



2016 National Mango Board Trade Media Results

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				
Produce Business	Tropical Fruit Brings Excitement to Produce	1/1/2016	17,160	39,468
The Packer	Mango board launches Ready to Eat 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
The Produce News	Retail promotions provide the key to mango sales	3/7/2016	13,010	29,923
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
Produce Business	National Mango Board: National Mango Board Elects New 2016 Officers	5/1/2016	17,160	39,468
Produce Business	Mango Merchandising: 5 Challenges And 5 Solutions	5/1/2016	17,160	39,468
Produce Business	Hot Fun in the Summertime	5/1/2016	17,160	39,468
The Produce News	Promotable mango supplies expected throughout the summer	5/30/2016	13,010	29,923
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



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Print / Impreso				
The Packer	Mango board suggests how to push the coming big crop	6/6/2016	13,033	29,976
The Packer	Mango markets, volumes stabilize	6/20/2016	13,033	29,976
The Packer	Mango board fields pair of retail 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
The Packer	Mango board campaign shares fruit's significance	8/8/2016	12,983	29,861
The Packer	Mango board hosts FSMA web 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
The Produce News	Research: an important element of the NMB program	9/19/2016	13,436	30,903
The Produce News	National Mango Board promotions focused on younger generations	9/19/2016	13,436	30,903
Produce Business	Produce Organizations Detail 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 Packer	Wal-Mart execs' mango retailing earn them kudos	10/24/2016	12,983	29,861
The Packer	National Mango Board names display winners	10/24/2016	12,983	29,861
The Packer	Mango board takes stock after 10 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
The Packer	Mango volume up 40% during third quarter	12/19/2016	12,983	29,861
PRINT SUBTOTAL / SUBTOTAL PARA IMPRESO:			530,316	1,249,588



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Online / Internet				
AndNowUKnow	The National Mango Board is now open for board nominees	1/7/2016	92,000	92,000
Perishable News	The National Mango Board Is Now Accepting Board Nominess	1/8/2016	13,175	13,175
AndNowUKnow Newsletter	The National Mango Board is now open for board nominees	1/8/2016	32,000	32,000
Fresh Plaza	National Mango Board accepting nominees	1/8/2016	112,560	112,560
Fresh Plaza Newsletter	National Mango Board accepting nominees	1/8/2016	33,648	33,648
Perishable News Daily Newsletter	The National Mango Board Is Now Accepting Board Nominess	1/9/2016	19,027	19,027
AndNowUKnow	Tim Beerup to Join National Mango Board's Retail Team for It's Central 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
AndNowUKnow Newsletter	Tim Beerup	1/22/2016	32,000	32,000
Fresh Plaza	Tim Beerup joins National Mango Board's Retail Team	1/22/2016	112,560	112,560
Fresh Plaza Newsletter	Tim Beerup joins National Mango Board's Retail Team	1/22/2016	33,648	33,648
Perishable News	Tim Beerup joins National Mango Board's Retail Team	1/22/2016	13,175	13,175
The Packer Daily	Mango board adds to retail staff	1/22/2016	24,000	24,000
The Packer	National Mango Board launches ripeness program	1/28/2016	86,455	86,455
The Packer Pulse	National Mango Board launches ripeness program	1/28/2016	24,000	24,000
Fresh Plaza	Mango ripening program removes purchase barriers for consumers	1/29/2016	112,560	112,560
AndNowUKnow	National Mango Board's Ripe and Ready to Eat Program Looks to Heat Up Sales	1/29/2016	92,000	92,000
Perishable News	Ripe And Ready To Eat Mango Program Unlocks Industry Opportunities	1/29/2016	13,175	13,175
Fresh Plaza Newsletter	Mango ripening program removes purchase barriers for consumers	1/29/2016	33,648	33,648
AndNowUKnow Newsletter	National Mango Board: Key industry program aims to heat up mango sales for retailers, wholesalers, and more	1/29/2016	32,000	32,000



