

Return on Investment / Retorno Sobre la Inversión		2016 Annual Goals / Objetivos de 2016	
Investment / Inversión	\$15,000	Investment / Inversión	\$15,000
Current Impressions Total / Total de Impresiones Actual	12,976,490	Impression Goal / Objetivo de Impresión	12,000,000
Impression per \$ / Impresiones por Dólar \$	865	Impressions per \$ Goal / Objetivo de Impresión por Dólar \$	800
Coverage Volume / Cobertura Volumen	259	Coverage Volume / Cobertura Volumen	275

Trade Media Outreach: The National Mango Board works with produce and grocery trade publications to get mango stories placed in industry trade magazines and newspapers.

Comercio Media Outreach: La National Mango Board trabaja con publicaciones gremiales de las industrias de productos agroalimentarios y súpermercados para colocar artículos sobre el mango en revistas y periódicos gremiales de la industria.

Outlet Medio	Headline Encabezado	Date Fecha	Circulation/ Unique Visitors/ Viewership / Circulación/ Visitantes Únicos/ Teleauditorio	Impressions Impresiones
Print / Impreso				
	Tropical Fruit Brings Excitement to			
Produce Business	Produce	1/1/2016	17,160	39,468
T. D. I	Mango board launches Ready to Eat	0/0/0040	40.000	00.070
The Packer	program	2/8/2016	13,033	29,976
The Packer	Mango board offering display bins to shippers	2/15/2016	13,033	29,976
			· ·	,
Produce Retailer	Mango board renews display bins	3/1/2016	11,922	27,421
Produce Business	New-Age brand Marketing	3/1/2016	17,160	39,468
T. D. I. N.	Retail promotions provide the key to	0/7/0040	40.040	00 000
The Produce News	mango sales	3/7/2016	13,010	,
The Packer	Mangoes healthy, research shows	4/4/2016	13,010	29,923
The Produce News	PEOPLE	4/4/2016	13,010	29,923
The Packer	Mango board starts global campaign	4/25/2016	13,033	29,976
The Packer	Inbrief: Mango board adds online platforms	4/25/2016	13,033	29,976
	National Mango Board: National Mango Board Elects New 2016			
Produce Business	Officers	5/1/2016	17,160	39,468
	Mango Merchandising: 5 Challenges			
Produce Business	And 5 Solutions	5/1/2016	17,160	,
Produce Business	Hot Fun in the Summertime	5/1/2016	17,160	39,468
T. D	Promotable mango supplies expected	F/00/0040	40.040	22.222
The Produce News	throughout the summer	5/30/2016	13,010	, , , , , , , , , , , , , , , , , , ,
Produce Business	Meet the class of 2016	6/1/2016	17,160	39,468
The Packer	Studies highlight mango benefits	6/6/2016	13,033	29,976





			Circulation/ Unique Visitors/ Viewership /	
Outlet Medio	Headline Encabezado	Date Fecha	Circulación/ Visitantes Únicos/ Teleauditorio	Impressions Impresiones
Print / Impreso				
	Mango board suggests how to push			
The Packer	the coming big crop	6/6/2016	13,033	29,976
The Packer	Mango markets, volumes stabilize	6/20/2016	13,033	29,976
	Mango board fields pair of retail			
The Packer	contests	6/20/2016	13,033	29,976
The Produce News	Retail contests heat up mango sales	6/27/2016	13,010	29,923
The Packer	mango	6/29/2016	13,033	29,976
Produce Business	Campaigns That Click	8/1/2016	17,160	39,468
	Mango board campaign shares fruit's			
The Packer	significance	8/8/2016	12,983	29,861
	Mango board hosts FSMA web			
The Packer	seminar	9/5/2016	12,983	29,861
The Packer	Mango board promotes palmers	9/5/2016	12,983	29,861
The Packer	Big mango volumes keep prices lower	9/19/2016	12,983	29,861
	Research: an important element of the			
The Produce News	NMB program	9/19/2016	13,436	30,903
	National Mango Board promotions			
The Produce News	focused on younger generations	9/19/2016	13,436	30,903
	Produce Organizations Detail	40/4/0040	47.400	20,400
Produce Business	Millennial Marketing Plans	10/1/2016	17,160	39,468
The Packer	Mangoes promotable 4Q	10/10/2016	12,983	29,861
The Produce News	Walmart executives honored as Mango Retailers of the Year	10/24/2016	13,436	30,903
The Froduce News	Wal-Mart execs' mango retailing earn	10/24/2010	10,430	30,303
The Packer	them kudos	10/24/2016	12,983	29,861
THE F delice	National Mango Board names display	10/2 1/2010	12,000	20,001
The Packer	winners	10/24/2016	12,983	29,861
	Mango board takes stock after 10		,	,
The Packer	years	10/31/2016	12,983	29,861
Progressive Grocer	Eternal Flavor	11/1/2016	37,435	86,101
Produce Business	Lifting Consumption	11/1/2016	17,160	39,468
	Mango volume up 40% during third			·
The Packer	quarter	12/19/2016	12,983	29,861
PRINT SUBTOTAL / SU	IBTOTAL PARA IMPRESO:		530,316	1,249,588



