

BRAND REPORT FOR THE 6 MONTH PERIOD ENDED JUNE 2012

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.

NEW PRODUCTS, TRENDS, AND INNOVATION

BEVNET[®]

M A G A Z I N E

(See Additional Data)

BevNET.com, Inc.
44 Pleasant Street
Suite 110
Watertown, MA 02472
Tel. No.: 617.715.9670
FAX No.: 617.715-9671
www.bevnet.com

ABOUT BevNET

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 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 across multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary.

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 Owners, Management, Administration, Sales/Marketing and Brand Manager, Production, Product development, Buyer, Merchandiser, Fleet, Warehouse personnel and Others Titles and Titles not available.

Channels Include:



BevNET Magazine
4 issues in the period
19,354 average circulation
Pages 2 & 3



BevNET E-Newsletter
30 total deployments
20,439 average distribution
Page 3



BevNET Website
113,565 average unique browsers
Page 4



BevNET Social Media
4,627 average Twitter followers
1,483 average Facebook likes
2,049 average LinkedIn group members
Page 4

1 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 period)	19,354	-	19,354
a. Print	17,156	-	17,156
b. Digital	7,698	-	7,698
1. Requested	7,698	-	7,698
2. Non-Requested	-	-	-
BevNET E-Newsletter (30 deployments in the period)	20,439	-	20,439
BevNET Web Site (Unique Browsers) (Note 1)	113,565	-	113,565
BevNET Social Media			
a. Twitter followers	4,627	-	4,627
b. Facebook likes	1,483	-	1,483
c. LinkedIn group members	2,049	-	2,049
SIX-MONTH AVERAGE TOTAL	161,517	-	161,517

Note 1: Unique Browsers: See Website Glossary in Table 4.

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

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

2 CHANNEL FREQUENCY FOR PERIOD

	BevNET Magazine			**BevNET E-Newsletter	BevNET.com Website - Unique Browsers (See Note 1)	***BevNET Social Media		
	Print	Digital	Unique Total*			Twitter followers	Facebook likes	LinkedIn group members
January/February	17,031	7,680	19,235	-	-	-	-	-
January	-	-	-	18,427	110,573	4,346	1,294	1,815
February	-	-	-	20,669	114,172	4,406	1,368	1,924
March	17,009	7,738	19,241	20,693	117,588	4,570	1,452	2,011
April/May	17,127	7,575	19,272	-	-	-	-	-
April	-	-	-	20,886	117,543	4,694	1,518	2,109
May	-	-	-	21,010	114,972	4,813	1,593	2,190
June	17,456	7,798	19,668	20,948	106,542	4,933	1,670	2,242
AVERAGE	17,156	7,698	19,354	20,439	113,565	4,627	1,483	2,049

Note 1: Unique Browsers: See Website Glossary in Table 4.

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

**Monthly averages used for BevNET E-Newsletter. Weekly averages reported in Table 4.

*** Monthly averages used for social media

3 GEOGRAPHIC DISTRIBUTION**

State	BevNET Magazine for Issue of April/May 2012			
	Print	Digital	Unique Total	Percent
Maine	106	30	113	
New Hampshire	77	25	89	
Vermont	76	12	81	
Massachusetts	375	166	412	
Rhode Island	60	20	60	
Connecticut	308	154	337	
NEW ENGLAND	1,002	407	1,092	5.7
New York	1,473	720	1,614	
New Jersey	728	335	796	
Pennsylvania	760	244	819	
MIDDLE ATLANTIC	2,961	1,299	3,229	16.8
Ohio	544	229	590	
Indiana	211	81	230	
Illinois	821	399	909	
Michigan	510	172	541	
Wisconsin	531	147	558	
EAST NO. CENTRAL	2,617	1,028	2,828	14.7
Minnesota	349	119	372	
Iowa	166	43	173	
Missouri	365	87	383	
North Dakota	45	13	49	
South Dakota	49	5	49	
Nebraska	97	25	101	
Kansas	106	35	113	
WEST NO. CENTRAL	1,177	327	1,240	6.4
Delaware	67	12	67	
Maryland	233	82	251	
Washington, DC	38	18	44	
Virginia	280	84	295	
West Virginia	80	11	82	
North Carolina	430	129	453	
South Carolina	121	47	131	
Georgia	496	236	555	
Florida	967	519	1,093	
SOUTH ATLANTIC	2,712	1,138	2,971	15.4

