



# DIGITAL AUDIENCE PROFILE

ADVERTISE WITH *CANNABIS PRODUCTS INSIDER*

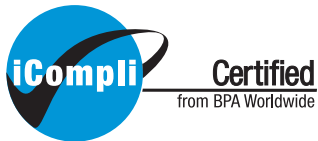
*Cannabis Products Insider* provides content on the underdeveloped legal cannabis edibles and beverages market. We focus on product introductions and development, manufacturing, regulatory, food safety, ingredients, equipment and packaging, as well as dynamics related to this rapidly changing and emerging market.

[www.cannabisproductsinsider.com](http://www.cannabisproductsinsider.com)





## Independent Auditor's Report



### **BNP Media**

*Troy, MI*

iCompli, a division of BPA Worldwide, has reviewed the BNP Media Audience Dashboard solution for conformance to the BPA Worldwide Standards and generally accepted information security management requirements.

Our examination was performed in accordance with BPA Worldwide Standards and generally accepted information security management requirements. Our examination included reviews of Platform Technology, Data Life Cycle Management, System Monitoring, Reporting, Access Controls, Software Development Life Cycle, Documentation, 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 Dashboard solution for recording, processing and reporting audience data.

***iCompli, BPA Worldwide***

*iCompli, BPA Worldwide*

*November 30, 2021*



Audience Profile

Total Audience

Cannabis Products Insider serves industry executives in CPG companies, multi-state operators (MSOs), large dispensary chains and more.