Ovidad	Headline	Dota	Circulation/ Unique Visitors/ Viewership / Circulación/ Visitantes	l
Outlet Medio	Encabezado	Date Fecha	Únicos/ Teleauditorio	Impressions Impresiones
Online / Internet	_польська	1 conta	Omood, roloudulions	iiipi cololloc
Omme / memer	The National Mango Board is now			
AndNowUKnow	open for board nominees	1/7/2016	92,000	92,000
	The National Mango Board Is Now	.,.,_0.0	02,000	02,000
Perishable News	Accepting Board Nominess	1/8/2016	13,175	13,175
	The National Mango Board is now		-,	-, -
AndNowUKnow Newsletter	open for board nominees	1/8/2016	32,000	32,000
	National Mango Board accepting		,	,
Fresh Plaza	nominees	1/8/2016	112,560	112,560
	National Mango Board accepting		,	,
Fresh Plaza Newsletter	nominees	1/8/2016	33,648	33,648
Perishable News Daily	The National Mango Board Is Now			
Newsletter	Accepting Board Nominess	1/9/2016	19,027	19,027
	Tim Beerup to Join National Mango			
	Board's Retail Team for It's Central			
AndNowUKnow	Region	1/21/2016	92,000	92,000
The Packer	Mango board adds to retail staff	1/21/2016	86,455	86,455
Produce News	Tim Beerup joins NMB's retail team	1/21/2016	96,133	96,133
Produce News Daily	Tim Beerup joins NMB's retail team	1/21/2016	55,624	55,624
	Time Desire promo time de retain team.	172 1720 10	00,021	00,021
AndNowUKnow Newsletter	Tim Beerup	1/22/2016	32,000	32,000
	Tim Beerup joins National Mango		,	·
Fresh Plaza	Board's Retial Team	1/22/2016	112,560	112,560
	Tim Beerup joins National Mango		,	·
Fresh Plaza Newsletter	Board's Retial Team	1/22/2016	33,648	33,648
	Tim Beerup joins National Mango			
Perishable News	Board's Retial Team	1/22/2016	13,175	13,175
The Packer Daily	Mango board adds to retail staff	1/22/2016	24,000	24,000
·	National Mango Board launches		,	,
The Packer	ripeness program	1/28/2016	86,455	86,455
	National Mango Board launches		·	·
The Packer Pulse	ripeness program	1/28/2016	24,000	24,000
	Mango ripening program removes			
Fresh Plaza	purchase barriers for consumers	1/29/2016	112,560	112,560
	National Mango Board's Ripe and			
	Ready to Eat Program Looks to Heat			
AndNowUKnow	Up Sales	1/29/2016	92,000	92,000
	Ripe And Ready To Eat Mango			
	Program Unlocks Industry			
Perishable News	Opportunities	1/29/2016	13,175	13,175
	Mango ripening program removes			
Fresh Plaza Newsletter	purchase barriers for consumers	1/29/2016	33,648	33,648
	National Manage Description			
	National Mango Board: Key industry			
And Novel II Coass Novel - 41	program aims to heat up mango sales	4/00/0040	00.000	00.000
AndNowUKnow Newsletter	for retailers, wholesalers, and more	1/29/2016	32,000	32,000