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Online / Internet				
The Packer Daily	National Mango Board launches ripeness program	1/29/2016	24,000	24,000
Perishable News Daily Newsletter	Ripe And Ready To Eat Mango Program Unlocks Industry 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
The Packer	Mango board offering shippers display bins	2/4/2016	86,455	86,455
The Packer Retail	Mango board offering shippers display bins	2/4/2016	7,000	7,000
The Packer Pulse	Mango board offering shippers display bins	2/4/2016	24,000	24,000
The Packer Daily	Mango board offering shippers display 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
AndNowUKnow Newsletter	National Mango Board: Retailers, push impulse buys on one of the world's most popular fruits with this tool	2/9/2016	32,000	32,000
Fresh Plaza	Mango display bins available to produce departments	2/9/2016	112,560	112,560
Fresh Plaza Newsletter	Mango display bins available to produce departments	2/9/2016	33,648	33,648
The Packer	Mango board schedules Feb 17. webinar	2/11/2016	86,455	86,455
Perishable News	National Mango Board To Host Free 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



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Online / Internet				
Fresh Plaza Newsletter	National Mango Board to host industry outreach webinar	2/12/2016	33,648	33,648
Produce Daily Update	National Mango Board To Host Free Industry Outreach Webinar	2/13/2016	19,027	19,027
The Packer	Research illuminates potential health benefits of mangoes	2/26/2016	86,455	86,455
Perishable News	Research Sheds Light On The Absorption Of Polypehnic Compounds In Mangos	2/26/2016	13,175	13,175
Produce Daily Update	Research Sheds Light On The Absorption Of Polypehnic Compounds In Mangos	2/27/2016	19,027	19,027
Produce Retailer	Mango board promotions to focus on retail, soccer, chefs	3/1/2016	N/A	N/A
The Packer	Mango board promotions to focus on retail, soccer, chefs	3/1/2016	86,455	86,455
Fruit Net	NMB unveils 2016 marketing campaign	3/2/2016	N/A	N/A
Perishable News	The National Mango Board Launches 2016 Marketing Campaigns	3/2/2016	13,175	13,175
The Produce News	NMB Launches 2016 Marketing 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
Fresh Plaza Newsletter	US: National Mango Board launches 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
Produce News Daily	NMB Launches 2016 Marketing Campaigns	3/2/2016	55,624	55,624
The Packer Retail	Mango board promotions to focus on retail, soccer, chefs	3/3/2016	7,000	7,000
Produce Daily Update	The National Mango Board Launches 2016 Marketing Campaigns	3/3/2016	19,027	19,027
The Packer	Mango board plans meetings, 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



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Online / Internet				
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 officers for 2016	3/25/2016	96,133	96,133
Fresh Plaza	National Mango Board Elects New Officers 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	The Packer Podcast: Kern County deal update; Mango board adds social media platforms; Comments sought on South African avocados	4/15/2016	86,455	86,455
Produce Daily Update	National Mango Board Enhances Industry Social Media Presence	4/16/2016	19,027	19,027
The Packer Pulse	The Packer Podcast: Kern County deal update; Mango board adds social media platforms; Comments sought on South African avocados	4/19/2016	24,000	24,000



