

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**

**MEATINGPLACE MAGAZINE**



6 Issues in the period  
30,704 average circulation

**MEATINGPLACE E-NEWSLETTERS**



5 E-Newsletters in the period  
388 total issued in the period  
See below for average per occurrence

**MEATINGPLACE APPS**



iTunes App  
2,284 cumulative downloads  
Android App  
391 cumulative downloads

**MEATINGPLACE WEBSITE**



62,186 average  
unique browsers

**MEATINGPLACE SOCIAL MEDIA**



3,962 Twitter followers  
697 Facebook likes  
5,991 LinkedIn group members

**EXECUTIVE SUMMARY**

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

|   | Non-Paid | Paid | Average |
|---|----------|------|---------|
| <b>MEATINGPLACE MAGAZINE</b> Unique Total* (6 issues in the period)                         | 30,704   | -    | 30,704  |
| a. Print  | 25,050   | -    | 25,050  |
| b. Digital  | 9,102    | -    | 9,102   |
| 1. Requested  | 5,873    | -    | 5,873   |
| 2. Non-Requested  | 3,229    | -    | 3,229   |
| <b>MEATINGPLACE E-NEWSLETTERS</b>   |          |      |         |
| a. Newsmakers AM (127 issued in the period)   | 30,117   | -    | 30,117  |
| b. Newsmakers PM (128 issued in the period)   | 28,252   | -    | 28,252  |
| c. Breaking News (3 issued in the period)   | 29,221   | -    | 29,221  |
| d. Meatingplace Blogs (104 issued in the period)  | 23,743   | -    | 23,743  |
| e. Processing Solutions (26 issued in the period)   | 24,071   | -    | 24,071  |
| <b>MEATINGPLACE APPS</b>  |          |      |         |
| a. iTunes App (cumulative downloads)  | **2,284  | -    | **2,284 |
| b. Android App (cumulative downloads)   | **391    | -    | **391   |
| <b>MEATINGPLACE WEBSITE</b> (Monthly Unique Browsers with 491,436 average Page Impressions) | 62,186   | -    | 62,186  |
| <b>MEATINGPLACE SOCIAL MEDIA</b>  |          |      |         |
| a. Twitter followers  | **3,962  | -    | **3,962 |
| b. Facebook Likes   | **697    | -    | **697   |
| c. LinkedIn group members   | **5,991  | -    | **5,991 |

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

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

### 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<br>Not Included Elsewhere      | Copies       |
|--|--------------|
| Other Paid Circulation                       | 165          |
| Advertiser and Agency                        | 1,729        |
| Allocated for Trade Shows<br>and Conventions | -            |
| All Other                                    | 1,051        |
| <b>TOTAL</b>                                 | <b>2,945</b> |

### 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

| QUALIFIED<br>CIRCULATION               | Total Qualified |              | Qualified Non-Paid |              | Qualified Paid |          |
|--|-----------------|--------------|--------------------|--------------|----------------|----------|
|  | Copies          | Percent      | Copies             | Percent      | Copies         | Percent  |
| Individual                             | 30,704          | 100.0        | 30,704             | 100.0        | -              | -        |
| Sponsored<br>Individually<br>Addressed | -               | -            | -                  | -            | -              | -        |
| Membership Benefit                     | -               | -            | -                  | -            | -              | -        |
| Multi-Copy Same<br>Addressee           | -               | -            | -                  | -            | -              | -        |
| Single Copy Sales                      | -               | -            | -                  | -            | -              | -        |
| <b>TOTAL QUALIFIED<br/>CIRCULATION</b> | <b>30,704</b>   | <b>100.0</b> | <b>30,704</b>      | <b>100.0</b> | <b>-</b>       | <b>-</b> |

### 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

| 2015 Issue | Print  | Digital | Unique Total Qualified* |
|------------|--------|---------|-------------------------|
| January    | 24,828 | 7,321   | 29,936                  |
| February   | 24,926 | 7,553   | 30,002                  |
| March      | 25,825 | 7,642   | 30,270                  |
| April      | 25,414 | 8,187   | 30,016                  |
| May        | 24,654 | 11,955  | 32,000                  |
| June       | 24,654 | 11,955  | 32,000                  |

