

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.


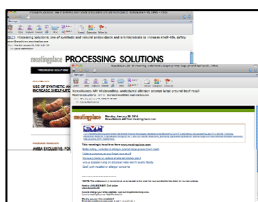



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MEATINGPLACE is B2B brand intended for individuals with broad-based interests in the meat industries. The brand content and editorial scope of the publication includes new and industry comments, in-depth technical articles, industry round-up and special features. The content of every issue is also available to subscribers globally via the online digital version.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNELS

<p>MEATINGPLACE MAGAZINE</p>  <p>6 Issues in the period 30,003 average circulation</p>	<p>MEATINGPLACE E-NEWSLETTERS</p>  <p>5 E-Newsletters in the period 388 total issued in the period See below for average per occurrence</p>	<p>MEATINGPLACE APPS</p>  <p>iTunes App 2,243 cumulative downloads Android App 359 cumulative downloads</p>	<p>MEATINGPLACE WEBSITE</p>  <p>61,683 average unique browsers</p>	<p>MEATINGPLACE SOCIAL MEDIA</p>  <p>3,586 Twitter followers 604 Facebook likes 5,745 LinkedIn group members</p>
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EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
MEATINGPLACE MAGAZINE Unique Total** (6 issues in the period)	30,003	-	30,003
a. Print	24,924	-	24,924
b. Digital	6,129	-	6,129
1. Requested	6,129	-	6,129
2. Non-Requested	-	-	-
MEATINGPLACE E-NEWSLETTERS			
a. Newsmakers AM (130 issued in the period)	30,229	-	30,229
b. Newsmakers PM (130 issued in the period)	28,567	-	28,567
c. Breaking News (3 issued in the period)	29,035	-	29,035
d. Meatingplace Blogs (99 issued in the period)	22,093	-	22,093
e. Processing Solutions (26 issued in the period)	24,991	-	24,991
MEATINGPLACE APPS			
a. iTunes App (cumulative downloads)	*2,243	-	*2,243
b. Android App (cumulative downloads)	*359	-	*359
MEATINGPLACE WEBSITE (Monthly Unique Browsers with 480,539 average Page Impressions)	61,683	-	61,683
MEATINGPLACE SOCIAL MEDIA			
a. Twitter followers	*3,586	-	*3,586
b. Facebook Likes	*604	-	*604
c. LinkedIn group members	*5,745	-	*5,745

*App Downloads and Social Media Claims are a cumulative figure, not an average.

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

FIELD SERVED

MEATINGPLACE serves companies where the primary operation is the slaughter and processing of meat and poultry. Also served are buyers of meat and poultry products at retail and foodservice along with education and consulting firms.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients' job functions include management; plant operations; R&D; education; quality control & assurance; sales & marketing; purchasing; and other functions & functions not available.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	223
Advertiser and Agency Allocated for Trade Shows and Conventions	1,674
	-
All Other	548
TOTAL	2,445

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	30,003	100.0	30,003	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	30,003	100.0	30,003	100.0	-	-

1a. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - PRINT

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	24,924	100.0	24,924	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	24,924	100.0	24,924	100.0	-	-

1b. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - DIGITAL

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	6,129	100.0	6,129	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	6,129	100.0	6,129	100.0	-	-

1c. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD - BOTH

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	1,050	100.0	1,050	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	1,050	100.0	1,050	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2014 Issue	Print	Digital	Unique Total Qualified*
July	24,539	6,261	30,002
August	24,722	6,077	30,003
September	24,947	5,785	30,000
October	25,001	5,998	30,001
November	25,128	6,165	30,005
December	25,208	6,484	30,006

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2014
This issue is -% or 3 copies above the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	Print	Digital	Senior Management (Note 1)	Plant Management (Note 2)	Research & Development/ Education/ Quality Control & Assurance (Note 3)	Sales & Marketing (Note 4)	Purchasing (Note 5)	Other Functions and Functions Not Available
Processing, Slaughter/Fabricating with some Processing, Retail with Processing, Company HQ, R&D Center, Wholesaling	21,813	72.7	18,710	3,982	7,700	6,730	2,598	3,796	989	-
Slaughter/Fabricating (no further processing) Rendering	2,163	7.2	1,826	436	830	496	269	461	107	-
Supermarket and/or Retail, Restaurant and/or Foodservice	2,854	9.5	2,257	715	953	124	418	821	538	-
Consulting, Academic	3,175	10.6	2,335	1,032	1,040	63	1,729	327	16	-
Others Allied to the Field	-	-	-	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	30,005	100.0	25,128	6,165	10,523	7,413	5,014	5,405	1,650	-
PERCENT	100.0		83.7	20.5	35.1	24.7	16.7	18.0	5.5	-

Note 1: Management (General, Senior) Owner, Partner, General Manager, Manager, Director, Vice President, CEO, COO, CFO.

Note 2: Plant Operations (Production, Maintenance, Engineering) Plant Manager, Assistant Plant Manager, Production Supervisor, Foreman, Leadman, Maintenance Manager, Asst. Maintenance Mgr., Electrician, Engineer.