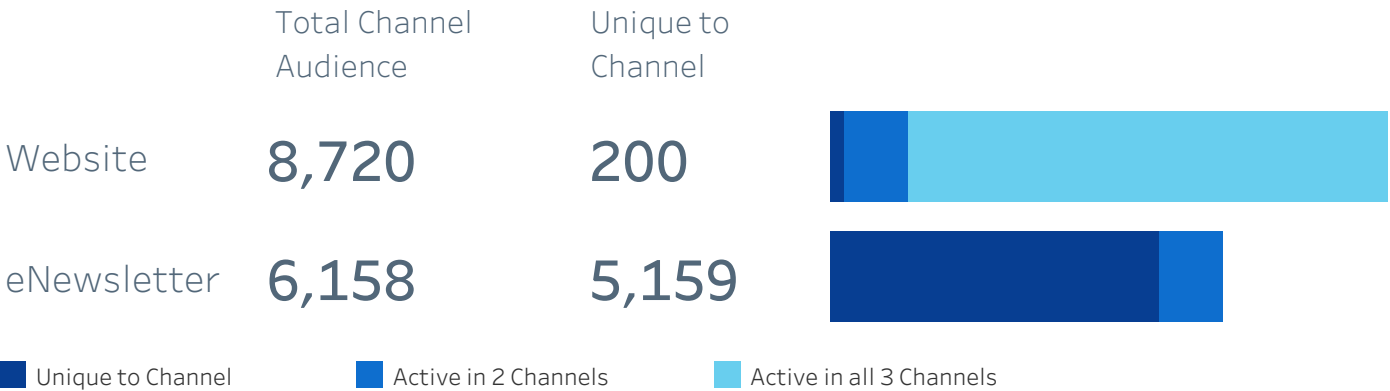
6,550

Unique Active Audience

67%

Engaged

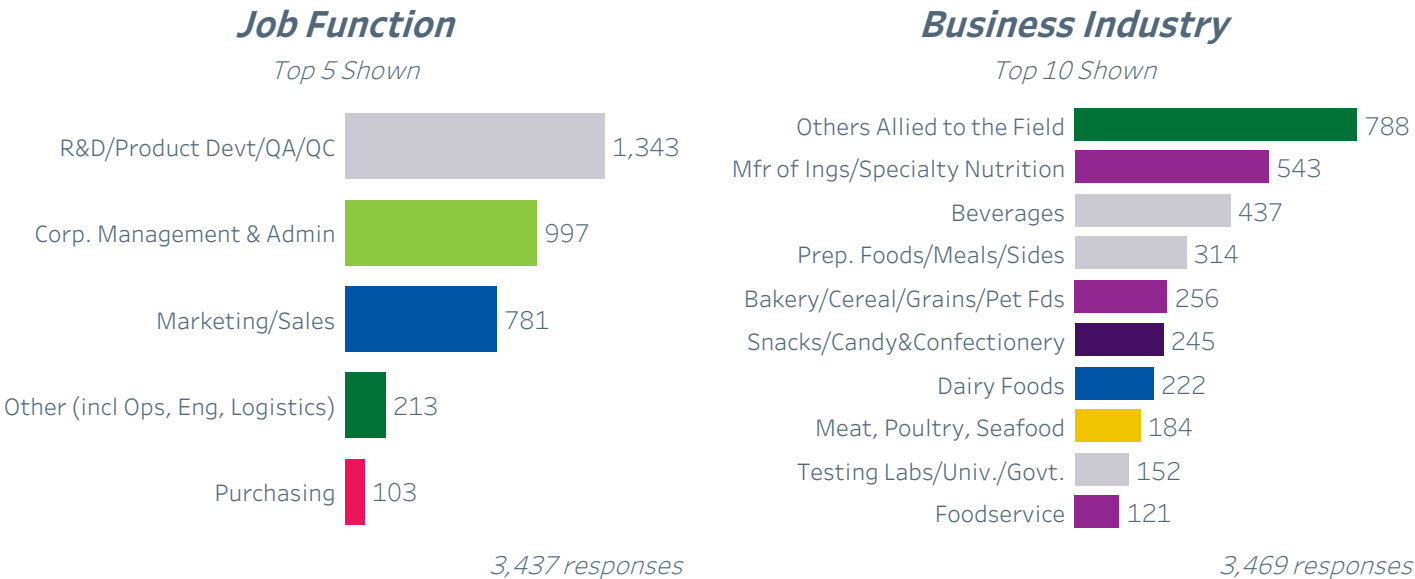
Core Channels



Additional Channels



Demographics





**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.

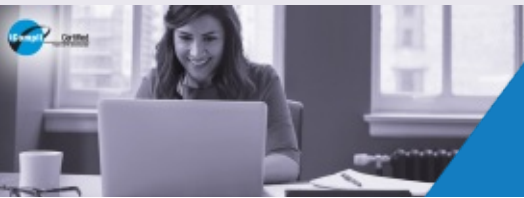
### Demographics

- **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



## eNewsletters



Active Unique Recipients

**6,158**



% of Recipients Engaged

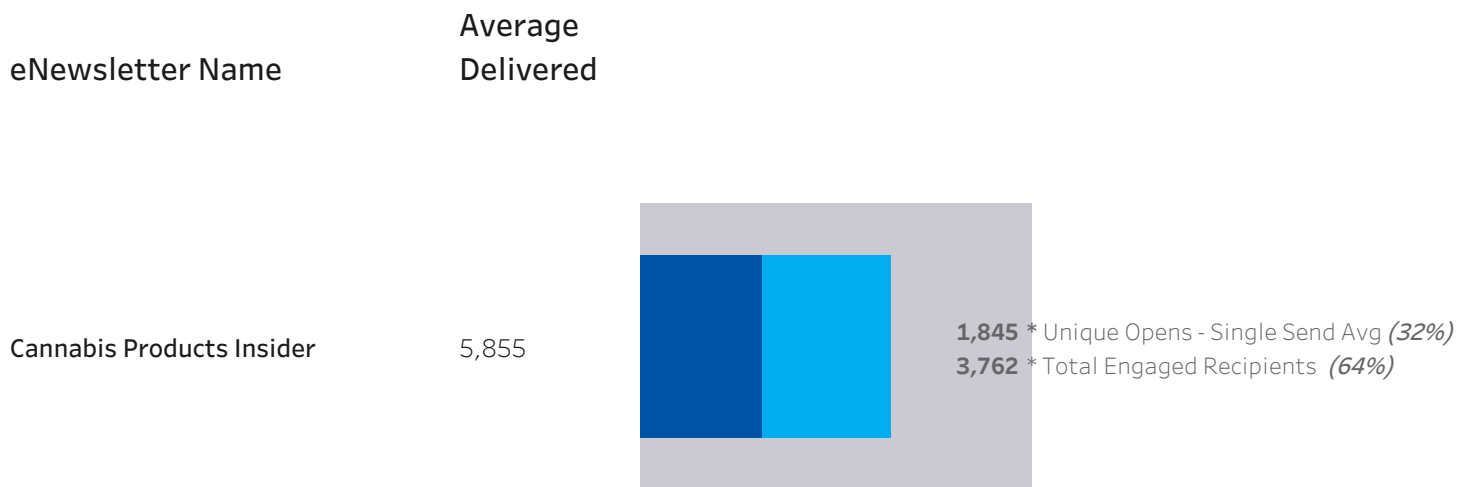
**64%**



Sends per Month

**4**

### Recipient Activity by eNewsletter Over the Last 3 Months



**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

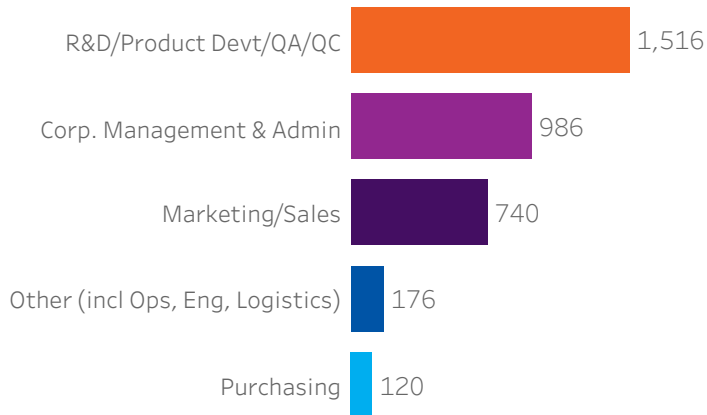
eNewsletter Name	Monthly Sends	Delivered	* Unique Opens	* Open Rate	Total Clicks	CTR
Cannabis Products Insider	4.3	5,855	1,845	31.5%	127	2.2%

\* 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

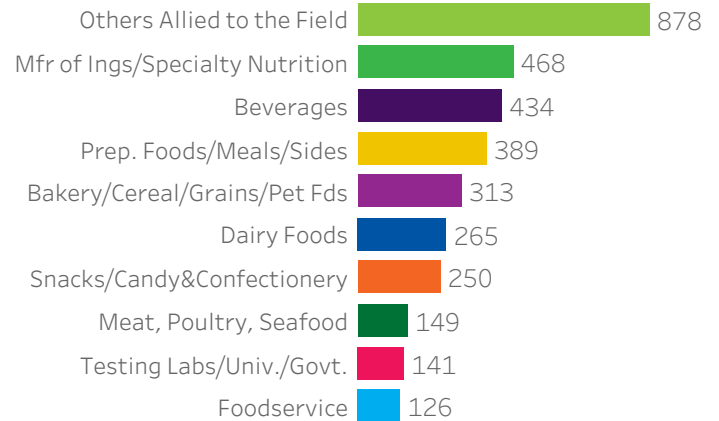
Top 5 Shown



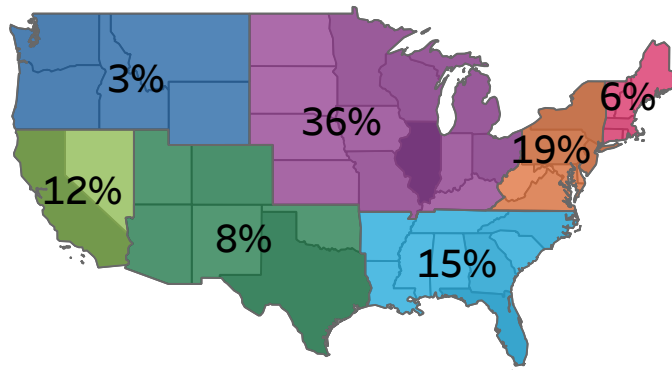
3,538 recipients with responses

### Demographic - Business/Industry

Top 10 Shown

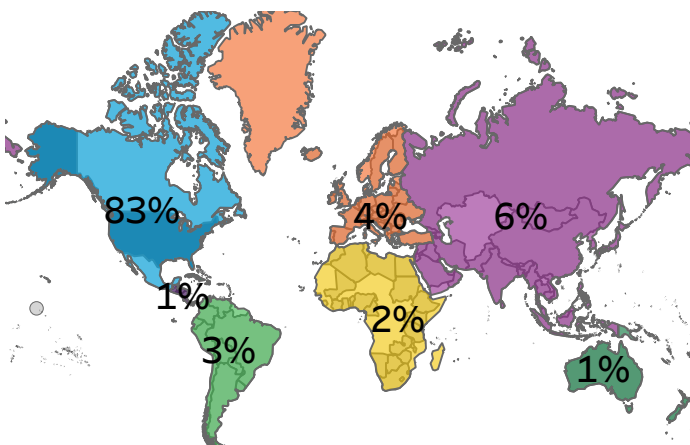
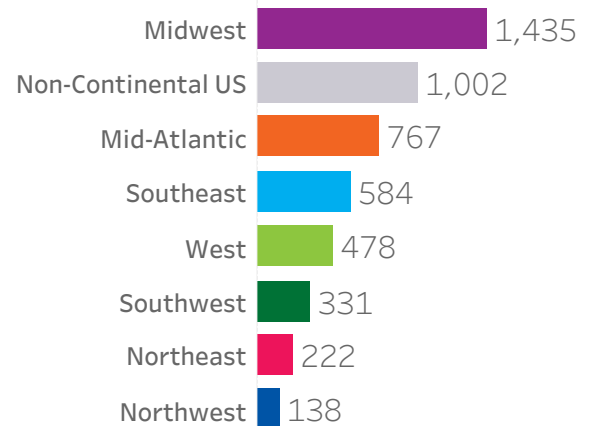