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

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2015**  
**This issue is 5.1% or 1,555 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 | 23,164                  | 72.4             | 18,480        | 7,730         | 8,582                      | 6,188                     | 2,979   | 4,282                      | 1,133               | -   |
| Slaughter/Fabricating (no further processing) Rendering   | 2,376                   | 7.4              | 1,499         | 1,205         | 1,156                      | 398                       | 265   | 461                        | 96                  | -   |
| Supermarket and/or Retail, Restaurant and/or Foodservice  | 3,052                   | 9.5              | 2,318         | 1,275         | 1,010                      | 133                       | 460   | 870                        | 579                 | -   |
| Consulting, Academic  | 3,408                   | 10.7             | 2,357         | 1,745         | 1,093                      | 78                        | 1,835   | 369                        | 33                  | -   |
| Others Allied to the Field  | -                       | -                | -             | -             | -                          | -                         | -   | -                          | -                   | -   |
| <b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>  | <b>32,000</b>           | <b>100.0</b>     | <b>24,654</b> | <b>11,955</b> | <b>11,841</b>              | <b>6,797</b>              | <b>5,539</b>  | <b>5,982</b>               | <b>1,841</b>        | <b>-</b>                                    |
| <b>PERCENT</b>  | <b>100.0</b>            |                  | <b>77.0</b>   | <b>37.4</b>   | <b>37.0</b>                | <b>21.2</b>               | <b>17.3</b>   | <b>18.7</b>                | <b>5.8</b>          | <b>-</b>                                    |

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 MAY 2015**

| QUALIFICATION SOURCE  | Qualified Within |              |         | Print         | Digital       | Unique Total Qualified* | Percent      |
|---|------------------|--------------|---------|---------------|---------------|-------------------------|--------------|
|   | 1 Year           | 2 Years      | 3 Years |               |               |                         |              |
| I. Direct Request:  | <b>18,047</b>    | <b>3,947</b> | -       | <b>19,585</b> | <b>6,784</b>  | <b>21,994</b>           | <b>68.7</b>  |
| II. Request from recipient's company:   | -                | <b>30</b>    | -       | <b>30</b>     | -             | <b>30</b>               | <b>0.1</b>   |
| III. Membership Benefit:  | -                | -            | -       | -             | -             | -                       | -            |
| IV. Communication from recipient or recipient's company (other than request): | <b>4,204</b>     | <b>2,421</b> | -       | <b>1,688</b>  | <b>5,171</b>  | <b>6,625</b>            | <b>20.7</b>  |
| V. <b>TOTAL</b> – Sources other than above (listed alphabetically):           | <b>2,948</b>     | <b>403</b>   | -       | <b>3,351</b>  | -             | <b>3,351</b>            | <b>10.5</b>  |
| Association rosters and directories   | -                | -            | -       | -             | -             | -                       | -            |
| Business directories  | -                | -            | -       | -             | -             | -                       | -            |
| Manufacturer's, distributor's, and wholesaler's lists                         | -                | -            | -       | -             | -             | -                       | -            |
| **Other sources   | 2,948            | 403          | -       | 3,351         | -             | 3,351                   | 10.5         |
| VI. Single Copy Sales:  | -                | -            | -       | -             | -             | -                       | -            |
| <b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>                                    | <b>25,199</b>    | <b>6,801</b> | -       | <b>24,654</b> | <b>11,955</b> | <b>32,000</b>           | <b>100.0</b> |
| <b>PERCENT</b>  | <b>78.7</b>      | <b>21.3</b>  | -       | <b>77.0</b>   | <b>37.4</b>   | <b>100.0</b>            |              |

\*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 MAY 2015\***

| MAILING ADDRESS                               | Print         | Digital       | Unique Total Qualified* | Percent      |
|---|---------------|---------------|-------------------------|--------------|
| Individuals by name and title and/or function | 21,296        | 11,955        | 28,642                  | 89.5         |
| Individuals by name only                      | -             | -             | -                       | -            |
| Titles or functions only                      | 3,358         | -             | 3,358                   | 10.5         |
| Company names only                            | -             | -             | -                       | -            |
| Multi-Copy Same Addressee copies              | -             | -             | -                       | -            |
| Single Copy Sales                             | -             | -             | -                       | -            |
| <b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b>    | <b>24,654</b> | <b>11,955</b> | <b>32,000</b>           | <b>100.0</b> |