Note 3: Research & Development/ Education/Quality Control & Assurance (Director of R&D, Food Technologist, Chef, Food Scientist, Lab Manager, Lab Supervisor, Microbiologist, Nutritionist, Technician, Professor, QC Manager, QA Manager, Food Safety).

Note 4: Sales & Marketing (Sales Director, Sales Manager, Marketing Manager, Promotions Manager, Communications Manager, Brand Manager).

Note 5: Purchasing (Procurement Manager, Purchasing Manager, Purchasing Agent, Buyer, Category Manager).

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

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2014

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	16,273	4,980	-	19,003	3,538	21,253	70.8
II. Request from recipient's company:	116	32	-	148	-	148	0.5
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	4,180	379	-	1,932	2,627	4,559	15.2
V. TOTAL - Sources other than above (listed alphabetically):	4,045	-	-	4,045	-	4,045	13.5
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
**Other sources	4,045	-	-	4,045	-	4,045	13.5
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	24,614	5,391	-	25,128	6,165	30,005	100.0
PERCENT	82.0	18.0	-	83.7	20.5	100.0	

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

**See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2014

MAILING ADDRESS	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	22,320	6,165	27,197	90.6
Individuals by name only	-	-	-	-
Titles or functions only	2,808	-	2,808	9.4
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	25,128	6,165	30,005	100.0

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

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data		Audited Data		Audited Data		Audited Data		Circulation Claim	
	January - June 2012	July - December 2012	January - June 2013	July - December 2013	January - June 2014	July - December 2014*				
Unique Total Audit Average Qualified***:	25,006	25,004	26,671	30,006	30,003	30,033				
Unique Qualified Non-Paid Total***:	25,006	25,004	26,671	30,006	30,003	30,033				
Print:	25,006	25,004	25,004	25,004	24,971	24,924				
Digital:	-	-	1,667	5,002	5,484	6,129				
Unique Qualified Paid Total***:	-	-	-	-	-	-				
Print:	-	-	-	-	-	-				
Digital:	-	-	-	-	-	-				
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July - December 2014 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

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

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2014**

State	Print	Digital	Unique Total Qualified*	Percent
Maine	66	9	74	
New Hampshire	58	12	65	
Vermont	42	8	49	
Massachusetts	317	74	371	
Rhode Island	49	5	54	
Connecticut	131	26	152	
NEW ENGLAND	663	134	765	2.6
New York	762	166	891	
New Jersey	485	99	556	
Pennsylvania	1,095	183	1,238	
MIDDLE ATLANTIC	2,342	448	2,685	8.9
Ohio	834	174	970	
Indiana	423	110	507	
Illinois	1,615	346	1,883	
Michigan	492	100	567	
Wisconsin	1,069	221	1,237	
EAST NO. CENTRAL	4,433	951	5,164	17.2
Minnesota	1,144	288	1,377	
Iowa	823	244	1,031	
Missouri	760	178	892	
North Dakota	165	20	177	
South Dakota	350	110	442	
Nebraska	636	201	807	
Kansas	832	278	1,049	
WEST NO. CENTRAL	4,710	1,319	5,775	19.2
Delaware	122	26	143	
Maryland	310	68	368	
Washington, DC	58	35	89	
Virginia	544	148	666	
West Virginia	54	12	65	
North Carolina	824	220	1,001	
South Carolina	248	51	284	
Georgia	780	210	959	
Florida	664	123	754	
SOUTH ATLANTIC	3,604	893	4,329	14.4

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

**See Additional Data

State	Print	Digital	Unique Total Qualified*	Percent
Kentucky	304	69	363	
Tennessee	372	93	442	
Alabama	313	56	355	
Mississippi	205	54	248	
EAST SO. CENTRAL	1,194	272	1,408	4.7
Arkansas	814	311	1,084	
Louisiana	148	27	169	
Oklahoma	345	85	409	
Texas	1,592	376	1,875	
WEST SO. CENTRAL	2,899	799	3,537	11.8
Montana	90	12	101	
Idaho	126	30	154	
Wyoming	28	-	28	
Colorado	749	201	906	
New Mexico	67	11	74	
Arizona	178	51	218	
Utah	177	40	212	
Nevada	64	13	73	
MOUNTAIN	1,479	358	1,766	5.9
Alaska	25	1	26	
Washington	340	70	394	
Oregon	216	46	252	
California	1,786	400	2,105	
Hawaii	60	5	64	
PACIFIC	2,427	522	2,841	9.5
UNITED STATES	23,751	5,696	28,270	94.2
U.S. Territories	80	5	85	
Canada	1,278	455	1,628	
Mexico	-	-	-	
Other International	19	9	22	
AP0/FPO	-	-	-	
UNIQUE TOTAL QUALIFIED CIRCULATION*	25,128	6,165	30,005	100.0