Outlet Medio	Headline Encabezado	Date Fecha	Circulation/ Unique Visitors/ Viewership / Circulación/ Visitantes Únicos/ Teleauditorio	Impressions Impresiones
Online / Internet				,
	National Mango Board launches	I		
The Packer Daily	ripeness program	1/29/2016	24,000	24,000
,	Ripe And Ready To Eat Mango		,	, and the second
Perishable News Daily	Program Unlocks Industry			
Newsletter	Opportunities	1/30/2016	19,027	19,027
Produce News	Ripe & Ready to Eat mango program unlocks industry opportunities	2/1/2016	96,133	96,133
Produce News Daily	Ripe & Ready to Eat mango program unlocks industry opportunities	2/1/2016	55,624	55,624
Fresh Fruit Portal	U.S. Retailers ready up for mango ripening projects	2/4/2016	95,991	95,991
John Fall Fortur	Mango board offering shippers display	21412010	35,331	30,331
The Packer	bins	2/4/2016	86,455	86,455
THE F GENER	Mango board offering shippers display	2/4/2010	00,400	00,400
The Packer Retail	bins	2/4/2016	7,000	7,000
	Mango board offering shippers display	_, .,_00	.,000	1,000
The Packer Pulse	bins	2/4/2016	24,000	24,000
	Mango board offering shippers display		,	,
The Packer Daily	bins	2/5/2016	24,000	24,000
Fresh Plaza	National Mango Board's freestanding display bins for retailers	2/8/2016	112,560	112,560
Fresh Plaza Newsletter	National Mango Board's freestanding display bins for retailers	2/8/2016	33,648	33,648
AndNowUKnow	National Mango Board is Now Offering a Limited Amount of Freestanding Display Bins	2/9/2016	92,000	92,000
	National Mango Board: Retailers, push impulse buys on one of the world's most popular fruits with this			
AndNowUKnow Newsletter	tool	2/9/2016	32,000	32,000
Fresh Plaza	Mango display bins available to produce departments	2/9/2016	112,560	112,560
	Mango display bins available to	-	,,,,,	,
Fresh Plaza Newsletter	produce departments	2/9/2016	33,648	33,648
	Mango board schedules Feb 17.			
The Packer	webinar	2/11/2016	86,455	86,455
	National Mango Board To Host Free			
Perishable News	Industry Outreach Webinar	2/12/2016	13,175	13,175
The Packer Daily	Mango board schedules Feb 17. webinar	2/12/2016	24,000	24,000
Fresh Plaza	National Mango Board to host industry outreach webinar	2/12/2016	112,560	112,560



Outlet Medio	Headline Encabezado	Date Fecha	Circulation/ Unique Visitors/ Viewership / Circulación/ Visitantes Únicos/ Teleauditorio	Impressions Impresiones
Online / Internet				
	National Mango Board to host industry			
Fresh Plaza Newsletter	outreach webinar	2/12/2016	33,648	33,648
	National Mango Board To Host Free			
Produce Daily Update	Industry Outreach Webinar	2/13/2016	19,027	19,027
	Research illuminates potential health			
The Packer	benefits of mangoes	2/26/2016	86,455	86,455
	Research Sheds Light On The			
	Absorption Of Polypehnolic			
Perishable News	Compounds In Mangos	2/26/2016	13,175	13,175
	Research Sheds Light On The			
	Absorption Of Polypehnolic			
Produce Daily Update	Compounds In Mangos	2/27/2016	19,027	19,027
	Mango board promotions to focus on			
Produce Retailer	retail, soccer, chefs	3/1/2016	N/A	N/A
	Mango board promotions to focus on			
The Packer	retail, soccer, chefs	3/1/2016	86,455	86,455
	NMB unveils 2016 marketing			
Fruit Net	campaign	3/2/2016	N/A	N/A
Perishable News	The National Mango Board Launches 2016 Marketing Campaigns NMB Launches 2016 Marketing	3/2/2016	13,175	13,175
The Produce News	Campaigns	3/2/2016	96,133	96,133
Fresh Plaza	US: National Mango Board launches 2016 marketing campaigns	3/2/2016	112,560	112,560
	US: National Mango Board launches			
Fresh Plaza Newsletter	2016 marketing campaigns	3/2/2016	33,648	33,648
The Packer Daily	Mango board promotions to focus on retail, soccer, chefs	3/2/2016	24,000	24,000
D N D "	NMB Launches 2016 Marketing	0/0/0040	== 00.4	== 00.4
Produce News Daily	Campaigns	3/2/2016	55,624	55,624
The Dealess Dateil	Mango board promotions to focus on	0/0/0040	7,000	7 000
The Packer Retail	retail, soccer, chefs	3/3/2016	7,000	7,000
Produce Daily Update	The National Mango Board Launches 2016 Marketing Campaigns Mango board plans meetings,	3/3/2016	19,027	19,027
The Packer	wokshops	3/10/2016	86,455	86,455
Perishable News	National Mango Board 2016 Industry Outreach Opportunities	3/11/2016	13,175	13,175
Fresh Plaza	NMB 2016 industry outreach meeting	3/11/2016	112,560	112,560
Fresh Plaza Newsletter	NMB 2016 industry outreach meeting	3/11/2016	33,648	33,648



