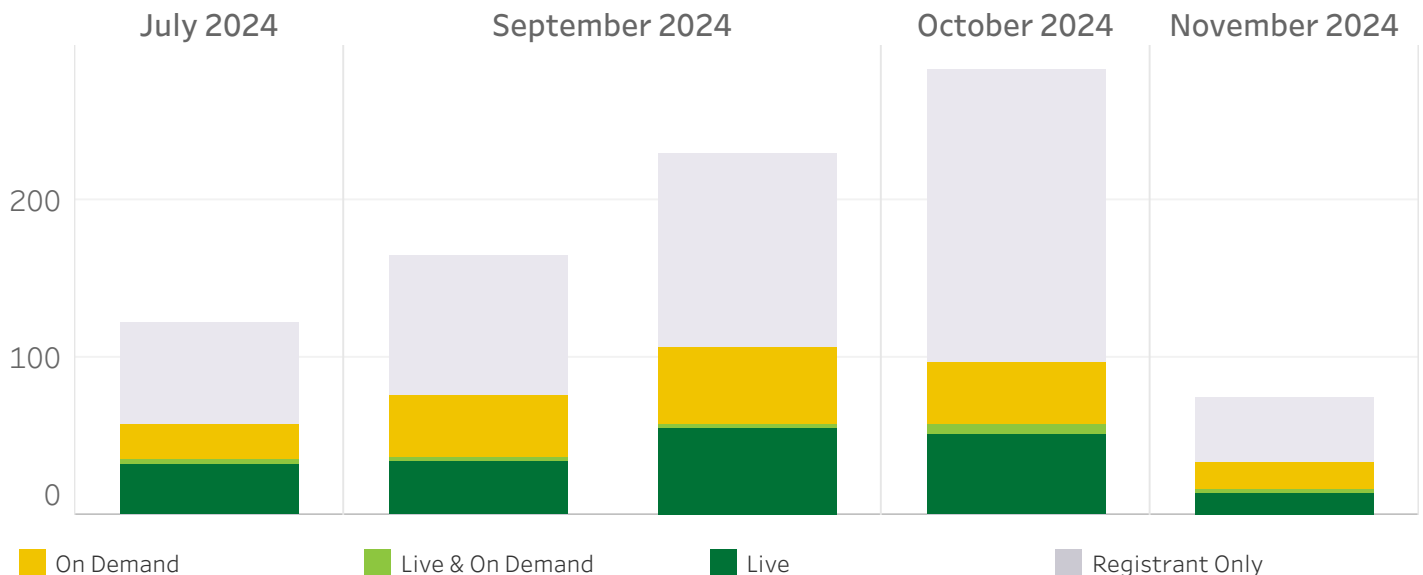| Unique Registrants	Unique Attendees	Registrant Attendance Rate	Average Attendees per Webinar
734	**324**	**44%**	**74**

Registrant Breakdown

175 Average Registrants

- 21%
- 2%
- 19%
- 58%

Legend:
- ■ Live
- ■ Live & On Demand
- ■ On Demand
- ■ Registrant Only

Attendee Engagement Breakdown

74 Average Attendees

- 10%
- 7%
- 2%
- 96%

Legend:
- ■ Answered Surveys
- ■ Repeat Viewer
- ■ Multiple Engagements
- ■ Viewed Only

Registration & Attendance Analysis

July 2024 | September 2024 | October 2024 | November 2024

(Bar chart with y-axis values 0, 100, 200)

Legend:
- ■ On Demand
- ■ Live & On Demand
- ■ Live
- ■ Registrant Only

*All data is calculated from the 5 most recent webinars

Demographic - Job Function

Top 7 Shown

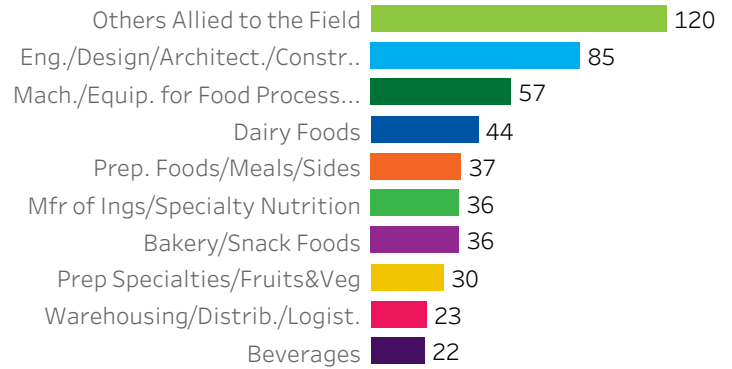| Job Function	Count
Other Functions	130
Plant Ops/QA/QC/Warehousing	120
Engineering	102
R&D/Product Devt	89
Corp Management & Admin	64
Marketing/Sales	27
Purchasing	2

534 or 73% of registrants with responses

Demographic - Business/Industry

Top 10 Shown

Business/Industry	Count
Others Allied to the Field	120
Eng./Design/Architect./Constr..	85
Mach./Equip. for Food Process...	57
Dairy Foods	44
Prep. Foods/Meals/Sides	37
Mfr of Ings/Specialty Nutrition	36
Bakery/Snack Foods	36
Prep Specialties/Fruits&Veg	30
Warehousing/Distrib./Logist.	23
Beverages	22