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Online / Internet				
Fresh Plaza	La National Mango Board aumenta la presencia de la industria en las redes sociales	4/20/2016	112,560	112,560
The Packer	Mango board leads tour of Puerto Rico	4/28/2016	86,455	86,455
Perishable News	Fresh Mangos Charm during Immersion Trip in Puerto Rico	4/29/2016	13,175	13,175
The Packer Daily	Mango board leads tour of Puerto Rico	4/29/2016	24,000	24,000
Produce Daily Update	Fresh Mangos Charm during Immersion Trip in Puerto Rico	4/30/2016	19,027	19,027
Fresh Plaza	Fresh Mangos Charm during Immersion Trip in Puerto Rico	5/2/2016	112,560	112,560
Fresh Plaza Newsletter	Fresh Mangos Charm during Immersion Trip in Puerto Rico	5/2/2016	33,648	33,648
Fresh Plaza Newsletter (Week in Review)	Fresh Mangos Charm during Immersion Trip in Puerto Rico	5/6/2016	33,648	33,648
The Packer	Studies highlight mango health benefits	5/20/2016	86,455	86,455
Perishable News	Emerging Mango Research Presented At The 2016 Experimental Biology Conference	5/20/2016	13,175	13,175
Fresh Plaza	New mango research reveals a plethora of health benefits	5/20/2016	112,560	112,560
Fresh Plaza Newsletter	New mango research reveals a plethora of health benefits	5/20/2016	33,648	33,648
Produce Daily Update	Emerging Mango Research Presented At The 2016 Experimental Biology Conference	5/21/2016	19,027	19,027
Fresh Fruit Portal	Mango health studies in the spotlight at NMB	5/27/2016	95,991	95,991
Portal Fruticola	National Mango Board invierte fuertemente en estudios para avalar los beneficios del mango como "Súper fruta"	5/27/2016	95,991	95,991
Perishable News	2015 Mango Sales Data Shows Strong Results Nationwide	5/27/2016	13,175	13,175
Fruit Net	Mangoes put in solid performance	5/27/2016	N/A	N/A
Produce Daily Update	2015 Mango Sales Data Shows Strong Results Nationwide	5/28/2016	19,027	19,027
Fresh Plaza	2015 Mango Sales Data Shows Strong Results Nationwide	5/31/2016	112,560	112,560
Fresh Plaza Newsletter	2015 mango sales data shows strong results nationwide	5/31/2016	33,648	33,648



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Online / Internet				
The Packer	Report: retail sales of mangoes, fresh-cut mangoes increase	5/31/2016	86,455	86,455
The Produce News	Promotable mango supplies expected throughout the summer	5/31/2016	96,133	96,133
Produce News Daily	Promotable mango supplies expected throughout the summer	5/31/2016	55,624	55,624
The Produce News	Trends and opportunities in mango sales	5/31/2016	96,133	96,133
Produce News Daily	Trends and opportunities in mango sales	6/1/2016	55,624	55,624
The Packer	Mango board advises retailers to run promos to market big crop	6/1/2016	86,455	86,455
The Packer Pulse	Mango board advises retailers to run promos to market big crop	6/2/2016	24,000	24,000
Fresh Plaza	Strong mango volume opens immediate retail opportunities	6/2/2016	112,560	112,560
Fresh Plaza Newsletter	Strong mango volume opens immediate retail opportunities	6/2/2016	33,648	33,648
AndNowUKnow	National Mango Board Notes Strong Nationwide Sales and Increases in 2015 Data Report	6/2/2016	92,000	92,000
Perishable News	Strong Mango Volume Opens Immediate Retail Opportunities	6/2/2016	13,175	13,175
The Produce News	Strong mango volume opens doors for retail opportunities	6/3/2016	96,133	96,133
Produce Daily Update	Strong Mango Volume Opens Immediate Retail Opportunities	6/3/2016	55,624	55,624
AndNowUKnow Newsletter	National Mango Board: Mangos are on the rise as sales and volumes increase across the nation	6/3/2016	32,000	32,000
Produce News Daily	Strong mango volume opens door for 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	6/15/2016	24,000	24,000
Fresh Plaza	Retail contests heat up mango sales this summer	6/15/2016	112,560	112,560
Fresh Plaza Newsletter	Retail contests heat up mango sales this summer	6/15/2016	33,648	33,648
The Packer	National Mango Board urges retailers to enter display contest	6/15/2016	86,455	86,455
Perishable News	Retail Contests Heat Up Mango Sales This Summer	6/16/2016	13,175	13,175
Produce Daily Update	Retail Contests Heat Up Mango Sales This Summer	6/17/2016	55,624	55,624



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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	6/20/2016	55,624	55,624
AndNowUKnow Newsletter	National Mango Board: Find out how to drive your consumers wild with mango-fever in this high-graphic video exclusive from ANUK	6/21/2016	32,000	32,000
Fresh Plaza	Weekly mango shipments to US up on 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	7/8/2016	N/A	N/A
Fresh Plaza	Strong volumes and late start for Mexican mangoes	7/8/2016	112,560	112,560
Fresh Plaza Newsletter	Strong volumes and late start for Mexican mangoes	7/8/2016	33,648	33,648
AndNowUKnow	National Mango Board Projects Up to 4M Boxes Per Week: Display Contest Continues	7/8/2016	92,000	92,000
AndNowUKnow Newsletter	As the Mexico mango harvest 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	7/29/2016	95,991	95,991
Portal Fruticola	Un viaje por la pasión de la producción del mango de México y 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