Outlet	Headline	Date	Circulation/ Unique Visitors/ Viewership / Circulación/ Visitantes	Impressions
Medio	Encabezado	Fecha	Únicos/ Teleauditorio	Impresiones
Online / Internet	INistianal Managa Doord 2016 Industry	Г	T	
Produce Daily Update	National Mango Board 2016 Industry Outreach Opportunities	3/12/2016	19,027	19,027
The Packer	Mango board elects new leaders	3/24/2016	86,455	86,455
The Packer Pulse	Mango board elects new leaders	3/24/2016	24,000	24,000
Perishable News	National Mango Board Elects New Officers For 2016	3/25/2016	13,175	13,175
Produce News	National Mango Board elects new offiers for 2016	3/25/2016	96,133	96,133
Fresh Plaza	National Mango Board Elects New Offiers For 2016	3/25/2016	112,560	112,560
AndNowUKnow	National Mango Board Elects New Officers, Led by Greg Holden	3/25/2016	92,000	92,000
The Packer Daily	Mango board elects new leaders	3/25/2016	24,000	24,000
Fresh Plaza Newsletter	National Mango Board Elects New Officers for 2016	3/25/2016	33,648	33,648
AndNowUKnow Newsletter	NMB: New officers elected, scope out the newest leadership looking to kick up consumption	3/25/2016	32,000	32,000
Produce Daily Update	National Mango Board Elects New Officers for 2016	3/26/2016	19,027	19,027
The Packer Daily	Mango board elects new leaders	3/28/2016	24,000	24,000
Produce News Daily	National Mango Board Elects New Officers For 2016	3/28/2016	55,624	55,624
The Packer	Mango board expands social media presence	4/14/2016	86,455	86,455
Perishable News	National Mango Board Enhances Industry Social Media Presence	4/15/2016	13,175	13,175
Fresh Plaza	National Mango Board enhances industry social media presence	4/15/2016	112,560	112,560
The Packer Daily	Mango board expands social media presence	4/15/2016	24,000	24,000
Fresh Plaza Newsletter	National Mango Board enhances industry social media presence	4/15/2016	33,648	33,648
	The Packer Podcast: Kern County deal update; Mango board adds social media platforms; Comments sought			
The Packer	on South African avocados National Mango Board Ehances	4/15/2016	86,455	86,455
Produce Daily Update	Industry Social Media Presence The Packer Podcast: Kern County deal update; Mango board adds social	4/16/2016	19,027	19,027
The Packer Pulse	media platforms; Comments sought on South African avocados	4/19/2016	24,000	24,000



Outlet Medio	Headline Encabezado	Date Fecha	Circulation/ Unique Visitors/ Viewership / Circulación/ Visitantes Únicos/ Teleauditorio	Impressions Impresiones
Online / Internet				
	La National Mango Board aumenta la			
	presencia de la industria en las redes			
Fresh Plaza	sociales	4/20/2016	112,560	112,560
	Mango board leads tour of Puerto			
The Packer	Rico	4/28/2016	86,455	86,455
	Fresh Mangos Charm during			
Perishable News	Immersion Trip in Puerto Rico	4/29/2016	13,175	13,175
	Mango board leads tour of Puerto			
The Packer Daily	Rico	4/29/2016	24,000	24,000
	Fresh Mangos Charm during			
Produce Daly Update	Immersion Trip in Puerto Rico	4/30/2016	19,027	19,027
	Fresh Mangos Charm during			
Fresh Plaza	Immersion Trip in Puerto Rico	5/2/2016	112,560	112,560
	Fresh Mangos Charm during			
Fresh Plaza Newsletter	Immersion Trip in Puerto Rico	5/2/2016	33,648	33,648
Fresh Plaza Newsletter	Fresh Mangos Charm during			
(Week in Review)	Immersion Trip in Puerto Rico	5/6/2016	33,648	33,648
	Studies highlight mango health			
The Packer	benefits	5/20/2016	86,455	86,455
	Emerging Mango Research Presented			
B	At The 2016 Experimental Biology	- / / /		
Perishable News	Conference	5/20/2016	13,175	13,175
E 1 DI	New mango research reveals a	= 100 100 10	440.500	440 500
Fresh Plaza	plethora of health benefits	5/20/2016	112,560	112,560
Frank Diama Nassalattan	New mango research reveals a	= 100 100 to	20.040	20.040
Fresh Plaza Newsletter	plethora of health benefits	5/20/2016	33,648	33,648
	Emerging Mango Research Presented			
Draduca Dailu I Indata	At The 2016 Experimental Biology	E 104 1004 0	40.007	40.007
Produce Daily Update	Conference Mango health studies in the spotlight	5/21/2016	19,027	19,027
Fresh Fruit Portal	at NMB	E/07/004C	05 004	05 004
riesii riuit roitai	National Mango Board invierte	5/27/2016	95,991	95,991
	fuertemente en estudios para avalar			
	los beneficios del mango como			
Portal Fruticola	"Súper fruta"	5/27/2016	95,991	95,991
T Ortal i Tuticola	2015 Mango Sales Data Shows	5/2//2010	33,331	30,331
Perishable News	Strong Results Nationwide	5/27/2016	13,175	12 175
				13,175
Fruit Net	Mangoes put in solid performance 2015 Mango Sales Data Shows	5/27/2016	N/A	N/A
Produce Daily Update	Strong Results Nationwide	E 100 1004 C	40.007	40.007
Froduce Daily Opdate	2015 Mango Sales Data Shows	5/28/2016	19,027	19,027
Fresh Plaza	Strong Results Nationwide	E 124 1004 C	110 500	110 500
I IDSII FIAZA	2015 mango sales data shows strong	5/31/2016	112,560	112,560
Fresh Plaza Newsletter	results nationwide	5/31/2016	33,648	33 640
i resii riaza Newsiellel	results riationwide	3/31/2016	აა,048	33,648