\*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     | Circulation Claim    |
|---|----------------------|---------------------|----------------------|---------------------|-----------------------|----------------------|
|   | July – December 2012 | January – June 2013 | July – December 2013 | January – June 2014 | July – December 2014* | January – June 2015* |
| Unique Total Audit Average Qualified***:                    | 25,004               | 26,671              | 30,006               | 30,003              | 30,033                | 30,704               |
| Unique Qualified Non-Paid Total***:                         | 25,004               | 26,671              | 30,006               | 30,003              | 30,033                | 30,704               |
| Print:  | 25,004               | 25,004              | 25,004               | 24,971              | 24,924                | 25,050               |
| Digital:  | -                    | 1,667               | 5,002                | 5,484               | 6,129                 | 9,102                |
| Unique Qualified Paid Total***:                             | -                    | -                   | -                    | -                   | -                     | -                    |
| Print:  | -                    | -                   | -                    | -                   | -                     | -                    |
| Digital:  | -                    | -                   | -                    | -                   | -                     | -                    |
| Post Expire Copies included in Total Qualified Circulation: | **NC                 | **NC                | **NC                 | **NC                | **NC                  | **NC                 |
| Average Annual Order Price:                                 | **NC                 | **NC                | **NC                 | **NC                | **NC                  | **NC                 |

\*NOTE: July 2014 – June 2015 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 MAY 2015\*\***

| State                   | Print        | Digital      | Unique Total Qualified* | Percent     |
|-------------------------|--------------|--------------|-------------------------|-------------|
| Maine                   | 58           | 20           | 74                      |             |
| New Hampshire           | 55           | 20           | 67                      |             |
| Vermont                 | 44           | 17           | 52                      |             |
| Massachusetts           | 298          | 153          | 387                     |             |
| Rhode Island            | 47           | 8            | 53                      |             |
| Connecticut             | 129          | 51           | 159                     |             |
| <b>NEW ENGLAND</b>      | <b>631</b>   | <b>269</b>   | <b>792</b>              | <b>2.5</b>  |
| New York                | 703          | 284          | 862                     |             |
| New Jersey              | 444          | 187          | 551                     |             |
| Pennsylvania            | 1,040        | 387          | 1,271                   |             |
| <b>MIDDLE ATLANTIC</b>  | <b>2,187</b> | <b>858</b>   | <b>2,684</b>            | <b>8.4</b>  |
| Ohio                    | 821          | 369          | 1,027                   |             |
| Indiana                 | 476          | 212          | 610                     |             |
| Illinois                | 1,630        | 714          | 2,004                   |             |
| Michigan                | 455          | 209          | 580                     |             |
| Wisconsin               | 1,134        | 428          | 1,393                   |             |
| <b>EAST NO. CENTRAL</b> | <b>4,516</b> | <b>1,932</b> | <b>5,614</b>            | <b>17.5</b> |
| Minnesota               | 1,128        | 584          | 1,513                   |             |
| Iowa                    | 801          | 479          | 1,116                   |             |
| Missouri                | 740          | 359          | 973                     |             |
| North Dakota            | 155          | 32           | 173                     |             |
| South Dakota            | 342          | 199          | 474                     |             |
| Nebraska                | 636          | 387          | 897                     |             |
| Kansas                  | 824          | 496          | 1,146                   |             |
| <b>WEST NO. CENTRAL</b> | <b>4,626</b> | <b>2,536</b> | <b>6,292</b>            | <b>19.7</b> |
| Delaware                | 113          | 55           | 143                     |             |
| Maryland                | 283          | 131          | 360                     |             |
| Washington, DC          | 63           | 45           | 92                      |             |
| Virginia                | 541          | 265          | 689                     |             |
| West Virginia           | 47           | 15           | 61                      |             |
| North Carolina          | 765          | 373          | 1,000                   |             |
| South Carolina          | 225          | 86           | 274                     |             |
| Georgia                 | 781          | 376          | 1,012                   |             |
| Florida                 | 675          | 260          | 813                     |             |
| <b>SOUTH ATLANTIC</b>   | <b>3,493</b> | <b>1,606</b> | <b>4,444</b>            | <b>13.9</b> |