539 or 73% of registrants with responses

US map with regional percentages: 6%, 11%, 11%, 39%, 15%, 13%, 4%

Unique Registrants by Region

Region	Count
Midwest	159
Southeast	62
Mid-Atlantic	52
West	44
Southwest	44
Unknown US	26
Northwest	26
Northeast	16
Non-Continental US	3

66% of registrants are located in the US

World map with regional percentages: 76%, 1%, 3%, 7%, 2%, 10%, 1%

Unique Registrants by Region

Region	Count
North America	496
Asia	64
Europe	46
South America	21
Africa	14
Oceania	8
Central America	4

34% of registrants are located internationally

* All data is calculated from the 5 most recent webinars

Time Frame
3 months. If there were less than 5 webinars in the most recent 3 months, the time frame is extended (up to 1 year) to include the 5 most recent webinars.

KPIs
- *Unique Registrants:* The number of unique registrants across all webinars.
- *Unique Attendees:* The number of unique attendees across all webinars.
- *Registrant Attendance Rate:* The ratio of average attendance to average registration.
- *Average Attendees per Webinar:* The average number of attendees per webinar.

Registrant Breakdown
- *Average Registrants:* The average number of registrants per webinar.
- *Registrant Only:* Percentage of average registrants who did not attended webinar.
- *Live:* Percentage of average registrants who attended the live webinar.
- *On Demand:* Percentage of average registrants who viewed the webinar at a later date than the live webinar.
- *Live & On Demand:* Percentage of average registrants who attended the webinar live and viewed the webinar at a later date.

Attendee Engagement Breakdown
- *Attendees:* Average number of attendees per webinar.
- *Answered a Survey:* Percent of average attendees who responded to a survey question within a webinar.
- *Downloaded Documents:* Percent of average attendees who downloaded a document within a webinar.
- *Multiple Engagements:* Percent of average attendees who responded more than once and/or in more than one way, within a webinar*.*
- *Repeat Viewer:* Percent of average attendees who viewed a webinar several times*.*
- *Answered Polls:* Percent of average attendees who responded to a poll question within a webinar.
- *Viewed Only:* Percent of average attendees who only viewed a webinar.

Registration & Attendance Analysis
- Number of unique registrants and attendees per webinar, colored by the type of viewing engagement.

Time Frame
See product specific glossary page

Demographic - Job Function
- Number of customers identified by Job Functions reported.

Demographic - Business/Industry
- Number of customers identified by Business & Industry reported.

Geographic - US Regions
- *Mid-Atlantic:* Delaware, Maryland, New Jersey, New York, Pennsylvania, Virginia, Washington D.C. and West Virginia
- *Midwest:* Indiana, Illinois, Wisconsin, Minnesota, Iowa, Kansas, Kentucky, Michigan, Missouri, Nebraska, North Dakota, Ohio and South Dakota
- *West:* California and Nevada
- *Southeast:* Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee
- *Southwest:* Arizona, Colorado, New Mexico, Oklahoma, Texas and Utah
- *Northeast:* Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont
- *Northwest:* Idaho, Montana, Oregon, Washington and Wyoming
- *Non-Continental US:* Alaska, American Samoa, APO/FPO, Guam, Hawaii, Northern Mariana Island, Puerto Rico and U.S. Virgin Islands

Geographic - World Regional
- *North America:* Canada, Mexico and U.S.A.
- *Asia:* Continent of Asia, including Asia minor and Middle East
- *Europe:* Continental European nations (including United Kingdom and Ireland)
- *Oceana:* Australia, New Zealand and surrounding Pacific Island nations
- *South America:* Continental South American nations
- *Africa:* Continental African nations
- *Central America:* Costa Rica, Guatemala, Honduras, Panama and Nicaragua

Display Name	Included Demographics
Corp Management & Admin	Corporate Management & Admin
Engineering	Engineering
Marketing/Sales	Marketing/Sales
Other Functions	Must Pay
	Need More Information
	Other
Plant Ops/QA/QC/Warehousing	Plant Operations/Production
	QA/QC
	Warehousing/Distr/Logistics
Purchasing	Purchasing
R&D/Product Devt	Research & Dev/Product Dev