Outlet Medio	Headline Encabezado	Date Fecha	Circulation/ Unique Visitors/ Viewership / Circulación/ Visitantes Únicos/ Teleauditorio	Impressions Impresiones
Online / Internet				
	Report: retail sales of mangoes, fresh-			
The Packer	cut mangoes increase	5/31/2016	86,455	86,455
	Promotable mango supplies expected			
The Produce News	throughout the summer	5/31/2016	96,133	96,133
	Promotable mango supplies expected			
Produce News Daily	throughout the summer	5/31/2016	55,624	55,624
	Trends and opportunities in mango			
The Produce News	sales	5/31/2016	96,133	96,133
	Trends and opportunities in mango			
Produce News Daily	sales	6/1/2016	55,624	55,624
L	Mango board advises retailers to run			
The Packer	promos to market big crop	6/1/2016	86,455	86,455
	Mango board advises retailers to run			
The Packer Pulse	promos to market big crop	6/2/2016	24,000	24,000
Di	Strong mango volume opens	2/2/22/2		
Fresh Plaza	immediate retail opportunities	6/2/2016	112,560	112,560
	Strong mango volume opens	0/0/00/40	22.24	22.242
Fresh Plaza Newsletter	immediate retail opportunities	6/2/2016	33,648	33,648
	National Mango Board Notes Strong Nationwide Sales and Increases in			
AndNowUKnow		0/0/0040	00.000	00.000
Andnowuknow	2015 Data Report Strong Mango Volume Opens	6/2/2016	92,000	92,000
Perishable News	Immediate Retail Opportunities	0/0/0040	40 475	40 475
relistiable News	Strong mango volume opens doors for	6/2/2016	13,175	13,175
The Produce News	retail opportunities	6/3/2016	96,133	06 122
THE Floudce News	Strong Mango Volume Opens	0/3/2010	90,133	96,133
Produce Daily Update	Immediate Retail Opportunities	6/3/2016	55,624	55,624
Troduce Daily Opuate	National Mango Board: Mangos are	0/3/2010	55,024	55,024
	on the rise as sales and volumes			
AndNowUKnow Newsletter	increase across the nation	6/3/2016	32,000	32,000
7 that toworthow i towolctici	Strong mango volume opens door for	0/3/2010	32,000	32,000
Produce News Daily	retail opportunities	6/3/2016	55,624	55,624
The Packer	Mango markets, volumes stabilize	6/14/2016	86,455	86,455
The Packer Pulse	Mango markets, volumes stabilize			· · · · · · · · · · · · · · · · · · ·
THE Packer Pulse	Retail contests heat up mango sales	6/15/2016	24,000	24,000
Fresh Plaza	this summer	C/4E/204C	110 500	110 560
I IGOII FIAZA	Retail contests heat up mango sales	6/15/2016	112,560	112,560
Fresh Plaza Newsletter	this summer	6/15/2016	33,648	22 640
ו וכטוו ו ומבמ ואכשטופנופו	National Mango Board urges retailers	0/13/2016	აა,048	33,648
The Packer	to enter display contest	6/15/2016	86,455	86,455
THE FUNCT	Retail Contests Heat Up Mango Sales	0/13/2010	00,400	00,400
Perishable News	This Summer	6/16/2016	13,175	13,175
- CHOHODIC INCANA	Retail Contests Heat Up Mango Sales	0/10/2010	15,175	13,173
Produce Daily Update	This Summer	6/17/2016	55,624	55,624



