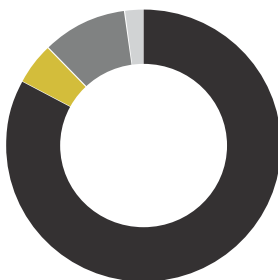


PROFESSIONALS BY TITLE/FUNCTION

- 45%** Marketing - Including Brand Management, Shopper Marketing, Insights, etc.
- 19%** C-Suite Executives, i.e. CEO, President, and other C-Suite, VP/Group and Senior VP, Owner, Principal, Founder
- 18%** Design - Including Brand Design, Creative/Graphic Services, Industrial Design
- 16%** Innovation, R&D/Manufacturing, Engineering, Product & Packaging Development
- 2%** Purchasing/Sourcing/Procurement



CONNECT WITH BXP'S AUDIENCE OF NEARLY 30,000 CONSUMER AND RETAIL FACING BRAND OWNERS AND DECISION MAKERS.

BXP has the largest reach to senior executives with 61% of the audience at director level and above!

- 83%** Consumer Goods Company
- 10%** Brand Consulting Firm/Package Design Firm
- 5%** Retailer Private Label/Store Brands
- 2%** Contract Packaging Services

BXP READERS REPRESENT A WIDE SPECTRUM OF MARKETING SEGMENTS:

- | | |
|--|---|
| 85% Food/Beverage | 17% General Merchandise/Other |
| 40% Health/Beauty/Cosmetics/Personal Care | 16% Retail Private Label/Store Brands |
| 37% Household Products | 14% Natural/Organics/Neutraceuticals |
| 25% Pharma/Medical Products/Medical Devices | 11% Grocery (Non-food/General Merchandise) |
| 25% Wine/Beer/Spirits | 9% Kitchenware |
| 22% Other luxury products | 8% Industrial Products |
| 21% Consumer Electronics | 8% Child/Baby Care |
| 21% Toys/Games/Sporting Goods | |
| 19% Hardware | |
| 19% Pet Care | |

BXP READERS PURCHASE, RECOMMEND, SPECIFY OR ARE MAJOR INFLUENCERS/BUDGET HOLDERS OF THE FOLLOWING CATEGORIES:

- | | |
|---|--|
| 91% Brand Consultancies/Package and Brand Design Firms/Graphic, Structural and Product Design/Industrial Design/Innovation Services/Shopper Marketing/Promotional and Advertising Agencies | 71% Digital Asset Management, Workflow, Design/Color Management or Finishing Solutions** |
| 81% Printer/Converters/Print Services, Printing and Prototyping Equipment | 68% Contract Packagers |
| 95% Packaging*/POP/Retail Merchandising/Promotion Materials/Containers/Components/Resources | 76% Sampling/Couponsing/Mobile Marketing Solutions/e-Commerce Solutions/POP/Retail Design and Merchandising/Advertising |
| 96% Prototyping or Comp Services | |
| 73% Consumer/Shopper Insights, Research and Data Analytics | |
- * Includes labels, closures, paperboard, flexible, glass, rigid, metal, films and specialty-paper and effects
 ** Includes printers, proofers, plotters and cutters

BXP GLOBAL AUDIENCE

BXP's global reach extends to nearly 250 countries in North America, Latin America, South America, Europe, Asia, Australia and the Middle East.