3,572 recipients with responses



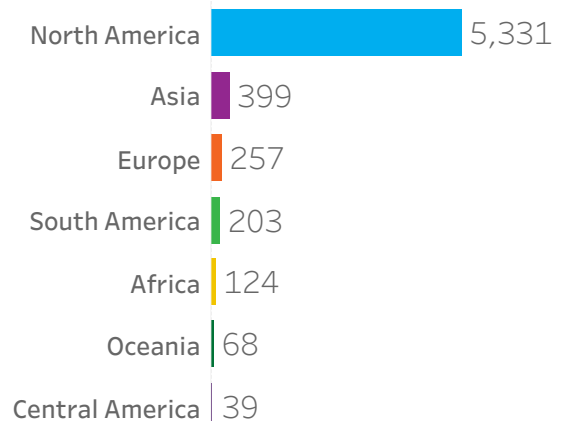
77% of recipients are located in the US

### Unique Recipients by Region



23% of recipients are located internationally

### Unique Recipients by Region





## 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.*



**Website** - [www.cannabisproductsinsider.com](http://www.cannabisproductsinsider.com)



Average Monthly  
Users

**7,807**



Average Monthly  
Sessions

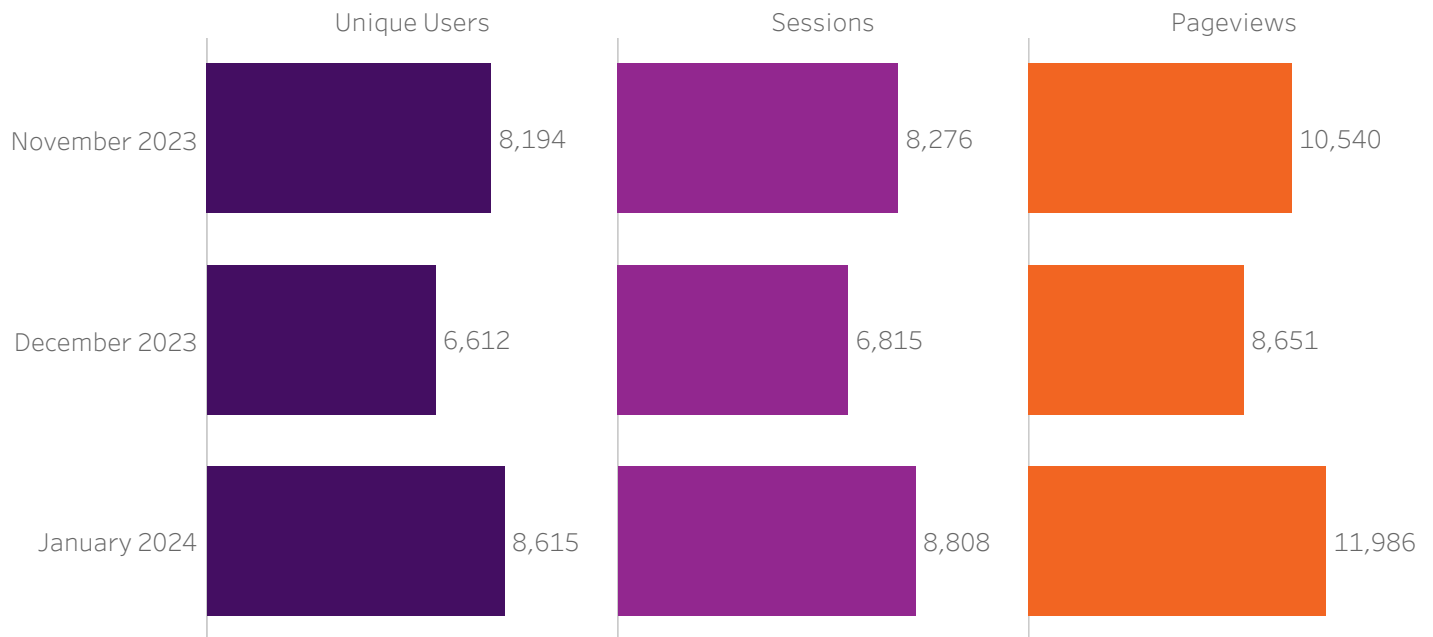
**7,966**



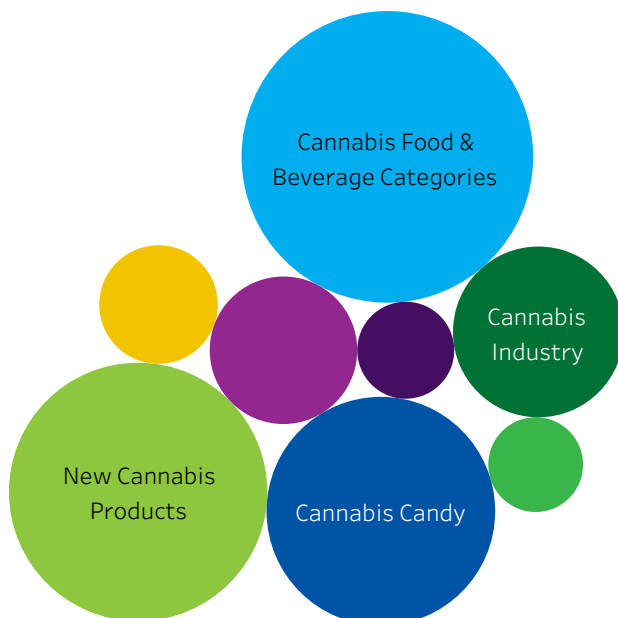
Average Monthly  
Pageviews

**10,392**

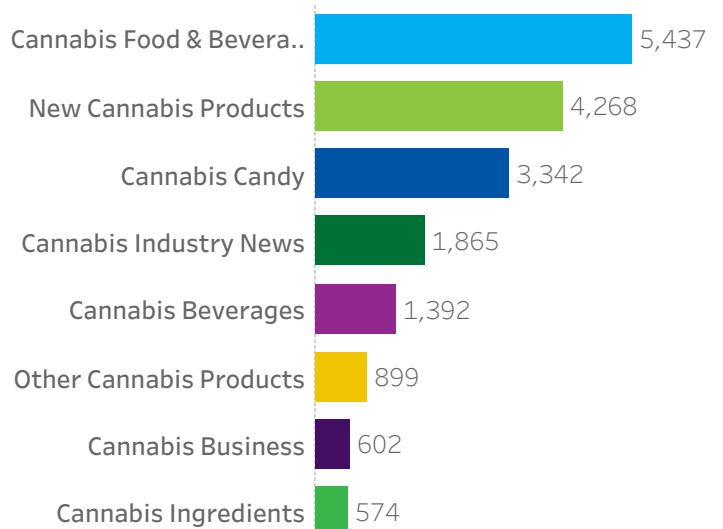
## Monthly Website Statistics



## Top 8 Content Topics Viewed



### Average Monthly Pageviews







## Website - Known User Activity



Active Registered Users

**198**



Active Known Users

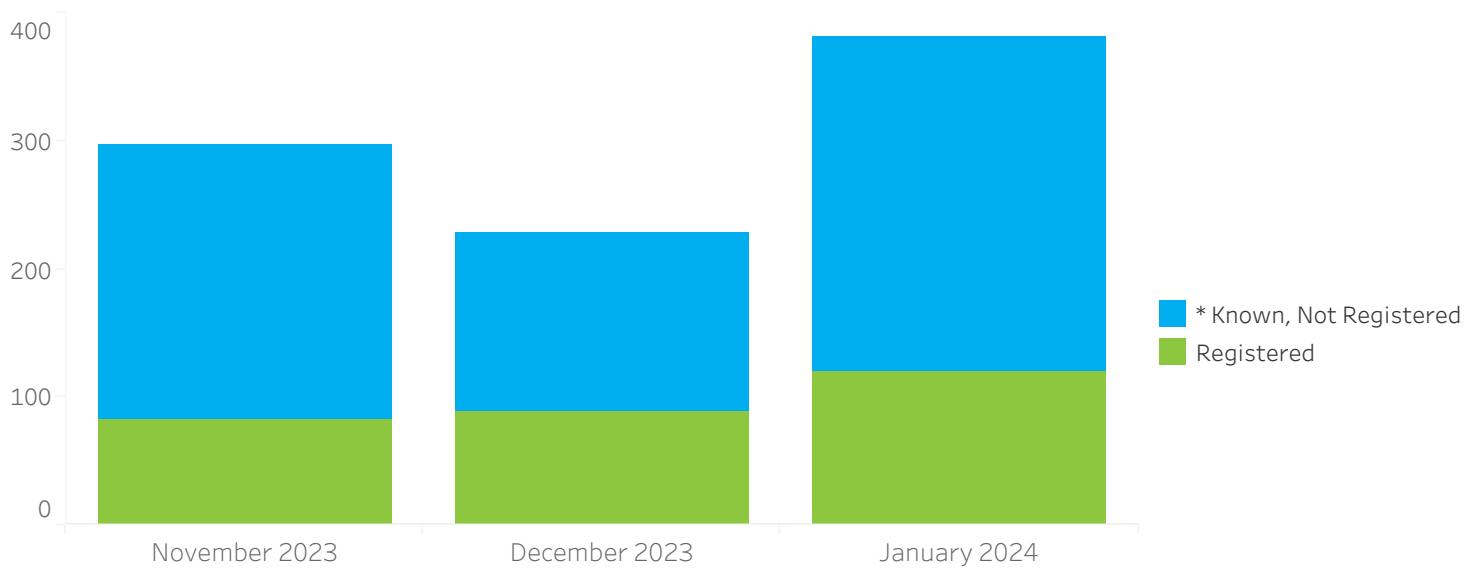
**711**



Average Visits per User

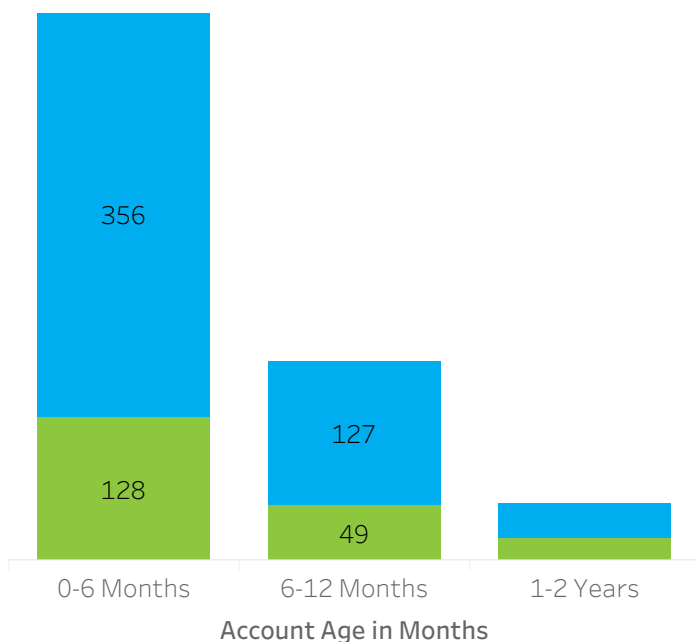
**2.4**

### Website Users

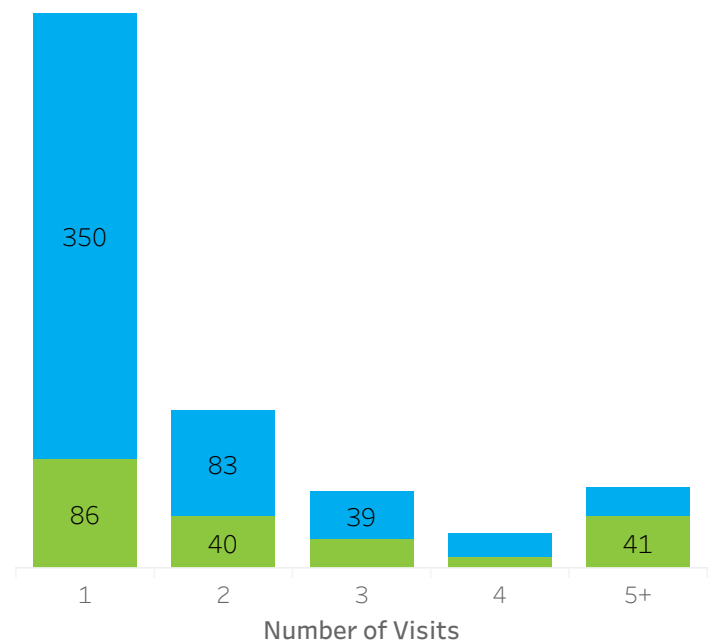


\* Users that are identified in the BNP Media database but are not registered with this website