E-NEWSLETTER CHANNEL

2014	NewsMakers AM*	NewsMakers PM*	Breaking News	Meatingplace Blogs*	Processing Solutions
JULY					
July 1	29,503	27,747	-	21,586	24,888
July 8	29,460	27,787	-	21,481	24,853
July 15	29,284	27,491	-	21,561	24,598
July 22	29,490	27,832	-	21,755	25,026
July 28	-	-	28,810	-	-
July 29	29,999	28,450	-	19,450	24,999
AUGUST					
August 5	30,910	29,124	-	22,945	26,021
August 12	30,934	29,132	-	22,937	25,925
August 19	30,636	28,827	-	22,765	25,179
August 26	30,196	30,377	-	22,189	25,176
SEPTEMBER					
September 2	30,242	28,432	-	22,225	25,180
September 9	30,282	28,455	-	22,233	25,144
September 16	30,313	28,488	-	22,251	25,140
September 23	30,254	28,524	-	22,284	25,119
September 25	-	-	29,113	-	-
September 30	30,419	28,565	-	22,300	25,100
OCTOBER					
October 7	30,446	28,561	-	22,310	25,098
October 14	30,397	28,484	-	22,274	25,034
October 20	-	-	29,183	-	-
October 21	30,378	28,527	-	22,252	24,970
October 28	30,416	30,548	-	22,270	24,948
NOVEMBER					
November 4	30,413	28,536	-	22,239	24,872
November 11	30,371	28,488	-	22,191	24,792
November 18	30,321	28,444	-	22,138	24,736
November 25	30,205	28,410	-	22,098	24,657
DECEMBER					
December 2	30,287	28,405	-	22,101	24,631
December 9	30,265	28,376	-	22,062	24,584
December 16	30,266	28,362	-	22,053	24,565
December 23	30,301	28,399	-	22,068	24,519
December 30	30,291	28,383	-	22,050	-
AVERAGE:	30,229	28,567	29,035	22,093	24,991

NewsMakers AM (130 issued in the period)

NewsMakers PM (130 issued in the period)

Breaking News (3 issued in the period)

Meatingplace Blogs (99 issued in the period)

Processing Solutions (26 issued in the period)

*Weekly averages are reported for NewsMakers AM, NewsMakers PM and Meatingplace Blogs.

APP CHANNEL

iTunes

2014	Monthly Downloads	Cumulative Downloads
Beginning Balance		2,188
July	7	2,195
August	15	2,210
September	8	2,218
October	10	2,228
November	8	2,236
December	7	2,243

Cumulative downloads represents the aggregate number of downloads of the Meatingplace iTunes App, not copies. Info regarding App deletion/removal is not available from third party vendors and have not been removed from these figures.

Android

2014	Monthly Downloads	Cumulative Downloads
Beginning Balance		320
July	5	325
August	7	332
September	11	343
October	3	346
November	8	354
December	5	359

Cumulative downloads represents the aggregate number of downloads of the Meatingplace Android App, not copies. Info regarding App deletion/removal is not available from third party vendors and have not been removed from these figures.

WEBSITE CHANNEL

WWW.MEATINGPLACE.COM

2014	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	535,585	252,018	64,687	3.90	01:50	02:04
August	490,781	234,140	63,776	3.67	01:49	02:00
September	463,473	222,730	60,385	3.69	01:50	02:00
October	533,216	257,787	66,417	3.88	01:51	01:59
November	412,503	201,225	55,419	3.63	01:52	01:58
December	447,680	224,661	59,414	3.78	02:01	02:01
AVERAGE:	480,539	232,093	61,683	3.76	01:52	02:00

July - December 2014 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Page Impressions: A Page Impression is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

User Sessions: A single continuous set of activity attributable to a cookie'd browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Unique Browsers: An identified and unduplicated Cookie'd Browser that accesses Internet content or advertising during a measurement period.

Unique Browser Frequency: Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

Page Duration: The average time spent viewing any page on a web site.

User Session Duration: The average time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adicompli.com

SOCIAL MEDIA CHANNEL

Meatingplace Social Media



Twitter followers

<http://twitter.com/meatingplace>



Facebook likes

<http://www.facebook.com/Meatingplace>



LinkedIn group members

<http://www.linkedin.com/groups/Meatingplace-1875017/about>

2014

Beginning Balance	3,204	518	5,486
July	3,289	527	5,518
August	3,373	548	5,595
September	3,435	563	5,673
October	3,491	581	5,658
November	3,551	591	5,691
December	3,586	604	5,745

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served and definition of recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available. Apps are downloaded to view enhanced versions of the print edition and are available as a single download or by subscription use on tablets, smartphones or other mobile devices.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

MAGAZINE:

PARAGRAPH 3b:

Other Sources include 5 sources of circulation for quantities of 13 copies or -% to 2,755 copies or 9.2%, including State and Federal Inspected Plant Directories.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletters, Apps, Website and Social Media are not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Jim Franklin, Chairman

Ed Wachholder, Circulation Manager

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

IMPORTANT NOTE:

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

Date signed January 15, 2015

State Illinois

County Cook

Received by BPA Worldwide January 15, 2015

Type BJ

ID Number M196B0D4

About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.