



Established 1990
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Issues This Report: 11

BNP MEDIA II, LLC
2401 W. Big Beaver Road, Suite 700
Troy, MI 48084-3333
United States of America
TEL (248) 362-3700 FAX (248) 362-0317
www.industriaalimenticia.com

PUBLICATION DESCRIPTION

INDUSTRIA ALIMENTICIA serves the food processors of the Latin Americas.

FIELD SERVED/DEFINITION OF RECIPIENT QUALIFICATION

INDUSTRIA ALIMENTICIA is published for Latin American food and beverage processors and manufacturers of meat, poultry, and seafood; dairy foods; fruits & vegetables; bakery products; cereal & grain-based products; candy & confectionery products; snack foods; beverages; prepared foods/meals/side dishes; prepared specialties; specialty nutritional products; wholesaler/broker/importer/exporter; warehousing/distribution/logistics; machinery/equipment for food processing and/or packaging; manufacturer of ingredients/nutritional ingredients, and others allied to the field.

Qualified recipients include corporate management and administration, plant operations/production, research & development/product development, QA/QC, engineering, purchasing, marketing/sales, warehouse/distribution/logistics, and other personnel allied to the field.

AVERAGE CIRCULATION: JULY 1, 2017 – JUNE 30, 2018

QUALIFIED CIRCULATION	Non-Paid Print	Paid Print	Non-Paid Digital	Paid Digital	Total
Individual Subscription	2,094	-	5,815	-	7,909
Association/Group/Directory Lists	7,113	-	-	-	7,113
TOTAL QUALIFIED CIRCULATION	9,207	-	5,815	-	15,022
TOTAL NON-QUALIFIED CIRCULATION					1,682

Please see the following pages for Recipient Classification, Subscription Source, Recency of Renewal, Business/Industry and Job Title Classification, Geographical Distribution, Qualified Circulation by Issue, Explanation, Audit of Internal Records, and Affidavit.

RECIPIENT CLASSIFICATION

RECIPIENT	Print	Digital	Total	Percent
Individual by Name and Title and/or Company	10,253	4,661	14,914	99.3%
Individual by Name Only	37	22	59	0.4%
Title Only	36	7	43	0.3%
Company Name Only	5	1	6	-
Total Qualified Circulation	10,331	4,691	15,022	100.0%

SUBSCRIPTION SOURCE AND REGENCY OF RENEWAL

RECIPIENT	Print	Digital	Renewed, Requested, or Updated Within*		Total	Percent
			1-3 Years	3+ Years		
Direct Request from the Recipient	2,479	4,673	7,152	-	7,152	47.6%
Request from Recipient's Company	110	18	128	-	128	0.9%
Association/Group/Directory Lists	7,742	-	7,742	-	7,742	51.5%
Total Qualified Circulation	10,331	4,691	15,022	-	15,022	100.0%

* Detailed Recency of Renewal analysis omitted at publisher's request. All subscription requests were found to be current within three years or less.