### Known Users by Account Age



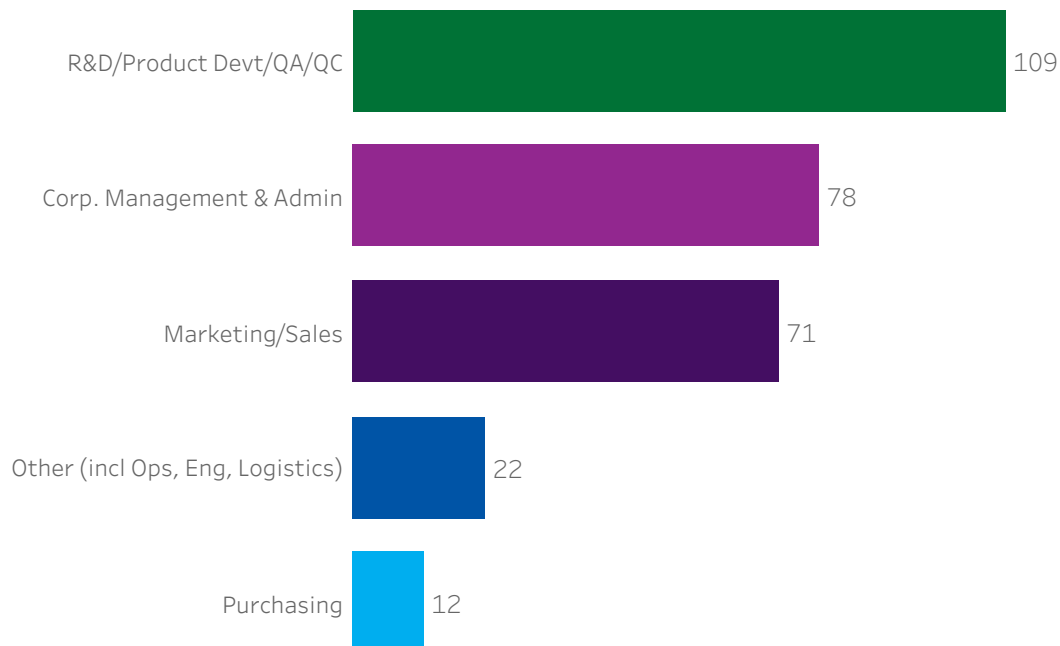
### Known Users by Visit Frequency





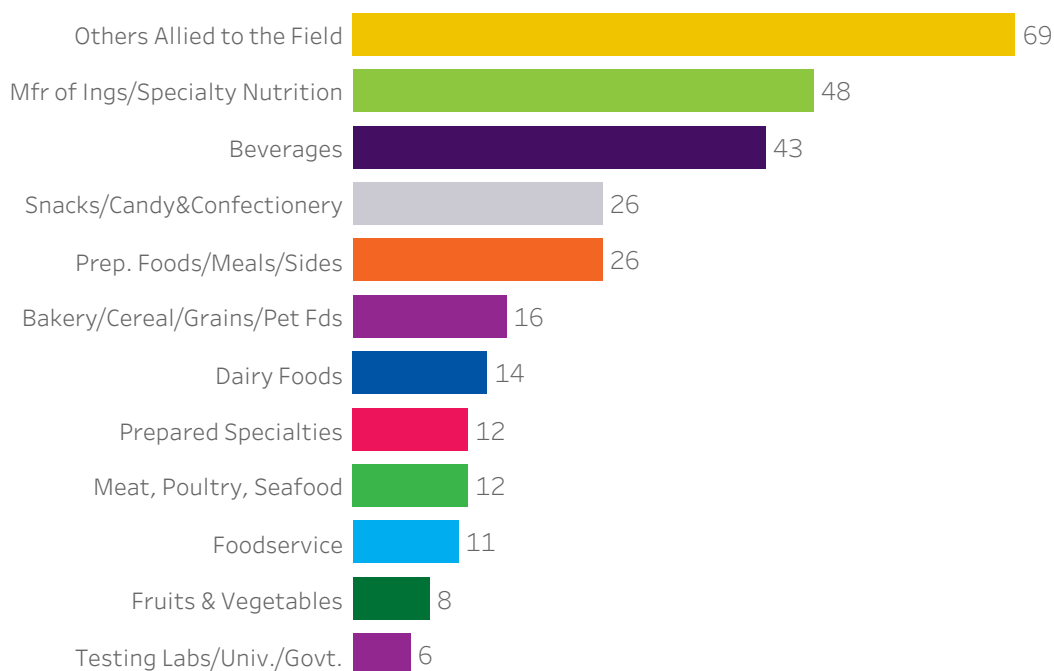
## Website - User Demographics

### Demographic - Job Function *Top 5 Shown*



292 or 41% of users with responses

### Demographic - Business/Industry *Top 12 Shown*



291 or 41% of users with responses



## Website - User Locations



% of Users Based in US

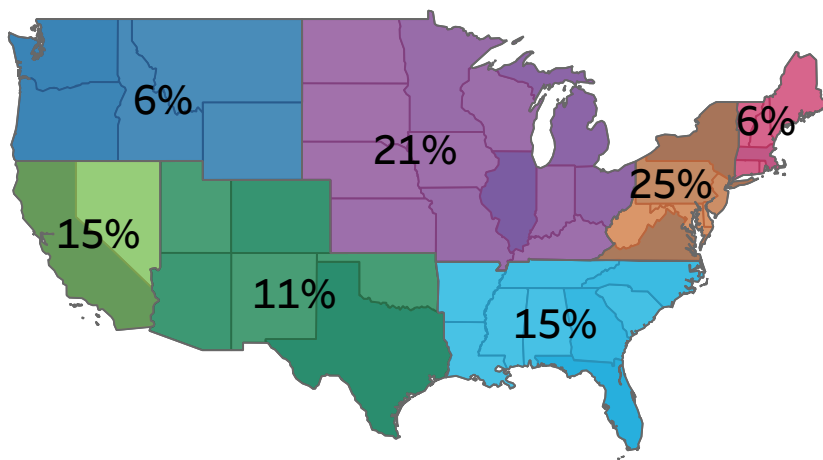
**90%**



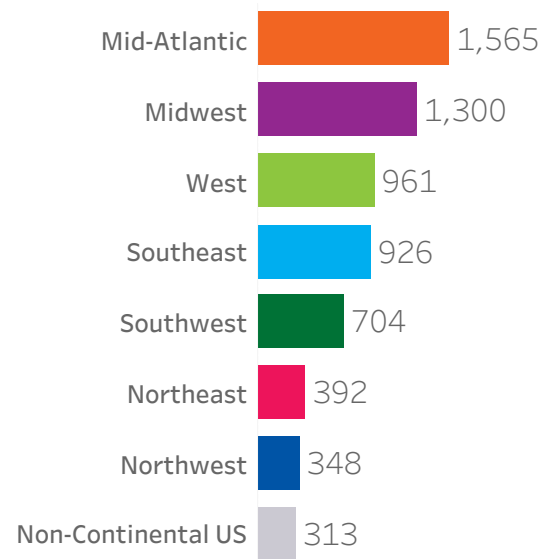
Average Monthly Users Based in US

**6,508**

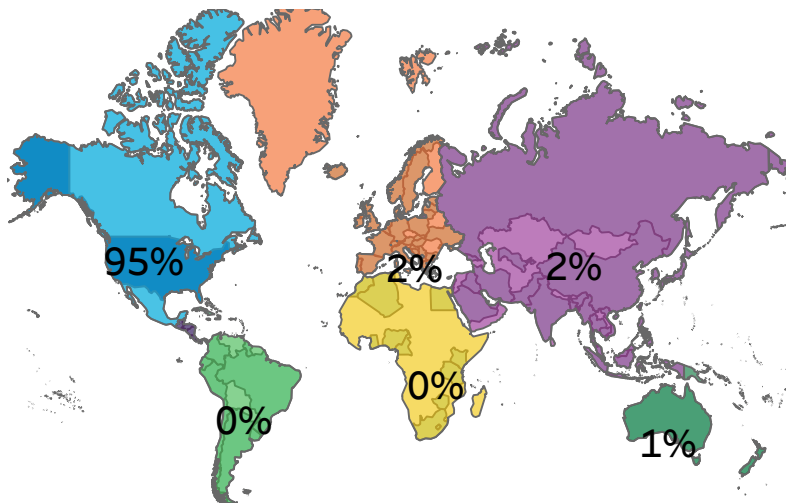
### Geographic - US Regions



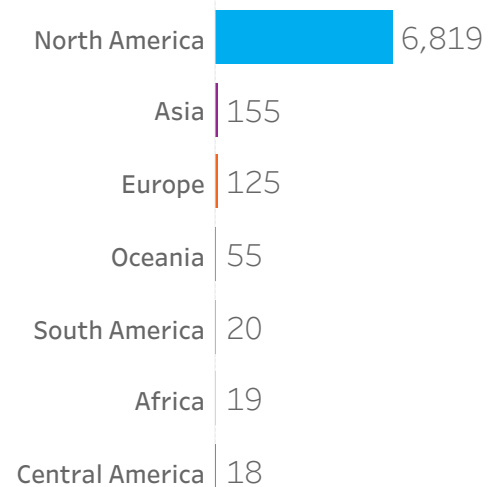
#### Unique Users by Region



### Geographic - World Regions



#### Unique Users by Region





## 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

**5,449**



% of Recipients Engaged