Display Name	Included Demographics
Bakery/Snack Foods	Bakery Products Breads & Rolls Waffles Cookies & Crackers Chips & Pretzels Extruded Snacks Nuts/Trail Mix Other Bakery Products Other Snack Foods Snack Bars Snack Cakes Pies Donuts Toasted Pastries Snack Foods Tortillas
Beverages	Beverages Distributor Juice/Fruit Drinks Fluid Milk & Beverages Manufacturer Alternative Bev/Sprt Drink Manufacturer Beer Manufacturer Bottled Water Manufacturer Coffee/Tea Manufacturer Dairy-based Drinks Manufacturer Juice/Fruit Drinks Manufacturer Other Beverages Manufacturer Soft Drinks Manufacturer Wine/Liquor Other Beverages Distributor
Candy/Confectionery Prods.	Candy & Confectionery Products
Cereal/Grain/Pet Fds	Cereal and Grain-Based Products Pet Foods
Co-packer/Contract. Mfg.	Co-packer/Contract Manufacturer
Dairy Foods	Butter or Margarine Products. Powdered Products Cheese Products Cultured Products Dairy Foods Ice Cream and Frozen Desserts Novelties
Eng./Design/Architect./Construction Svcs.	Engineering. Design. Arch and Constr
Mach./Equip. for Food Process. and/or Pkg.	Machinery/Equipment
Meat, Poultry, Seafood	Meat Poultry Seafood Other Meat Poultry Seafood Processed/Further Processed Meat Processed/Further Processed Poultry Processed/Further Processed Seafood Slaughtering Fabricating Cutting Rendering
Mfr of Ings/Specialty Nutrition	Manufacturer of Ingredients Specialty Nutritional Products
Others Allied to the Field	Consulting Firm/Service Convenience Store/Mass Merchandiser Foodservice Grocery (including Natural & Organic) Legal Cannabis (CBD/THC) Products Must Pay Need More Information Other (please specify) Regulatory/Certification Services Retail Specialty Retailer/Specialty Food Store Testing Labs Universities Government Wholesaler/Broker/Importer/Exporter
Prep Specialties/Fruits&Veg	Fruits & Vegetables Prepared Specialties
Prep. Foods/Meals/Sides	Meat Snacks Other Prepared Products Pizza Prepared Foods/Meals/Side Dishes Prepared Snacks
Warehousing/Distrib./Logist.	Warehousing/Distribution/Logistics

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BNP Customer Database - *omeda.com*
Primary source of record for all first party customer data and activities including: Subscriber Registrations, Demographics, Physical Addresses, Business & Job Function Demographic responses, Product Subscriptions, Email Deployments, Website Visits, eMagazine Visits, Digital Edition Visits.

Usage by Report Section

Audience Profile
- *Unique Active Customers*
- *Print Magazine, Digital Edition, eMagazine:* Subscriber Counts
- *eNewsletter:* Recipients, Engagement, Sends
- *eBlasts:* Delivered, Engagement, Sends
- *Website:* Active Registrants
- *Demographics:* Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- *Locations:* Locations of known customers with first party address data

Magazine/eMagazine
- *Magazine Summary:* All data
- *eMagazine/Digital Edition Summary:* Total Qualified Subscribers, Notification eMail Metrics
- *Demographics:* Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- *Locations:* Locations of known customers with first party address data

eNewsletters
- *All Pages:* All data

Website
- *Known User Activity:* All data
- *User Demographics:* Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*

eBlasts
- *All Pages:* All data

Continuing Education
- *Websites & eNews:* eNews Delivery, Activity by eNewsletter
- *Demographics:* Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- *Locations:* Locations of known customers with first party address data

Events
- *Demographics:* Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- *Locations:* Locations of known customers with first party address data

Webinars
- *Demographics:* Job Functions & Business Industry mapped to consolidated categories as per *Demographic Mapping Reference*
- *Locations:* Locations of known customers with first party address data

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Google Analytics - *google.com/analytics*
Web Analytics service offered by Google that tracks and reports website traffic. Used to track all usage (known & anonymous) across websites, eMagazines, Digital Editions, Continuing Education.

Usage by Report Section

Audience Profile
- *Website:* Average Monthly Users, Average Monthly Pageviews
- *Continuing Education:* Monthly Website Pageviews

eMagazine/Magazine
- *eMagazine/Digital Edition Summary:* Issue Pageviews, Sessions, Session Duration

Website
- *Website Overview:* Website Users, Sessions, Pageviews, Top Content Topics
- *User Locations:* Website User Locations

Continuing Education
- *Websites & eNews:* Monthly Website Pageviews, All Website Visitors data

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Falcon Social Media Platform - *falcon.io*
Single platform management and analytics for Facebook, Twitter, Instagram, LinkedIN accounts. falcon.io

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Usage by Report Section

Audience Profile
- *Social Media:* Follower Count by Channel

Social Media
- *All Pages:* All data

Building Media Inc. - *buildingmedia.com*
Developer of innovative online learning management programs and e-Learning courseware built exclusively for the construction community. Hosts and manages Continuing Education Centers.

Usage by Report Section

Audience Profile
- *Continuing Education:* Active Registered Users

Continuing Education
- *Websites & eNews:* Active Registered Users
- *CE Courses & Tests:* All data

Aventri - *aventri.com*
Event Management Platform used to process registration and administration of in person, virtual and hybrid events.

Usage by Report Section

Audience Profile
- *Events:* Average Attendees per Event

Events
- *Event Overview:* All data

Intrado - *intrado.com*
Webinar and interactive media platform. Technology and administration of Webinars.

Usage by Report Section

Audience Profile
- *Webinars:* Average Registrants, Average Attendees

Webinars
- *Webinars Overview:* All data