ANNUAL AUDIT REPORT

Analysis conducted on the May 2018 Issue

BUSINESS/INDUSTRY AND JOB TITLE CLASSIFICATION

SIC CODE*	DIVISION-GROUP DESCRIPTION			Corporate Management & Administration	Engineering/ Plant Operations/ Production/ Warehousing/ Logistics/ Purchasing	Marketing/ Sales	Research & Development/ Product Development/ QA/QC	Other	Total	Percent
		Print	Digital							
20	Manufacturing – Food & Kindred Products									
201, 209	Meat, Poultry, Seafood	879	429	206	486	137	452	27	1,308	8.7%
202	Dairy Foods	1,191	465	188	672	140	631	25	1,656	11.0%
203	Fruits & Vegetables	1,090	291	154	641	72	499	15	1,381	9.2%
204, 205, 206, 514	Bakery Products, Snack Foods, Candy & Confectionery Products, Cereal & Grain-Based Products	4,155	793	414	2152	400	1948	34	4,948	32.9%
208	Beverages	760	392	157	421	141	416	17	1,152	7.7%
201, 209	Prepared Foods/Meals/Side Dishes and Prepared Specialties	1,354	291	168	834	111	522	10	1,645	11.0%
35	Manufacturing – Industrial & Commercial Machinery & Computer Equipment									
355	Machinery/Equipment for Food Processing and/or Packaging	207	264	154	117	128	65	7	471	3.1%
51	Wholesale Trade – Non-durable Goods									
514	Specialty Nutritional Products	91	146	58	50	28	97	4	237	1.6%
514	Wholesaler/Broker/Importer/Exporter	79	108	81	32	50	20	4	187	1.2%
514	Warehousing/Distribution/Logistics	56	89	35	50	36	19	5	145	1.0%
514	Manufacturers of Ingredients/ Nutritional Ingredients	179	248	76	74	111	160	6	427	2.8%
	Not Classified/Other*	290	1,175	325	317	149	281	393	1,465	9.8%
Total Qualified Circulation		10,331	4,691	2,016	5,846	1,503	5,110	547	15,022	100.0%

*Source: Standard Industrial Classification (SIC) Code, Division, and Group (bold text) – U.S. Department of Labor Description – *Industria Alimenticia*

Meat, Poultry, Seafood includes processed/further processed meat, poultry, seafood, slaughtering, fabricating, cutting, rendering, other meat, poultry, and seafood. **Dairy Foods** includes ice cream & frozen desserts, novelties, fluid milk & beverages, cheese products, cultured products, butter or margarine, products, powdered products, and other dairy foods. **Fruits & Vegetables. Bakery Products/Snack Foods, Candy & Confectionery Products and Cereal and Grain-based Products** includes breads & rolls, waffles, cookies and crackers, snack cakes, pies, donuts, toasted pastries, snack bars, other bakery products; chips & pretzels, nuts/trail mix, extruded snacks, other snack foods; cereals, prepared flour, pasta, rice and corn milling and other grain-based products. **Beverages** includes soft drinks, beer, bottled water, alternative beverages/sports drinks (including fortified/nutraceutical), wine/liquor, juice/fruit drinks coffee/tea, dairy-based drinks, and other beverages. **Prepared Foods/Meals/Side Dishes/Prepared Specialties** includes prepared products, prepared dinners/meals/entrees, prepared side dishes, baby food, RTE breakfast foods, pizza, cheese snacks, meat snacks, prepared snacks, other prepared products; ketchup, sauces, gravies, condiments, peanut butter, seasonings, flavors & syrups, oils, salad dressings, mayonnaise and pickled products, etc.

Corporate Management & Administration includes President, Owner, Partner, Chairman of the Board, Executive VP, VP, General Manager, Secretary-Treasurer, Manager, Assistant Manager, and Store/Location Manager. **Engineering/Plant Operations/Production/Warehousing/Logistics/Purchasing** includes VP Engineering Plant Engineer, Maintenance Engineer, Chief Engineer, Packaging Engineer, Engineer, Processing/ Production Engineer, and Engineering Director; VP Production/Manager, Plant Manager, Supervisor/Superintendent/Production Line Foreman, VP Operations, Process/Packaging Supervisor, Maintenance Foreman, Plant Security Manager, and Safety Foreman; Warehouse Distribution Manager/Director, Logistics/Traffic Manager/Director, Truck Fleet Manager and Repairs/RTE Manager; VP Purchasing, Purchasing or Procurement Director/ Manager/ Supervisor, Purchasing Agent, Grocery Buyer, Retail. **Marketing/Sales** includes Category/Brand/Product Manager, Marketing Director/ Manager, VP Sales, Sales Manager/Director, Vending Manager, Merchandising Manager, and Account Executive. **Research & Development/Product Development/QA/QC** includes President of R&D, Food Tech, Chemist, Flavor Room Manager, Lab Tech, Design Manager, Research Chef, Tech Services, Project Manager, Quality Assurance Manager, Quality Control Manager, and QA/QC Personnel.