**34%**



Sends per Month

**0**

## Activity by eBlast

Sponsorship Type      Avg Delivered

Exclusive      5,449



**1,855** \* Unique Opens - Single Send Avg (34%)

**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
Cannabis Products Insider	Exclusive	0.3	5,449	1,855	34.0%	20	0.4%

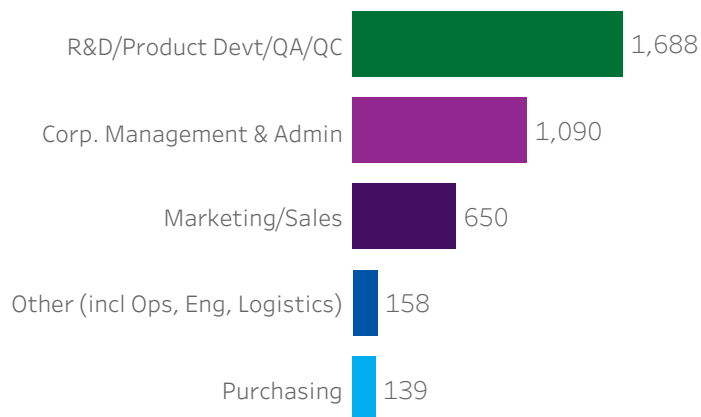
\* Due to Apple Mail Privacy enabled on user devices, opens/open rates may be inflated as of November 2021. Clicks are not impacted.



## Sponsored eBlasts - Recipient Demographics & Locations

### Demographic - Job Function

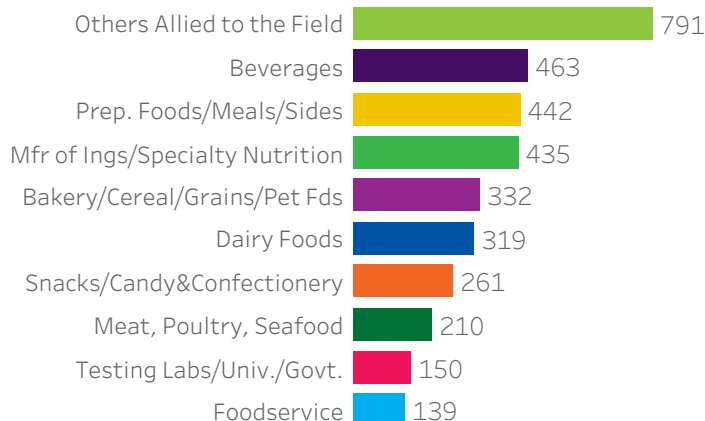
Top 5 Shown



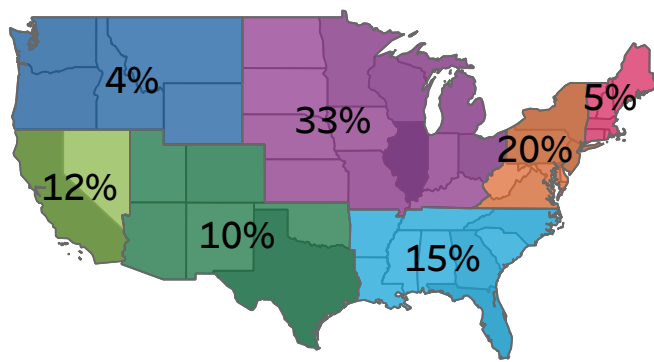
3,725 or 68% of recipients with responses

### Demographic - Business/Industry

Top 10 Shown

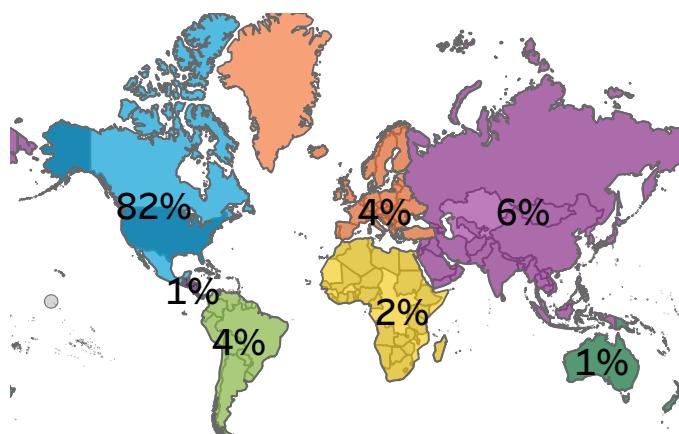
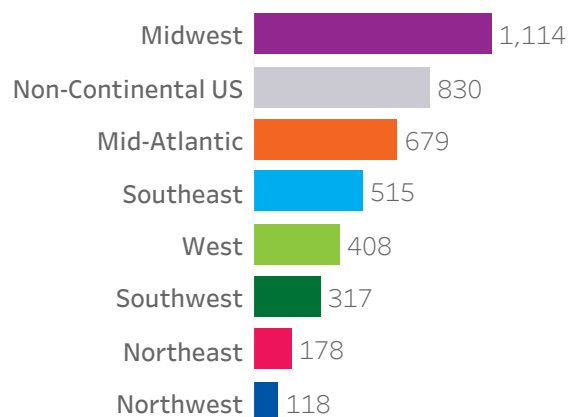