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Online / Internet				
Fresh Plaza Newsletter	National Mango Board awarded prestigious accolade	8/19/2016	33,648	33,648
Perishable News	National Mango Board Receives Produce Business Marketing Excellence Award	8/19/2016	13,175	13,175
Produce Daily Update	Produce Business Marketing Excellence Award	8/20/2016	55,624	55,624
The Produce News	NMB promotions focused on younger generations	9/9/2016	96,133	96,133
Produce News Daily	NMB promotions focused on younger generations	9/9/2016	55,624	55,624
AgNet West	National Mango Board Members Named	9/9/2016	N/A	N/A
The Packer	USDA secretary appoints new mango board directors	9/12/2016	86,455	86,455
The Produce News	USDA appoints new members to the National Mango Board	9/12/2016	96,133	96,133
Produce News Daily	USDA appoints new members to the National Mango Board	9/13/2016	55,624	55,624
The Packer Daily	USDA secretary appoints new mango 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
AndNowUKnow Newsletter	National Mango Board: Welcoming new leadership, including veterans of CH Robinson, Ciruli Brothers, and more	9/13/2016	32,000	32,000
Fresh Plaza	USDA appoints new board members to mango board	9/13/2016	112,560	112,560
Fresh Plaza Newsletter	USDA appoints new board members to mango board	9/13/2016	33,648	33,648
Produce Daily Update	Agriculture Secretary Vilsack Names National Mango Board Members	9/14/2016	55,624	55,624
The Packer	Mango board offers FSMA session online in Spanish	9/21/2016	86,455	86,455
The Packer Pulse	Mango board offers FSMA session online in Spanish	9/21/2016	24,000	24,000
Perishable News	Free Food Safety Modernization Act (FSMA) Webinar Hosted By The National Mango Board	9/22/2016	13,175	13,175



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Online / Internet				
Produce Daily Update	Free Food Safety Modernization Act (FSMA) Webinar Hosted By The National Mango Board	9/23/2016	55,624	55,624
Perishable News	Strong Mango Volumes For The Fourth Quarter Of The Year	9/30/2016	13,175	13,175
Fresh Plaza	Strong mango volumes for the fourth quarter	9/30/2016	112,560	112,560
Fresh Plaza Newsletter	Strong mango volumes for the fourth quarter	9/30/2016	33,648	33,648
The Packer	Mangoes promotable in fourth quarter	9/30/2016	86,455	86,455
Progressive Grocer	Retailers Reap Rewards in Mango Display Contest	10/12/2016	55,564	55,564
Fresh Plaza	NMB presents the 2016 Mango Mania Display Contest winners	10/13/2016	112,560	112,560
Fresh Plaza Newsletter	NMB presents the 2016 Mango Mania Display Contest winners	10/13/2016	33,648	33,648
Produce Retailer	GALLERY: Mango Mania Display 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
The Produce News	Peterson and Campisi of Walmart honored as the 2016 Mango Retailers of the Year	10/18/2016	96,133	96,133
Produce News Daily	Peterson and Campisi of Walmart honored as mango retailers of the year	10/18/2016	55,624	55,624
The Packer	National Mango Board names winners of display contest	10/19/2016	86,455	86,455
The Packer Daily	National Mango Board names winners of display contest	10/20/2016	24,000	24,000
The Packer Retail	National Mango Board names winners of display contest	10/20/2016	7,000	7,000
The Packer Pulse	National Mango Board names winners of display contest	10/20/2016	24,000	24,000
Perishable News	Wynn Peterson & Gary Campisi Of Walmart Named 2016 Mango Retailers Of The Year	10/21/2016	13,175	13,175
Produce Daily Update	Wynn Peterson & Gary Campisi of Walmart Named 2016 Mango Retailers of the Year	10/21/2016	55,624	55,624
Produce News Daily	Walmart executives honored as Mango Retailers of the Year	10/22/2016	55,624	55,624
Fresh Plaza	Walmart honored as the 2016 Mango Retailer of the Year	10/25/2016	112,560	112,560



