

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



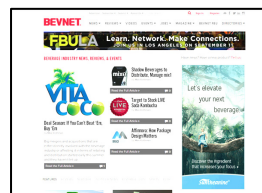
4 Issues in the period
17,657 average circulation

BevNET E-NEWSLETTER



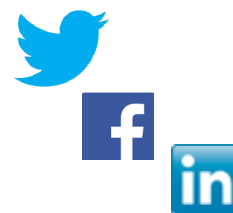
92 issued in the period
23,356 average per occurrence

BevNET WEBSITE



130,574 average
unique browsers

BevNET SOCIAL MEDIA



12,143 Twitter followers
5,176 Facebook likes
5,910 LinkedIn group members

EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
BevNET MAGAZINE Unique Total* (4 issues in the period)	17,657	-	17,657
a. Print	10,965	-	10,965
b. Digital	10,194	-	10,194
1. Requested	6,191	-	6,191
2. Non-Requested	4,003	-	4,003
BevNET DAILY NEWSLETTER (92 issued in the period)	23,356	-	23,356
BevNET WEBSITE (Monthly Unique Browsers with 344,725 average Page Impressions)	130,574	-	130,574
BevNET SOCIAL MEDIA			
a. Twitter followers	*12,143	-	*12,143
b. Facebook likes	*5,176	-	*5,176
c. LinkedIn group members	*5,910	-	*5,910

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

**Social Media claims are cumulative figures, not averages.

FIELD SERVED

BevNET 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 Others 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	1,085
TOTAL	1,085

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	17,657	100.0	17,657	100.0	-	-
Membership Benefit Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	17,657	100.0	17,657	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2015 Issue	Print	Digital	Unique Total Qualified*
July 16	11,717	10,138	18,602
September 3	11,472	10,380	18,269
October 8	11,310	10,333	18,019
December 3	9,363	9,925	15,739

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER, 3 2015

This issue is 14.0% or 2,558 copies below the average of the other 3 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	1,021	6.5	663	642	432	410	89	10	13	67
Beverage Manufacturer- Energy/Sports/Functional	697	4.4	519	399	321	260	44	5	1	66
Beverage Manufacturer-Bottled Water	590	3.8	423	332	294	218	44	5	-	29
Beverage Manufacturer- Juice	479	3.1	371	256	237	174	39	10	2	17
Beverage Manufacturer- Coffee/Tea	338	2.1	299	107	224	72	31	1	-	10
Beverage Manufacturer- Dairy Based	365	2.3	291	173	184	136	22	4	1	18
Beverage Manufacturer- Beer	1,231	7.8	1,129	204	810	122	31	3	-	265
Beverage Manufacturer- Wine/Liquor	729	4.6	555	389	406	226	44	3	2	48
Beverage Manufacturer- Other	1,168	7.4	420	967	472	369	44	10	1	272
Distributor/Wholesale/Broker	2,121	13.5	1,435	1,265	1,191	631	23	94	20	162
Services/Supplier	2,726	17.3	1,530	1,864	848	1,208	134	31	10	495
Retailer	1,196	7.6	677	806	656	161	10	279	1	89
Other	3,078	19.6	1,051	2,521	751	582	86	26	7	1,626
UNIQUE TOTAL QUALIFIED CIRCULATION*	15,739	100.0	9,363	9,925	6,826	4,569	641	481	58	3,164
PERCENT	100.0		59.5	63.1	43.4	29.0	4.1	3.1	0.4	20.1

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

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF DECEMBER 3, 2015

QUALIFICATION SOURCE	Qualified Within				Unique Total Qualified*			
	1 Year	2 Years	3 Years	Print	Digital	Percent	Percent	Percent
I. Direct Request:	5,915	2,657	2,590	8,312	6,088	11,162	70.9	
II. Request from recipient's company:	-	-	102	102	-	102	0.6	
III. Membership Benefit:	-	-	-	-	-	-	-	
IV. Communication from recipient or recipient's company (other than request):	-	2,426	1,993	893	3,837	4,419	28.1	
V. TOTAL - Sources other than above (listed alphabetically):	-	-	56	56	-	56	0.4	
Association rosters and directories	-	-	-	-	-	-	-	
Business directories	-	-	-	-	-	-	-	
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-	
Other sources	-	-	56	56	-	56	0.4	
VI. Single Copy Sales:	-	-	-	-	-	-	-	
UNIQUE TOTAL QUALIFIED CIRCULATION*	5,915	5,083	4,741	9,363	9,925	15,739	100.0	
PERCENT	37.6	32.3	30.1	59.4	63.0	100.0		

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

	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
6-Month Period Ended:	January – June 2013	July – December 2013	January – June 2014	July – December 2014	January – June 2015	July – December 2015*
Unique Total Audit Average Qualified***:	26,559	21,732	21,819	20,702	17,890	17,657
Unique Qualified Non-Paid Total***:	26,559	21,732	21,819	20,702	17,890	17,657
Print	14,545	12,634	12,171	11,815	10,809	10,965
Digital	17,229	14,112	15,629	14,164	10,683	10,194
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