3,722 or 68% of recipients with responses



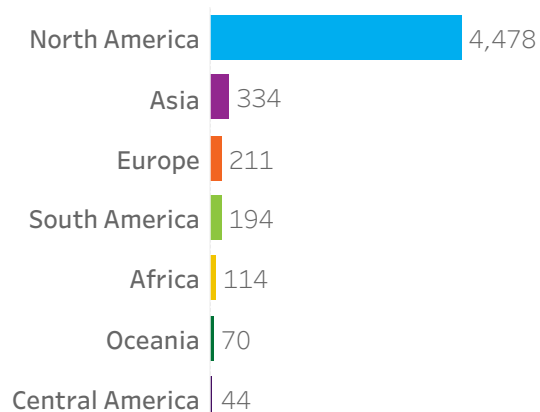
76% of recipients are located in the US

### Unique Recipients by Region



24% of recipients are located internationally

### Unique Recipients by Region



## 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

**4,179**



Engagements

**1,245**

### Followers by Channel



### Total Engagements



0

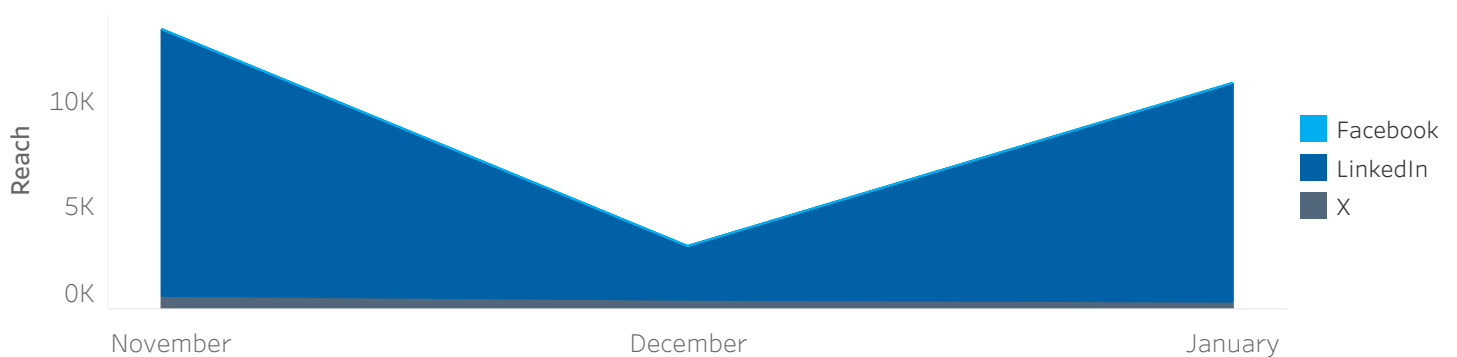


64



1,181

### Reach by Month





## Social Media Audience Glossary

UNDERSTANDING SOCIAL MEDIA AUDIENCE DASHBOARD

### 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.

### Total Engagements

- Total engagements by social network.

### Reach by Month

- Breakdown by social network of the total reach by month. (No data for LinkedIn).