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Fresh Plaza Newsletter	More and more countries want to export mangos to the US	10/26/2016	33,648	33,648
Fresh Plaza	More and more countries want to export mangos to the US	10/27/2016	112,560	112,560
The Packer	Mango board celebrates 10th year, marks accomplishments	10/27/2016	86,455	86,455
The Produce News	The National Mango Board celebrates 10th anniversary	10/27/2016	96,133	96,133
Perishable News	The National Mango Board Celebrates 10-Year Milestone	10/28/2016	13,175	13,175
The Packer Daily	Mango board celebrates 10th year, marks accomplishments	10/28/2016	24,000	24,000
Fresh Plaza	The National Mango Board celebrates 10-year milestone	10/28/2016	112,560	112,560
Fresh Plaza Newsletter	The National Mango Board celebrates 10-year milestone	10/28/2016	33,648	33,648
Produce Daily Update	The National Mango Board Celebrates 10-Year Milestone	10/29/2016	19,027	19,027
Progressive Grocer	Stone Fruits' Eternal Flavor	11/9/2016	55,564	55,564
Perishable News	Mango And The Microbiota: New Research Reveals Potential Role Of This Superfruit In Maintaining Gut Health	11/11/2016	13,175	13,175
Fresh Fruit Portal	New study reveals potential mango role of maintaining gut health	11/11/2016	95,991	95,991
The Packer	Gut reaction: Mangoes good for down there, too	11/12/2016	86,455	86,455
Produce Daily Update	Mango And The Microbiota: New Research Reveals Potential Role Of This Superfruit In Maintaining Gut Health	11/12/2016	19,027	19,027
The Packer Daily	Gut reaction: Mangoes good for down there, too	11/14/2016	24,000	24,000
The Packer Pulse	Gut reaction: Mangoes good for down there, too	11/14/2016	24,000	24,000
Fresh Plaza Newsletter	Mangos may play beneficial role in modulating adverse effects of high-fat diet	11/14/2016	33,648	33,648
Fresh Plaza	Mangos may play beneficial role in modulating adverse effects of high-fat diet	11/16/2016	112,560	112,560
Fresh Plaza	Mangos para compensar una dieta rica en grasas	11/18/2016	112,560	112,560
Fresh Fruit Portal	U.S. weekly mango arrival volumes up nearly three-fold	11/28/2016	95,991	95,991
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
Fresh Fruit Portal	U.S. retail promotions drive 40% increase in mango sales during Q3	12/9/2016	95,991	95,991



2016 National Mango Board Trade Media Results

Perishable News	The National Mango Board Wraps Up Research Projects For 2016	12/16/2016	13,175	13,175
Perishable News Daily Newsletter	The National Mango Board Wraps Up Research Projects For 2016	12/17/2016	13,175	13,175
Fresh Plaza	The National Mango Board wraps up research projects for 2016	12/19/2016	112,560	112,560
The Packer	Mango Board highlights 2016 research projects	12/20/2016	86,455	86,455
The Packer Daily	Mango Board highlights 2016 research projects	12/20/2016	24,000	24,000
The Produce News	NMB wraps up research projects for 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
<p>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.</p>	<p>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</p>
<p>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.</p>	<p>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.</p>
<p>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.</p>	<p>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</p>
<p>Unique Visitors Per Month: A unique visitor is a statistic describing a unit of traffic to a Web site, counting each visitor only once in the time frame of the report which is typically 30 days. This statistic is relevant to site publishers and advertisers as a measure of a site's true audience size.</p>	<p>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 publicadores como una medida verídica del auditorio real</p>
<p>Coverage Volume: Number of stories placed in print, broadcast and online channels.</p>	<p>Cobertura Volumen: Número de artículos colocados en canales impresos, de difusión, y de internet.</p>