REGIONAL/COUNTRY GEOGRAPHICAL DISTRIBUTION

REGION/COUNTRY	Print	Digital	Total	Percent
Argentina	176	393	569	3.8%
Bolivia	55	146	201	1.3%
Brazil	2,603	174	2,777	18.5%
Chile	735	238	973	6.5%
Colombia	383	821	1,204	8.0%
Ecuador	118	257	375	2.5%
Guyana	-	1	1	-
Paraguay	13	25	38	0.3%
Peru	262	657	919	6.1%
Suriname	-	1	1	-
Uruguay	20	70	90	0.6%
Venezuela	80	236	316	2.1%
South America	4,446	3,018	7,464	49.7%
Belize	1	-	1	-
Costa Rica	49	68	117	0.8%
El Salvador	27	46	73	0.5%
Guatemala	7	109	116	0.8%
Honduras	27	50	77	0.5%
Mexico	5,721	1,286	7,007	46.6%
Nicaragua	14	36	50	0.3%
Panama	28	52	80	0.5%
Central America	5,874	1,647	7,521	50.1%
Barbados	2	-	2	-
Cuba	3	7	10	0.1%
Dominican Republic	6	16	22	0.1%
Haiti	-	1	1	-
Netherlands Antilles	-	2	2	-
Caribbean Islands	11	26	37	0.2%
Total Qualified Circulation	10,331	4,691	15,022	100.0%

QUALIFIED CIRCULATION BY ISSUE

ISSUE	Print	Digital	Total
July 2017	8,815	6,207	15,022
August 2017	8,721	6,301	15,022
September 2017	8,734	6,288	15,022
October 2017	9,102	5,920	15,022
November 2017	8,979	6,043	15,022
December 2017	8,985	6,037	15,022
January 2018	9,022	6,000	15,022
February 2018	9,023	5,999	15,022
April 2018	9,213	5,809	15,022
May 2018	10,331	4,691	15,022
June 2018	10,351	4,671	15,022
6 Month Average	8,889	6,133	15,022
12 Month Average	9,207	5,815	15,022

EXPLANATION

Publisher is not required to submit data for all paragraphs/tables.

Trade Show/Special Event Distribution Locations:

Trade Show/Event	Date(s) Attended	City, State	# of Copies
Process Expo 2017	09/19/17 - 09/22/17	Chicago, IL	200
Pack Expo 2017	09/25/17 - 09/27/17	Las Vegas, NV	600
Food Tech Summit & Expo 2017	09/27/17 - 09/28/17	Mexico City, Mexico	200
PLMA'S 2017 Private Label Trade Show	11/12/17 - 11/14/17	Chicago, IL	100
ISM Pro Sweets	01/28/18 - 01/31/18	Cologne, Germany	300
International Production & Processing Expo (IPPE) 2018	01/30/18 - 02/01/18	Tucker, GA	200
Snaxpo	03/10/18 - 03/13/18	Atlanta, GA	100
Anuga Food Tech	03/20/18 - 03/23/18	Cologne, Germany	100
Pack Expo East	04/16/18 - 04/28/18	Philadelphia, PA	100
Alimentaria Barcelona	04/16/18 - 04/19/18	Barcelona, Spain	100
Food Safety Summit	05/07/18 - 05/10/18	Rosemont, IL	250
Sweets & Snacks Expo 2018	05/22/18 - 05/25/18	Chicago, IL	450
TOTAL			2,700

Source for Association/Group/Directory Distribution Lists:

	Date(s) Added to File
Bravado	01/03/18

Audit of Records and Affidavit

Verified has conducted an audit of printing, distribution, and financial records, as well other data to substantiate circulation data submitted to Verified. This audit followed guidelines prepared in conformity with generally accepted circulation auditing procedures involving records covering all distribution methods utilized for qualified circulation during the period(s) covered by the reports. The results of this audit warrant the issuance of this audit report to as a true and accurate statement of the qualified circulation of the client publication.

Verified Audit Circulation swears that to the best of its knowledge, all statements contained in this report are true and accurate.