Outlet Medio	Headline Encabezado	Date Fecha	Circulation/ Unique Visitors/ Viewership / Circulación/ Visitantes Únicos/ Teleauditorio	Impressions Impresiones
Online / Internet				
AndNowUKnow	National Mango Board Offering Retail Resources for Increased Sales	6/17/2016	92,000	92,000
The Produce News	Retail contests heat up mango sales this summer	6/20/2016	96,133	96,133
Produce News Daily	Retail contests heat up mango sales this summer National Mango Board: Find out how	6/20/2016	55,624	55,624
AndNowUKnow Newsletter	to drive your consumers wild with mango-fever in this high-graphic video exclusive from ANUK Weekly mango shipments to US up on	6/21/2016	32,000	32,000
Fresh Plaza	last year	7/5/2016	112,560	112,560
Fresh Plaza Newsletter	Weekly mango shipments to US up on last year	7/5/2016	33,648	33,648
Fruit Net	US summer mango season in full swing Strong volumes and late start for	7/8/2016	N/A	N/A
Fresh Plaza	Mexican mangoes Strong volumes and late start for	7/8/2016	112,560	112,560
Fresh Plaza Newsletter	Mexican mangoes National Mango Board Projects Up to	7/8/2016	33,648	33,648
AndNowUKnow	4M Boxes Per Week: Display Contest Continues As the Mexico mango harvest	7/8/2016	92,000	92,000
AndNowUKnow Newsletter	transitions from central pacific coast states, see what's in store for the coming weeks	7/8/2016	32,000	32,000
Perishable News	Mango Crop Alert From The National Mango Board	7/8/2016	13,175	13,175
Produce Daily Update	Mango Crop Alert From The National Mango Board	7/9/2016	55,624	55,624
The Packer	Mango board shares mango love to U.S. shoppers	7/28/2016	86,455	86,455
The Packer Daily	Mango board shares mango love to U.S. shoppers	7/29/2016	24,000	24,000
Fresh Fruit Portal	U.S.: "Share.Mango.Love" campaign spices up promotions with culture Un viaje por la pasión de la producción del mango de México y	7/29/2016	95,991	95,991
Portal Fruticola	Puerto Rico para conquistar a los consumidores	7/29/2016	95,991	95,991
Fresh Plaza	National Mango Board awarded prestigious accolade	8/19/2016	112,560	112,560



Outlet Medio	Headline Encabezado	Date Fecha	Circulation/ Unique Visitors/ Viewership / Circulación/ Visitantes Únicos/ Teleauditorio	Impressions Impresiones
Online / Internet		1 0 0.1101		
	National Mango Board awarded	T		
Fresh Plaza Newsletter	prestigious accolade	8/19/2016	33,648	33,648
	National Mango Board Receives		,	,
	Produce Business Marketing			
Perishable News	Excellence Award	8/19/2016	13,175	13,175
	Produce Business Marketing			
Produce Daily Update	Excellence Award	8/20/2016	55,624	55,624
	NMB promotions focused on younger		,	,
The Produce News	generations	9/9/2016	96,133	96,133
	NMB promotions focused on younger		,	,
Produce News Daily	generations	9/9/2016	55,624	55,624
·	National Mango Board Members		·	
AgNet West	Named	9/9/2016	N/A	N/A
	USDA secretary appoints new mango			
The Packer	board directors	9/12/2016	86,455	86,455
	USDA appoints new members to the			
The Produce News	National Mango Board	9/12/2016	96,133	96,133
	USDA appoints new members to the			
Produce News Daily	National Mango Board	9/13/2016	55,624	55,624
	USDA secretary appoints new mango			
The Packer Daily	board directors	9/13/2016	24,000	24,000
Perishable News	Agriculture Secretary Vilsack Names National Mango Board Members	9/13/2016	13,175	13,175
AndNowUKnow	New Board Members are Appointed to the National Mango Board	9/13/2016	92,000	92,000
	National Mango Board: Welcoming new leadership, including veterans of CH Robinson, Ciruli Brothers, and	0.440/00.40	22.22	20.000
AndNowUKnow Newsletter	more	9/13/2016	32,000	32,000
Fresh Plaza	USDA appoints new board members to mango board	0/43/0046	140 560	110 500
FIESH FIAZA	USDA appoints new board members	9/13/2016	112,560	112,560
Fresh Plaza Newsletter	to mango board	9/13/2016	33,648	33,648
T TOSTT TUZU TYOWSIGNOT	to mango board	9/13/2010	33,040	33,040
	Agriculture Secretary Vilsack Names			
Produce Daily Update	National Mango Board Members	9/14/2016	55,624	55,624
and a my openio	Mango board offers FSMA session	3/11/2010	00,024	00,024
The Packer	online in Spanish	9/21/2016	86,455	86,455
	Mango board offers FSMA session	5.== 70	23,100	55,166
The Packer Pulse	online in Spanish	9/21/2016	24,000	24,000
	Free Food Safety Modernization Act	-	,	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
	(FSMA) Webinar Hosted By The			
Perishable News	National Mango Board	9/22/2016	13,175	13,175