## Events



Total Registrants

**107**



Total Events Annually

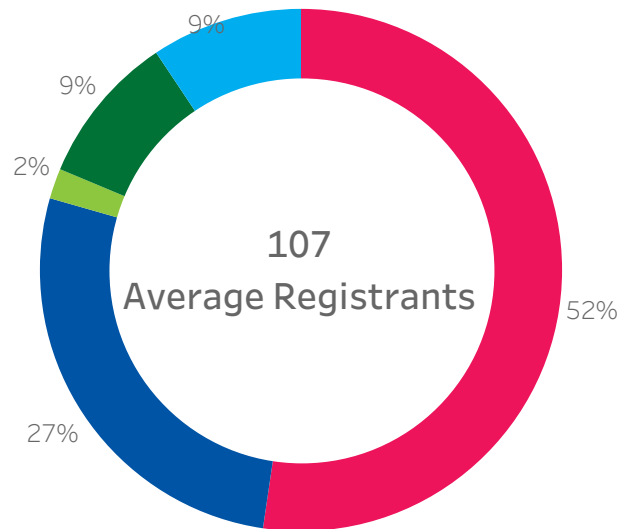
**1**



Average Registrants per Event

**107**

## Registrant Types



Attendee  
Exhibitor/Sponsor

Press  
Speaker

Staff

## Event Registration

Cannabis Products Exchange

April 28, 2022



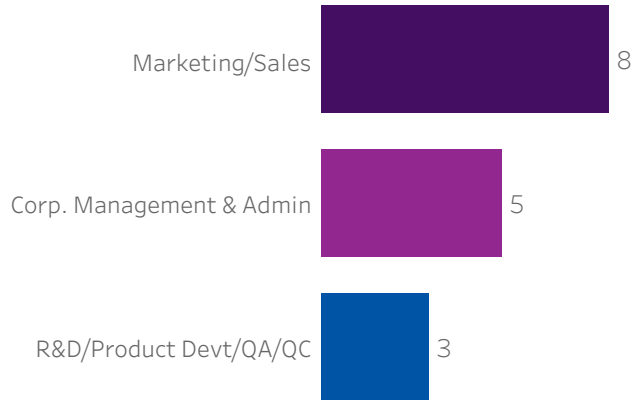
107 Registrants



## Events - Registrant Demographics & Locations

### Demographic - Job Function

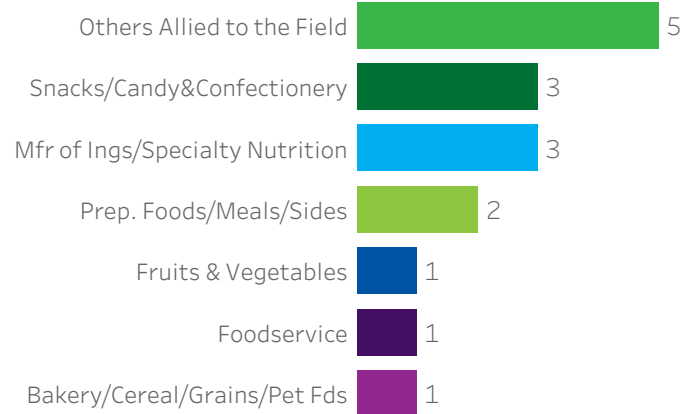
Top 3 Shown



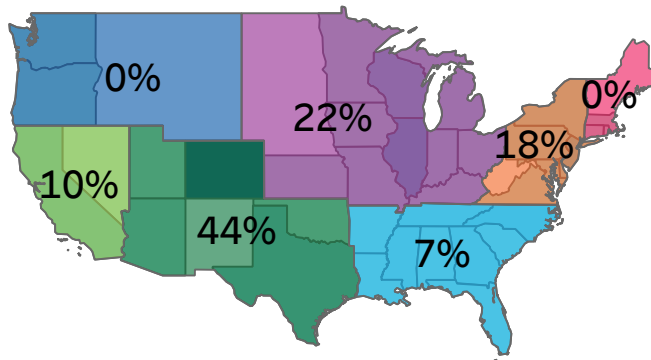
16 or 15% of registrants with responses

### Demographic - Business/Industry

Top 7 Shown

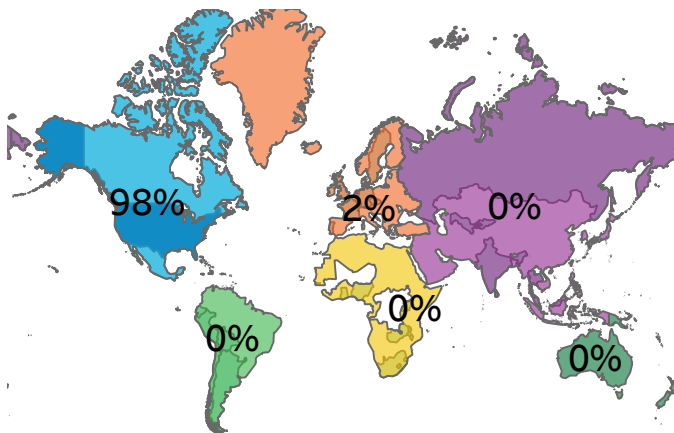
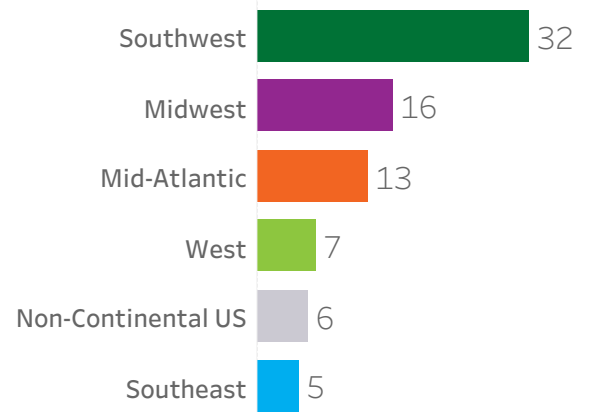


16 or 15% of registrants with responses



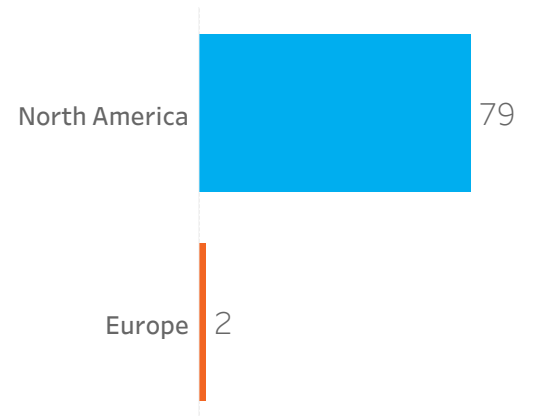
98% of registrants are located in the US

### Unique Registrants by Region



2% of registrants are located internationally

### Unique Registrants by Region





## 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

**252**



Unique  
Attendees

**128**



Registrant  
Attendance  
Rate

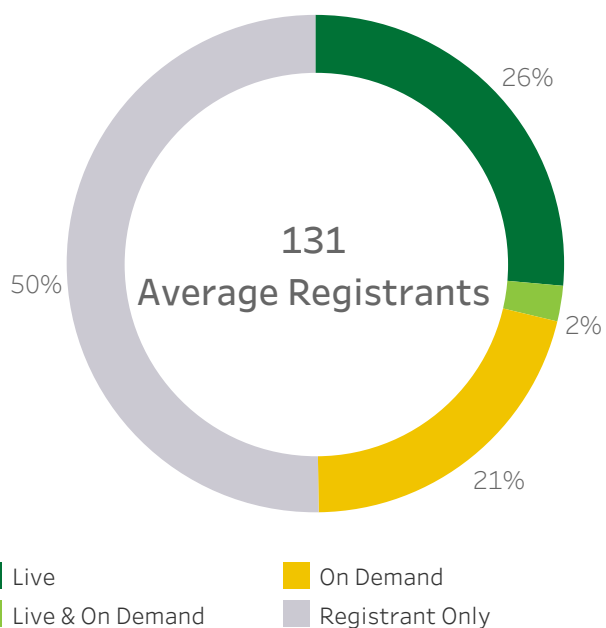
**51%**



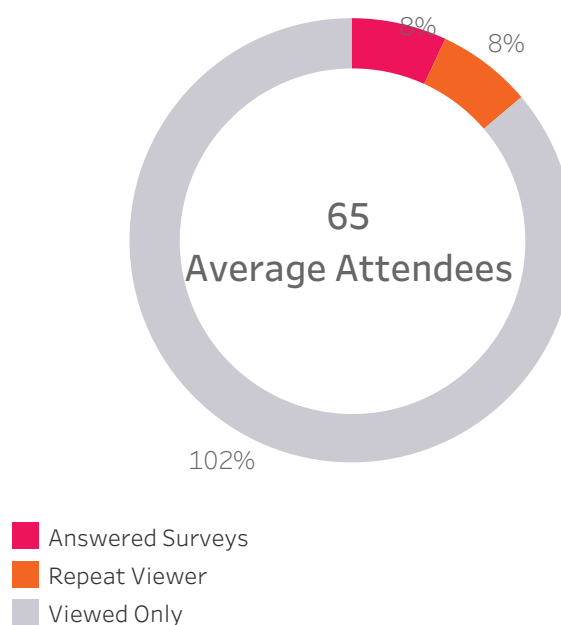
Average  
Attendees per  
Webinar

**65**

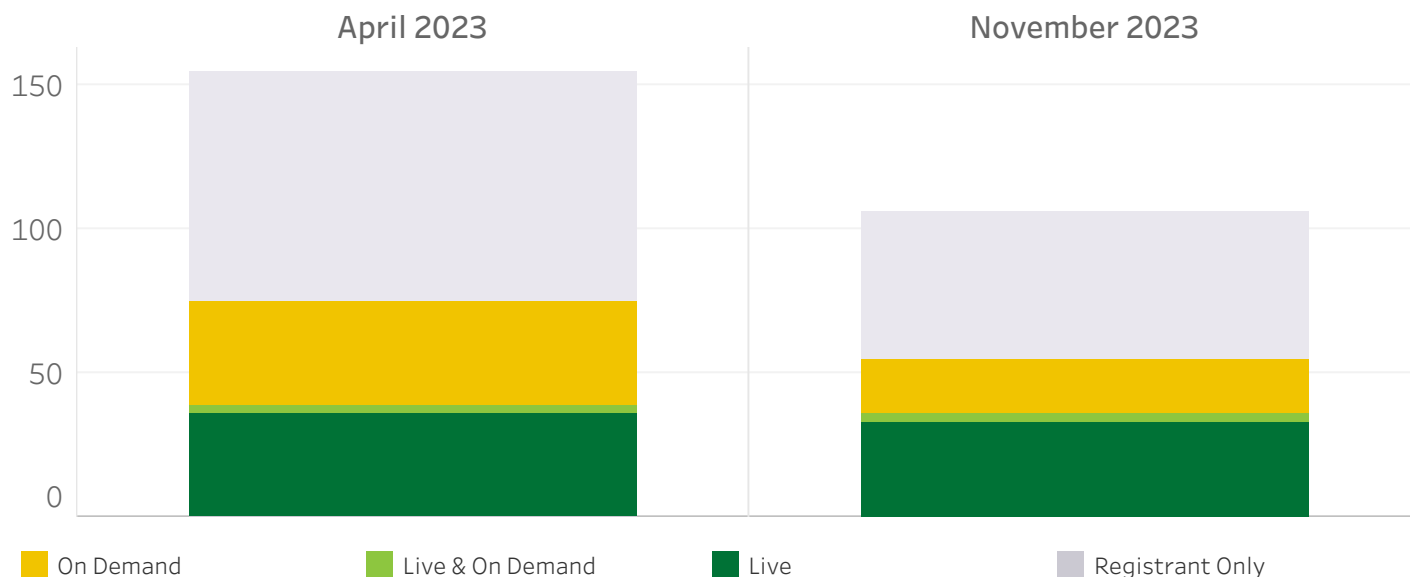
### Registrant Breakdown



### Attendee Engagement Breakdown



### Registration & Attendance Analysis



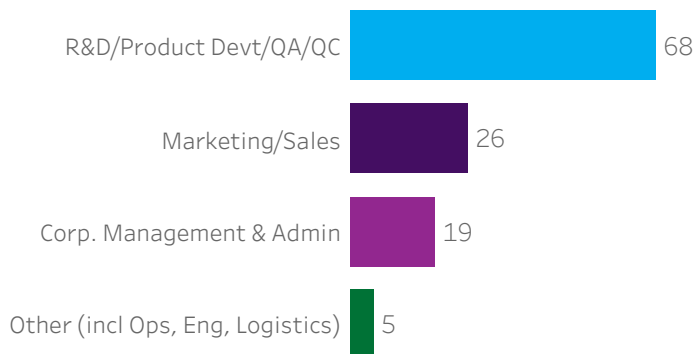
\* All data is calculated from the 2 most recent webinars