| State                                      | Print         | Digital       | Unique Total Qualified* | Percent      |
|--|---------------|---------------|-------------------------|--------------|
| Kentucky                                   | 302           | 115           | 382                     |              |
| Tennessee                                  | 363           | 163           | 460                     |              |
| Alabama                                    | 339           | 135           | 410                     |              |
| Mississippi                                | 197           | 90            | 258                     |              |
| <b>EAST SO. CENTRAL</b>                    | <b>1,201</b>  | <b>503</b>    | <b>1,510</b>            | <b>4.7</b>   |
| Arkansas                                   | 843           | 600           | 1,249                   |              |
| Louisiana                                  | 123           | 45            | 157                     |              |
| Oklahoma                                   | 338           | 187           | 451                     |              |
| Texas                                      | 1,540         | 816           | 2,024                   |              |
| <b>WEST SO. CENTRAL</b>                    | <b>2,844</b>  | <b>1,648</b>  | <b>3,881</b>            | <b>12.1</b>  |
| Montana                                    | 82            | 24            | 102                     |              |
| Idaho                                      | 119           | 68            | 166                     |              |
| Wyoming                                    | 23            | 12            | 30                      |              |
| Colorado                                   | 769           | 495           | 1,120                   |              |
| New Mexico                                 | 61            | 17            | 70                      |              |
| Arizona                                    | 182           | 110           | 250                     |              |
| Utah                                       | 168           | 81            | 218                     |              |
| Nevada                                     | 74            | 31            | 87                      |              |
| <b>MOUNTAIN</b>                            | <b>1,478</b>  | <b>838</b>    | <b>2,043</b>            | <b>6.4</b>   |
| Alaska                                     | 19            | 2             | 21                      |              |
| Washington                                 | 338           | 140           | 422                     |              |
| Oregon                                     | 211           | 99            | 273                     |              |
| California                                 | 1,685         | 668           | 2,100                   |              |
| Hawaii                                     | 53            | 9             | 59                      |              |
| <b>PACIFIC</b>                             | <b>2,306</b>  | <b>918</b>    | <b>2,875</b>            | <b>9.0</b>   |
| <b>UNITED STATES</b>                       | <b>23,282</b> | <b>11,108</b> | <b>30,135</b>           | <b>94.2</b>  |
| U.S. Territories                           | 47            | 6             | 52                      |              |
| Canada                                     | 1,314         | 831           | 1,798                   |              |
| Mexico                                     | -             | -             | -                       |              |
| Other International                        | 11            | 10            | 15                      |              |
| APO/FPO                                    | -             | -             | -                       |              |
| <b>UNIQUE TOTAL QUALIFIED CIRCULATION*</b> | <b>24,654</b> | <b>11,955</b> | <b>32,000</b>           | <b>100.0</b> |

\*Unique Total represents unique recipients, not the sum of Print and Digital.  
**\*\*See Additional Data**

## E-NEWSLETTER CHANNEL

| 2015            | NewsMakers AM* | NewsMakers PM* | Breaking News | Meatingplace Blogs* | Processing Solutions |
|-----------------|----------------|----------------|---------------|---------------------|----------------------|
| <b>JANUARY</b>  |                |                |               |                     |                      |
| January 1       | 30,323         | 28,378         | -             | 22,055              | 24,479               |
| January 8       | 30,410         | 28,457         | -             | 22,121              | 24,555               |
| January 15      | 30,421         | 28,458         | -             | 22,136              | 24,551               |
| January 22      | 30,322         | 28,346         | -             | 22,038              | 24,392               |
| January 29      | 30,303         | 28,324         | -             | 22,016              | 24,367               |
| <b>FEBRUARY</b> |                |                |               |                     |                      |
| February 5      | 30,335         | 28,350         | -             | 22,028              | 24,371               |
| February 12     | 30,355         | 28,353         | -             | 22,032              | 24,343               |
| February 19     | 30,391         | 28,375         | -             | 22,044              | 24,351               |
| February 26     | 30,354         | 28,333         | -             | 22,008              | 24,249               |
| <b>MARCH</b>    |                |                |               |                     |                      |
| March 5         | 30,353         | 28,309         | -             | 21,991              | 24,073               |
| March 12        | 30,339         | 28,301         | -             | 21,970              | 24,179               |
| March 19        | 30,325         | 28,291         | -             | 21,959              | 24,136               |
| March 26        | 30,288         | 28,234         | -             | 21,908              | 24,066               |
| <b>APRIL</b>    |                |                |               |                     |                      |
| April 2         | 26,345         | 28,203         | -             | 21,843              | 24,017               |
| April 9         | 30,203         | 28,171         | -             | 21,816              | 23,935               |
| April 16        | 30,178         | 28,148         | -             | 60,394              | 23,938               |
| April 23        | 30,212         | 28,176         | -             | 21,791              | 23,918               |
| April 28        | -              | -              | 29,219        | -                   | -                    |
| April 30        | 30,218         | 28,177         | -             | 21,788              | 23,888               |
| <b>MAY</b>      |                |                |               |                     |                      |
| May 7           | 30,192         | 28,158         | -             | 21,772              | 23,829               |
| May 14          | 30,214         | 28,167         | -             | 21,775              | 23,883               |
| May 18          | -              | -              | 29,232        | -                   | -                    |
| May 21          | 30,209         | 28,165         | -             | 21,760              | 23,832               |
| May 22          | -              | -              | 29,212        | -                   | -                    |
| May 28          | 30,207         | 28,157         | -             | 21,749              | 23,793               |
| <b>JUNE</b>     |                |                |               |                     |                      |
| June 4          | 30,167         | 28,123         | -             | 21,722              | 23,733               |
| June 11         | 30,149         | 28,113         | -             | 21,694              | 23,685               |
| June 18         | 30,130         | 28,104         | -             | 21,691              | 23,636               |
| June 25         | 30,130         | 28,120         | -             | 21,689              | 23,648               |
| <b>AVERAGE:</b> | <b>30,117</b>  | <b>28,252</b>  | <b>29,221</b> | <b>23,743</b>       | <b>24,071</b>        |