Outlet Medio	Headline Encabezado	Date Fecha	Circulation/ Unique Visitors/ Viewership / Circulación/ Visitantes Únicos/ Teleauditorio	Impressions Impresiones
Online / Internet				
	Free Food Safety Modernization Act			
	(FSMA) Webinar Hosted By The			
Produce Daily Update	National Mango Board	9/23/2016	55,624	55,624
	Strong Mango Volumes For The			
Perishable News	Fourth Quarter Of The Year	9/30/2016	13,175	13,175
	Strong mango volumes for the fourth			
Fresh Plaza	quarter	9/30/2016	112,560	112,560
E I DI NI I II	Strong mango volumes for the fourth	0/00/00/0	20.040	20.040
Fresh Plaza Newsletter	quarter	9/30/2016	33,648	33,648
The Packer	Mangoes promotable in fourth quarter	9/30/2016	86,455	86,455
	Retailers Reap Rewards in Mango	0,00,2010	00,100	30,100
Progressive Grocer	Display Contest	10/12/2016	55,564	55,564
	NMB presents the 2016 Mango Mania		,	,
Fresh Plaza	Display Contest winners	10/13/2016	112,560	112,560
	NMB presents the 2016 Mango Mania			
Fresh Plaza Newsletter	Display Contest winners	10/13/2016	33,648	33,648
	GALLERY: Mango Mania Display			
Produce Retailer	Contest winners	10/13/2016	N/A	N/A
The Packer	Meet the Mango Retailer of the Year	10/15/2016	86,455	86,455
	Peterson and Campisi of Walmart			
T. D. I. N.	honored as the 2016 Mango Retailers			
The Produce News	of the Year	10/18/2016	96,133	96,133
	Peterson and Campisi of Walmart honored as mango retailers of the			
Produce News Daily	year	10/18/2016	55,624	55,624
Troduce News Daily	National Mango Board names winners	10/10/2010	55,024	55,024
The Packer	of display contest	10/19/2016	86,455	86,455
	National Mango Board names winners	10/10/2010	00,100	30,100
The Packer Daily	of display contest	10/20/2016	24,000	24,000
	National Mango Board names winners			
The Packer Retail	of display contest	10/20/2016	7,000	7,000
	National Mango Board names winners			
The Packer Pulse	of display contest	10/20/2016	24,000	24,000
	Wynn Peterson & Gary Campisi Of			
Perishable News	Walmart Named 2016 Mango Retailers Of The Year	40/04/0040	40 475	40 475
renshable ivews	Wynn Peterson & Gary Campisi of	10/21/2016	13,175	13,175
	Walmart Named 2016 Mango			
Produce Daily Update	Retailers of the Year	10/21/2016	55,624	55,624
	Walmart executives honored as	10/21/2010	55,024	55,024
Produce News Daily	Mango Retailers of the Year	10/22/2016	55,624	55,624
·	Walmart honored as the 2016 Mango		,	,
Fresh Plaza	Retailer of the Year	10/25/2016	112,560	112,560