## Webinars - Registrant Demographics & Locations

### Demographic - Job Function

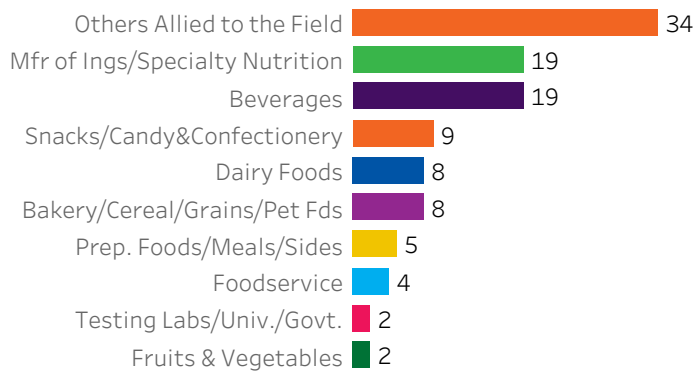
Top 4 Shown



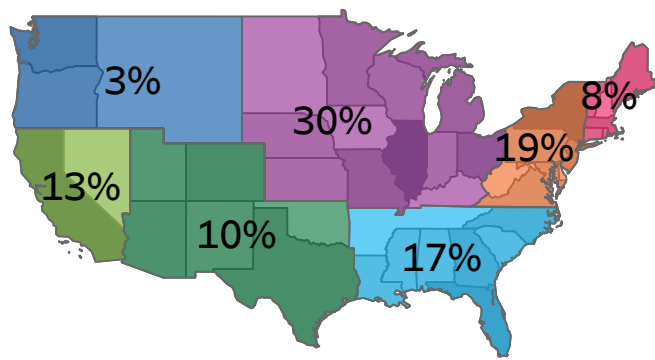
118 or 47% of registrants with responses

### Demographic - Business/Industry

Top 10 Shown

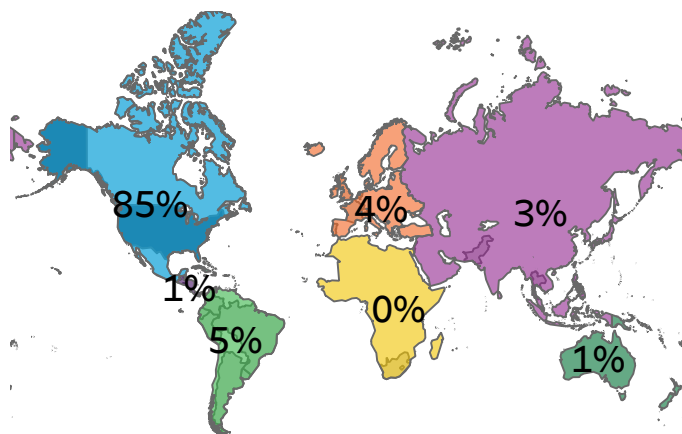
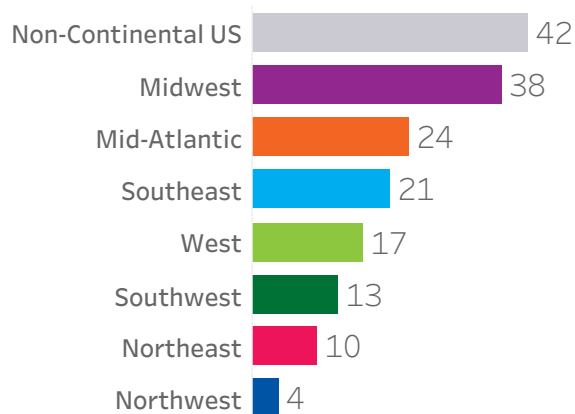


112 or 44% of registrants with responses



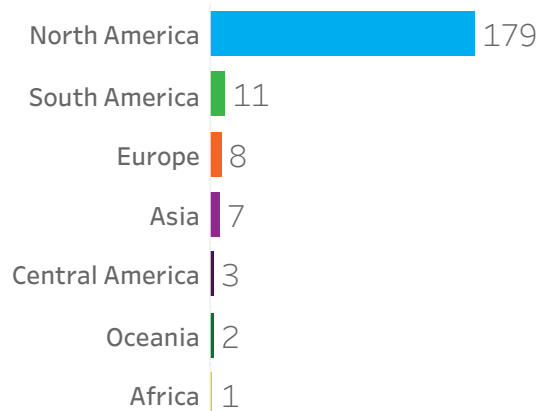
80% of registrants are located in the US

### Unique Registrants by Region



20% of registrants are located internationally

### Unique Registrants by Region



## 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 attend 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)
- **Oceania:** 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

## Audience Profile Glossary

### DEMOGRAPHICS APPENDIX (JOB FUNCTION)

#### Display Name

#### Included Demographics

Corp. Management & Admin

Corporate Mgmt & Admin

Marketing/Sales

Marketing/Sales

Other (incl Ops, Eng, Logistics)

Engineering

Must Pay

Need More Information

Other(Please Specify)

Plant Operations & Prod

Warehousing/Dist/Log

Purchasing

Purchasing

R&D/Product Devt/QA/QC

QA/QC

Research & Development

## Audience Profile Glossary

### DEMOGRAPHICS APPENDIX (BUSINESS INDUSTRY)

#### Display Name

#### Included Demographics

Bakery/Cereal/Grains/Pet Fds

Bakery Products  
Breads & Rolls. Waffles. Cookies & Crackers  
Cereal & Grain-Based Products  
Other Bakery Products  
Pet Foods  
Snack Bars  
Snack Cakes. Pies. Donuts. Toasted Pastries

Beverages

Alternative Beverages/Sports Drinks  
Beer  
Beverages  
Coffee/Tea  
Other Beverages  
Soft Drinks  
Wine/Liquor  
Wine/Liquor Distributor

Dairy Foods

Cheese Products  
Dairy Foods  
Fluid Milk & Beverages  
Ice Cream & Frozen Desserts  
Other Dairy Foods

Foodservice

Foodservice

Meat, Poultry, Seafood

Meat.Poultry.Seafood  
Processed/Further Processed Meat

Mfr of Ings/Specialty Nutrition

Manufacturer of Ingredients/Nutritional Ingr  
Specialty Nutritional Products

Others Allied to the Field

Co-Packer/Co-Manufacturer  
Consulting Firm/Service  
Convenience Store/Mass Merchandiser  
Engineering. Design. Architectural and Constr  
Grower/Farmer/Packer  
Legal Cannabis (CBD/THC) Products  
Machinery/Equipment for Food Processing  
Must Pay  
Need More Information  
Other  
Regulatory/Certification Services  
Specialty Retailer/Specialty Food Store  
Warehousing/Distribution/Logistics  
Wholesaler/Broker/Importer/Exporter

Prep. Foods/Meals/Sides

Pizza  
Prepared Foods/Meals/Side Dishes

Snacks/Candy&Confectionery

Candy and Confectionery Products  
Chips & Pretzels  
Nuts/Trail Mix  
Other Snack Foods  
Snack Foods

Testing Labs/Univ./Govt.

Testing Labs. Universities. Government

**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

### Google Analytics - [google.com/analytics](https://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

### Falcon Social Media Platform - [falcon.io](https://falcon.io)

Single platform management and analytics for Facebook, Twitter, Instagram, LinkedIn accounts. [falcon.io](https://falcon.io)

## Usage by Report Section

### Audience Profile

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



## Audience Profile Appendix

DATA SOURCE REFERENCE (PAGE 3)

### Social Media

- **All Pages:** All data

#### **Building Media Inc. - [buildingmedia.com](http://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](http://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](http://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