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

**See Additional Data

State	BevNET Magazine for Issue of April/May 2012			
	Print	Digital	Unique Total	Percent
Kentucky	179	70	196	
Tennessee	205	75	217	
Alabama	146	41	158	
Mississippi	84	31	91	
EAST SO. CENTRAL	614	217	662	3.4
Arkansas	132	51	141	
Louisiana	160	54	169	
Oklahoma	101	23	103	
Texas	898	390	979	
WEST SO. CENTRAL	1,291	518	1,392	7.2
Montana	93	22	101	
Idaho	96	15	98	
Wyoming	43	4	45	
Colorado	404	157	435	
New Mexico	56	17	60	
Arizona	260	128	293	
Utah	143	57	154	
Nevada	173	80	195	
MOUNTAIN	1,268	480	1,381	7.2
Alaska	46	9	46	
Washington	447	140	476	
Oregon	248	73	268	
California	2,627	1,195	2,870	
Hawaii	71	32	77	
PACIFIC	3,439	1,449	3,737	19.4
UNITED STATES	17,081	6,863	18,532	96.2
U.S. Territories	45	26	53	
Canada	-	115	115	
Mexico	-	36	36	
Other International	-	535	535	
APO/FPO	1	-	1	
UNIQUE TOTAL*	17,127	7,575	19,272	100.0

4 CHANNEL PROFILE MAGAZINE



Official Publication of: None
 Established: 2003
 Issues Per Year: 8

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	59
Rotated or Occasional	-
Allocated for Trade Shows and Conventions	-
Digital	-
All Other	815
TOTAL	874

AVERAGE CIRCULATION FOR MAGAZINE FOR THE PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	19,354	100.0	19,354	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	19,354	100.0	19,354	100.0	-	-

AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD								
QUALIFIED CIRCULATION	Unique Total Qualified*		Print		Digital		Both	
	Copies	Percent	Copies	Percent	Copies	Percent	Copies	Percent
Individual	19,354	100.0	17,156	88.6	7,698	39.8	5,500	28.4
Sponsored Individually Addressed	-	-	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	19,354	100.0	17,156	88.6	7,698	39.8	5,500	28.4

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

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

**4 CHANNEL PROFILE (CONTINUED)
MAGAZINE (CONTINUED)**

BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2012
This issue is 0.6% or 109 copies below the average of the other 3 issues reported in Table two.

BUSINESS/INDUSTRY	UNIQUE TOTAL QUALIFIED*	PERCENT	TITLE/FUNCTION							
			Print	Digital	Owner, Management, Administration	Sales/Marketing/Brand Manager	Production/Product Development	Buyer/Merchandiser	Fleet/Warehouse	Other Titles and Titles Not Available
Beverage Manufacturer-Soft Drinks	1,063	5.5	843	703	539	211	26	26	105	156
Beverage Manufacturer-Energy/Sports/Functional	401	2.1	374	153	167	105	10	3	3	113
Beverage Manufacturer-Bottled Water	382	2.0	324	254	223	70	13	7	-	69
Beverage Manufacturer- Juice	157	0.8	139	103	66	58	7	2	9	15
Beverage Manufacturer- Coffee/Tea	312	1.6	307	21	249	23	12	-	12	16
Beverage Manufacturer- Dairy Based	108	0.6	90	82	49	33	9	2	10	5
Beverage Manufacturer- Beer	1,878	9.8	1,858	68	1,254	55	7	7	39	516
Beverage Manufacturer- Wine/Liquor	400	2.1	350	284	193	118	16	7	18	48
Beverage Manufacturer- Other	2,415	12.5	2,093	898	1,051	263	27	70	1	1,003
Distributor/Wholesale/Broker	4,354	22.6	3,949	1,525	2,874	530	6	257	28	659
Services/Supplier	2,522	13.1	2,084	1,373	1,134	495	34	104	1	754
Retailer	2,881	14.9	2,617	1,079	1,715	274	3	457	4	428
Other	2,399	12.4	2,099	1,032	732	194	28	68	-	1,377
UNIQUE TOTAL QUALIFIED CIRCULATION*	19,272	100.0	17,127	7,575	10,246	2,429	198	1,010	230	5,159
PERCENT	100.0		88.9	39.3	53.2	12.6	1.0	5.2	1.2	26.8

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

QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2012

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	5,966	3,521	3,274	10,616	7,575	12,761	66.2
II. Request from recipient's company:	375	423	491	1,289	-	1,289	6.7
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	4,322	588	312	5,222	-	5,222	27.1
** Association rosters and directories	-	-	197	197	-	197	1.0
** Business directories	1,368	-	-	1,368	-	1,368	7.1
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
** Other sources	2,954	588	115	3,657	-	3,657	19.0
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	10,663	4,532	4,077	17,127	7,575	19,272	100.0
PERCENT	55.3	23.5	21.2	88.9	39.3	100.0	

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

**See Additional Data

MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2012

MAILING ADDRESS	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	15,816	7,564	17,959	93.2
Individuals by name only	1,216	9	1,217	6.3
Titles or functions only	34	2	35	0.2
Company names only	61	-	61	0.3
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	17,127	7,575	19,272	100.0