	More and more countries want to			
Fresh Plaza Newsletter	export mangos to the US	10/26/2016	33,648	33,648
	More and more countries want to	10/20/2010	00,010	30,010
Fresh Plaza	export mangos to the US	10/27/2016	112,560	112,560
	Mango board celebrates 10th year,		,	,
The Packer	marks accomplishments	10/27/2016	86,455	86,455
	The National Mango Board celebrates		,	
The Produce News	10th anniversary	10/27/2016	96,133	96,133
	The National Mango Board Celebrates		,	·
Perishable News	10-Year Milestone	10/28/2016	13,175	13,175
	Mango board celebrates 10th year,			
The Packer Daily	marks accomplishments	10/28/2016	24,000	24,000
,	The National Mango Board celebrates			
Fresh Plaza	10-year milestone	10/28/2016	112,560	112,560
	The National Mango Board celebrates			
Fresh Plaza Newsletter	10-year milestone	10/28/2016	33,648	33,648
	The National Mango Board Celebrates			
Produce Daily Update	10-Year Milestone	10/29/2016	19,027	19,027
Progressive Grocer	Stone Fruits' Eternal Flavor	11/9/2016	55,564	55,564
	Mango And The Microbiota: New			
	Research Reveals Potential Role Of			
	This Superfruit In Maintaining Gut			
Perishable News	Health	11/11/2016	13,175	13,175
	New study reveals potential mango			
Fresh Fruit Portal	role of maintaining gut health	11/11/2016	95,991	95,991
	Gut reaction: Mangoes good for down			
The Packer	there, too	11/12/2016	86,455	86,455
	Mango And The Microbiota: New			
	Research Reveals Potential Role Of			
Draduca Dailu Undata	This Superfruit In Maintaining Gut	44/40/0040	10.007	40.007
Produce Daily Update	Health	11/12/2016	19,027	19,027
T. D. I. D. I	Gut reaction: Mangoes good for down	44/44/0040	04.000	04.000
The Packer Daily	there, too Gut reaction: Mangoes good for down	11/14/2016	24,000	24,000
The Dealer Dules		44/44/0040	04.000	04.000
The Packer Pulse	there, too Mangos may play beneficial role in	11/14/2016	24,000	24,000
	modulating adverse effects of high-fat			
Fresh Plaza Newsletter	diet	11/14/2016	33,648	33,648
riesii riaza Newsiellei	Mangos may play beneficial role in	11/14/2010	33,040	33,040
	modulating adverse effects of high-fat			
Fresh Plaza	diet	11/16/2016	112,560	112,560
1163111 1020	Mangos para compensar una dieta	11/10/2010	112,000	112,000
Fresh Plaza	rica en grasas	11/18/2016	112,560	112,560
1163111 1020	U.S. weekly mango arrival volumes up	11/10/2010	112,000	112,000
Fresh Fruit Portal	nearly three-fold	11/28/2016	95,991	95,991
	 	. 1/25/25 10	33,001	33,001
The Packer	Mango volume up 40% in third quarter	12/8/2016	86,455	86,455
	, ,		,	-, -:
The Packer Daily	Mango volume up 40% in third quarter	12/9/2016	24,000	24,000
	U.S. retail promotions drive 40%		·	·
Fresh Fruit Portal	increase in mango sales during Q3	12/9/2016	95,991	95,991



	The National Mango Board Wraps Up			
Perishable News	Research Projects For 2016	12/16/2016	13,175	13,175
Perishable News Daily	The National Mango Board Wraps Up			
Newsletter	Research Projects For 2016	12/17/2016	13,175	13,175
	The National Mango Board wraps up			
Fresh Plaza	research projects for 2016	12/19/2016	112,560	112,560
	Mango Board highlights 2016			
The Packer	research projects	12/20/2016	86,455	86,455
	Mango Board highlights 2016			
The Packer Daily	research projects	12/20/2016	24,000	24,000
	NMB wraps up research projects for			
The Produce News	2016	12/29/2016	96,133	96,133
ONLINE SUBTOTAL / SUBTOTAL PARA INTERNET:			11,381,404	11,726,902
TOTAL:			11,911,720	12,976,490



2016 National Mango Board Trade Media Results Glossary of Terms

Glossary of Terms	Glosario de Términos
Impressions: Number of estimated people reading a single newspaper or magazine article. This is calculated by multiplying the publication's circulation by 2.3, a conservative but realistic multiplier. Magazines often use 5 – 7, believing that magazines have a longer life and are passed around to more people. Newspapers often use 3, meaning 3 people in a household or office read the paper. We use 2.3 as a conservative number to make sure results are not inflated or unrealistic.	Impresiones: Cálculo del número de personas que leen un sólo artículo de periódico o revista. Esto se calcula multiplicando la circulación de la publicación por 2.3, un multiplicador conservador pero realista. Las revistas a menudo utilizan del 5 -7, creyendo que las revistas tienen una vida útil más extensa y se comparten entre más personas. Los periódicos a menudo usan el tres (3), lo cual significa que tres personas en un hogar o en una oficina leen el periódico. Nosotros usamos el 2.3 como una cifra conservadora para asegurar
Impressions per \$: A ratio comparing the total number of impressions to the investment on the project. It shows how many people were reached with every dollar invested.	Impresiones por Dólar \$: Relación que compara el número total de impresiones con la inversión en el proyecto. Muestra el número de personas alcanzadas con cada dólar invertido.
Viewers or Listeners: Number of viewers for a TV placement or number of listeners for a radio placement. There is no multiplier factor in reporting these figures.	Televidentes o Radioescuchas: Número de televidentes para una colocación en televisión o número de radioescuchas para una colocación en la radio. No existe factor multiplicador al informar sobre
· · · · · · · · · · · · · · · · · · ·	Visitantes Únicos por Mes: Un visitante único es una estadística que describe una unidad de tráfico hacia un sitio web, contando a cada visitante sólo una vez dentro del marco de tiempo que por lo general es de 30 días. Esta estadística es relevante para publicadores de sitios web y publicitadores como una medida verídica del auditorio real Cobertura Volumen: Número de artículos colocados en canales impresos, de difusión, y de internet.