NewsMakers AM (127 issued in the period)  
 NewsMakers PM (128 issued in the period)  
 Breaking News (3 issued in the period)  
 Meatingplace Blogs (104 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

| 2015              | Monthly Downloads | Cumulative Downloads |
|-------------------|-------------------|----------------------|
| Beginning Balance |                   | 2,243                |
| January           | 5                 | 2,248                |
| February          | 6                 | 2,254                |
| March             | 10                | 2,264                |
| April             | 6                 | 2,270                |
| May               | 5                 | 2,275                |
| June              | 9                 | 2,284                |

Cumulative downloads represents the aggregate number of downloads of the Meetingplace 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

| 2015              | Monthly Downloads | Cumulative Downloads |
|-------------------|-------------------|----------------------|
| Beginning Balance |                   | 359                  |
| January           | 4                 | 363                  |
| February          | 10                | 373                  |
| March             | 3                 | 376                  |
| April             | 6                 | 382                  |
| May               | 5                 | 387                  |
| June              | 4                 | 391                  |

Cumulative downloads represents the aggregate number of downloads of the Meetingplace 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.MEETINGPLACE.COM

| 2015            | PAGE IMPRESSIONS | USER SESSIONS  | UNIQUE BROWSERS | UNIQUE BROWSER FREQUENCY | PAGE DURATION | USER SESSION DURATION |
|-----------------|------------------|----------------|-----------------|--------------------------|---------------|-----------------------|
| January         | 523,430          | 244,022        | 64,695          | 3.77                     | 01:47         | 02:03                 |
| February        | 469,502          | 220,534        | 59,454          | 3.71                     | 01:47         | 02:01                 |
| March           | 493,731          | 239,492        | 61,614          | 3.89                     | 01:52         | 01:59                 |
| April           | 507,286          | 243,246        | 61,626          | 3.95                     | 01:54         | 02:04                 |
| May             | 470,655          | 226,663        | 62,957          | 3.60                     | 01:57         | 02:07                 |
| June            | 484,013          | 230,058        | 62,770          | 3.67                     | 01:54         | 02:06                 |
| <b>AVERAGE:</b> | <b>491,436</b>   | <b>234,002</b> | <b>62,186</b>   | <b>3.77</b>              | <b>01:51</b>  | <b>02:03</b>          |

January - June 2015 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](http://www.adicompli.com)

# SOCIAL MEDIA CHANNEL

## Meetingplace Social Media



Twitter followers

<http://twitter.com/meetingplace>



Facebook likes

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



LinkedIn group members

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

### 2015

|                   |       |     |       |
|-------------------|-------|-----|-------|
| Beginning Balance | 3,586 | 604 | 5,745 |
| January           | 3,665 | 620 | 5,764 |
| February          | 3,714 | 632 | 5,836 |
| March             | 3,790 | 636 | 5,861 |
| April             | 3,848 | 646 | 5,893 |
| May               | 3,915 | 672 | 5,946 |
| June              | 3,962 | 697 | 5,991 |

## 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 9 sources of circulation for quantities of 20 copies or 0.1% to 2,808 copies or 8.8%, 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 July 8, 2015

State Illinois

County Cook

Received by BPA Worldwide July 8, 2015

Type BJ

ID Number M196B0J5

#### 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](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.