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

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2009	January-June 2010	July - December 2010	January-June 2011	July - December 2011*	January-June 2012*
Unique Total Audit Average Qualified***:	16,690	16,999	16,442	17,183	18,156	19,354
Unique Qualified Non-Paid Total***:	16,690	16,999	16,442	17,183	18,156	19,354
Print Version:	15,392	15,799	14,973	15,598	15,847	17,156
Digital Version:	4,997	5,317	6,508	6,779	7,074	7,698
Unique Qualified Paid Total***:	-	-	-	-	-	-
Print Version:	-	-	-	-	-	-
Digital Version:	-	-	-	-	-	-
Post Expire Copies in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July 2011 - June 2012 data is unaudited.

**NC = None Claimed.

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

E-NEWSLETTER

	BevNET E-Newsletter		BevNET E-Newsletter
January		April	
1/1/2012	16,016	4/1/2012	20,840
1/8/2012	15,993	4/8/2012	20,835
1/15/2012	18,153	4/15/2012	20,820
1/22/2012	21,030	4/22/2012	20,928
1/29/2012	20,945	4/29/2012	21,005
February		May	
2/1/2012	20,847	5/1/2012	21,038
2/5/2012	20,764	5/6/2012	21,044
2/12/2012	20,664	5/13/2012	21,028
2/19/2012	20,553	5/20/2012	20,985
2/26/2012	20,516	5/27/2012	20,954
March		June	
3/1/2012	20,523	6/1/2012	20,944
3/4/2012	20,466	6/3/2012	20,917
3/11/2012	20,649	6/10/2012	20,949
3/18/2012	20,932	6/17/2012	20,951
3/25/2012	20,893	6/24/2012	20,977
		AVERAGE	20,439

BevNET E-Newsletter (30 deployments in period).

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

4 CHANNEL PROFILE (CONTINUED) WEBSITE*




Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January	356,964	152,852	110,573	1.38	01:23	01:54
February	353,357	155,632	114,172	1.36	01:15	01:37
March	349,537	162,246	117,588	1.38	01:26	01:42
April	326,258	161,758	117,543	1.38	01:24	01:26
May	329,901	159,523	114,972	1.39	01:23	01:30
June	451,437	155,986	106,542	1.46	01:04	02:03
AVERAGE:	361,242	158,000	113,565	1.39	01:19	01:42

*See Additional Data

WEBSITE GLOSSARY:

Unique Browsers: An identified and unduplicated Cookied Browser that accesses internet content during a measurement period.
Page Impressions: The number of web pages successfully viewed by all browsers within the reporting period
User Sessions: A single continuous set of activity attributable to a browser resulting in one or more pulled text downloads from a site. A period of inactivity of more than 30 minutes terminates the session
Unique Browser Frequency: The average number of user sessions per Unique Browser over the selected reporting period
User Session Duration: The average time a browser remained on the site per session
Page Duration: The average time a browser spent viewing any page(s) on the site

SOCIAL MEDIA

2012	BevNET Social Media		
	 Twitter followers http://twitter.com/bevnet	 Facebook likes http://www.facebook.com/bevnetcom	 LinkedIn group members http://www.linkedin.com/groups/BevNETcom-User-Group-1737187
January	4,346	1,294	1,815
February	4,406	1,368	1,924
March	4,570	1,452	2,011
April	4,694	1,518	2,109
May	4,813	1,593	2,190
June	4,933	1,670	2,242
AVERAGE:	4,627	1,483	2,049

ADDITIONAL DATA**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 versions are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print brand existed first, editorial and design are unchanged from the original print edition. With a replica digital product, 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.

CHANGE IN PUBLICATION NAME:

Effective with the November/December 2011 issue, Beverage Spectrum changed its name to BEVNET Magazine.

TABLE 3:

Geographical data not available for E-Newsletter, Website or Social Media and therefore, is not reported herein.

TABLE 4 – QUALIFICATION SOURCE:

Association rosters and directories include 1 source of circulation for a quantity of 197 copies or 1.0%.
Business Directories include 3 sources of circulation for quantities of 216 copies or 1.1% to 926 copies or 4.8%.
Other sources include 7 sources of circulation for quantities of 15 copies or 0.1% to 930 copies or 4.8%.

WEBSITE ACTIVITY:

January - June data was provided by Google Analytics.
All website activity is audited by BPA Worldwide.

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

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

Date signed August 2, 2012

State Massachusetts

County Middlesex

Received by BPA Worldwide August 2, 2012

Type BJ

ID Number B285B0J2

IMPORTANT NOTE:

This unaudited circulation statement has been checked against the previous audit report.
It will be included in the annual audit made by BPA Worldwide.

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.