**NC = None Claimed.

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

State	Print	Digital	Unique Total Qualified*	Percent
Maine	59	49	85	
New Hampshire	49	35	65	
Vermont	32	22	48	
Massachusetts	274	230	405	
Rhode Island	24	23	40	
Connecticut	198	175	299	
NEW ENGLAND	636	534	942	6.0
New York	931	855	1,413	
New Jersey	418	434	666	
Pennsylvania	390	300	554	
MIDDLE ATLANTIC	1,739	1,589	2,633	16.7
Ohio	269	246	406	
Indiana	93	84	141	
Illinois	484	469	741	
Michigan	257	177	344	
Wisconsin	291	186	388	
EAST NO. CENTRAL	1,394	1,162	2,020	12.8
Minnesota	176	154	261	
Iowa	57	44	84	
Missouri	142	109	197	
North Dakota	13	19	23	
South Dakota	14	6	17	
Nebraska	39	25	53	
Kansas	41	41	65	
WEST NO. CENTRAL	482	398	700	4.5
Delaware	34	22	43	
Maryland	128	100	182	
Washington, DC	21	24	35	
Virginia	127	114	196	
West Virginia	17	10	24	
North Carolina	224	171	311	
South Carolina	70	62	102	
Georgia	297	292	470	
Florida	569	490	844	
SOUTH ATLANTIC	1,487	1,285	2,207	14.0

State	Print	Digital	Unique Total Qualified*	Percent
Kentucky	81	63	119	
Tennessee	84	60	116	
Alabama	53	46	74	
Mississippi	19	24	38	
EAST SO. CENTRAL	237	193	347	2.2
Arkansas	65	48	84	
Louisiana	41	38	64	
Oklahoma	34	26	48	
Texas	468	415	702	
WEST SO. CENTRAL	608	527	898	5.7
Montana	37	18	50	
Idaho	36	19	43	
Wyoming	13	3	14	
Colorado	266	220	392	
New Mexico	26	19	40	
Arizona	151	134	232	
Utah	60	48	84	
Nevada	71	64	108	
MOUNTAIN	660	525	963	6.1
Alaska	19	11	27	
Washington	245	190	345	
Oregon	135	101	192	
California	1,656	1,511	2,525	
Hawaii	38	29	51	
PACIFIC	2,093	1,842	3,140	20.0
UNITED STATES	9,336	8,055	13,850	88.0
U.S. Territories	26	15	33	
Canada	-	187	187	
Mexico	-	39	39	
Other International	-	659	659	
APQ/FPO	1	-	1	
Email Only	-	970	970	
UNIQUE TOTAL QUALIFIED CIRCULATION*	9,363	9,925	15,739	100.0

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

****See Additional Data**

2015	BevNET Daily E-Newsletter	2015	BevNET Daily E-Newsletter
JULY		October 14	23,439
July 1	22,533	October 21	23,409
July 8	22,711	October 28	23,035
July 15	22,882	NOVEMBER	
July 22	22,819	November 4	23,495
July 29	22,716	November 11	23,446
AUGUST		November 18	23,620
August 5	23,388	November 25	23,291
August 12	23,230	DECEMBER	
August 19	23,198	December 2	23,943
August 26	23,196	December 9	23,641
SEPTEMBER		December 16	24,102
September 9	23,527	December 23	23,701
September 16	23,566	December 30	23,697
September 23	23,517		
OCTOBER		AVERAGE	23,356
October 7	23,219		

BevNET Daily Newsletter (92 issued in the period). Weekly averages reported.

WEBSITE CHANNEL

WWW.BEVNET.COM

2015	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	374,798	192,252	145,161	1.32	01:32	01:27
August	409,099	207,039	151,269	1.37	01:36	01:34
September	351,660	173,917	127,085	1.37	01:38	01:40
October	326,887	170,291	123,335	1.38	01:45	01:36
November	294,929	153,784	114,173	1.35	01:38	01:30
December	310,979	167,330	122,422	1.37	01:40	01:26
AVERAGE:	344,725	177,435	130,574	1.36	01:38	01:32

July – December 2015 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Page Impressions: A Page Impression 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.

User Sessions: A single continuous set of activity attributable to a cookie'd 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.

Unique Browsers: An identified and unduplicated Cookie'd Browser that accesses Internet content or advertising during a measurement period.

Unique Browser Frequency: Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

Page Duration: The average time spent viewing any page on a web site.

User Session Duration: The average time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adicompli.com

SOCIAL MEDIA CHANNEL

BevNET Social Media



Twitter followers

<http://twitter.com/bevnet>



Facebook likes

<http://www.facebook.com/bevnetcom>



LinkedIn group members

<http://linkedin.com/groups/BevNETcom-User-Group-1737187>

2015

Beginning Balance	11,134	4,538	5,379
July	11,322	4,620	5,467
August	11,490	4,715	5,547
September	11,682	4,780	5,623
October	11,841	4,933	5,645
November	11,973	5,054	5,637
December	12,143	5,176	5,910

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of a recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital versions 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 December 3, 2015 issue is 14.0% or 2,558 copies below the average of the other 3 issues reported in Paragraph two.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter, Website, and Social Media 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

State

County

Received by BPA Worldwide

Type

ID Number

January 26, 2016

Massachusetts

Middlesex

January 26, 2016

BJ

B285B0D5

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.