

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.

Marketing & Technology Group
1415 N. Dayton St.
Chicago, IL 60622
Tel. No.: (312) 266-3311
Fax No.: (312) 266-3363
www.meatingplace.com

MEATINGPLACE is the business-to-business brand for professionals in the meat and poultry processing industries. The editorial scope of the brand is to inform and stimulate thought on the issues, people and outside influences that affect the industry. Content includes news, blogs, technical articles, thought-provoking issues pieces, company profiles and perspectives from those in and around the industry.

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
32,003 average circulation

MEATINGPLACE E-NEWSLETTERS



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

MEATINGPLACE APPS



iTunes App
2,296 cumulative downloads
Android App
403 cumulative downloads

MEATINGPLACE WEBSITE



72,467 average unique browsers

MEATINGPLACE SOCIAL MEDIA



4,627 Twitter followers
934 Facebook likes
6,570 LinkedIn group members

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)	32,003	-	32,003
a. Print	25,309	-	25,309
b. Digital	11,643	-	11,643
1. Requested	10,196	-	10,196
2. Non-Requested	1,447	-	1,447
MEATINGPLACE E-NEWSLETTERS			
a. Newsmakers AM (111 issued in the period)	29,773	-	29,773
b. Newsmakers PM (110 issued in the period)	27,550	-	27,550
c. Breaking News (5 issued in the period)	28,867	-	28,867
d. Meatingplace Blogs (127 issued in the period)	20,956	-	20,956
e. Processing Solutions (26 issued in the period)	22,139	-	22,139
MEATINGPLACE APPS			
a. iTunes App (cumulative downloads)	**2,296	-	**2,296
b. Android App (cumulative downloads)	**403	-	**403
MEATINGPLACE WEBSITE (Monthly Unique Browsers with 474,458 average Page Impressions)	72,467	-	72,467
MEATINGPLACE SOCIAL MEDIA			
a. Twitter followers	**4,627	-	**4,627
b. Facebook Likes	**934	-	**934
c. LinkedIn group members	**6,570	-	**6,570

*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 Not Included Elsewhere	Copies
Other Paid Circulation	172
Advertiser and Agency	1,632
Allocated for Trade Shows and Conventions	-
All Other	331
TOTAL	2,135

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	32,003	100.0	32,003	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	32,003	100.0	32,003	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 Issue	Print	Digital	Unique Total Qualified*
July	25,188	11,754	32,005
August	25,308	11,658	32,003
September	25,360	11,548	32,002
October	25,420	11,513	32,002
November	25,415	11,473	32,005
December	25,165	11,912	32,002

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

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016
This issue is -% or 2 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	23,828	74.5	19,423	7,632	8,199	7,353	2,971	4,243	1,062	-
Slaughter/Fabricating (no further processing) Rendering	2,396	7.5	1,760	988	1,213	362	292	431	98	-
Supermarket and/or Retail, Restaurant and/or Foodservice	2,728	8.5	2,134	1,186	959	115	409	691	554	-
Consulting, Academic	3,053	9.5	2,098	1,667	979	76	1,648	321	29	-
Others Allied to the Field	-	-	-	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	32,005	100.0	25,415	11,473	11,350	7,906	5,320	5,686	1,743	-
PERCENT	100.0		79.4	35.8	35.5	24.7	16.6	17.8	5.4	-

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 2016

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	17,907	5,871	-	18,469	9,387	23,778	74.3
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	2,418	1,544	-	2,681	2,086	3,962	12.4
V. TOTAL - Sources other than above (listed alphabetically):	4,265	-	-	4,265	-	4,265	13.3
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
**Other sources	4,265	-	-	4,265	-	4,265	13.3
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	24,590	7,415	-	25,415	11,473	32,005	100.0
PERCENT	76.8	23.2	-	79.5	35.9	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 2016

MAILING ADDRESS	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	20,697	11,472	27,286	85.3
Individuals by name only	-	-	-	-
Titles or functions only	4,718	1	4,719	14.7
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	25,415	11,473	32,005	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	Audited Data	Circulation Claim
	January - June 2014	July - December 2014	January - June 2015	January - December 2015	January - June 2016	January - December 2016*
Unique Total Audit Average Qualified***:	30,003	30,033	29,835	32,018	32,001	32,003
Unique Qualified Non-Paid Total***:	30,003	30,033	29,835	32,018	32,001	32,003
Print:	24,971	24,954	25,050	25,144	25,051	25,309
Digital:	5,484	6,159	7,709	11,871	11,972	11,643
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 - December 2016 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 2016**

State	Print	Digital	Unique Total Qualified*	Percent
Maine	57	24	72	
New Hampshire	61	20	73	
Vermont	58	15	67	
Massachusetts	336	136	394	
Rhode Island	60	16	67	
Connecticut	130	53	162	
NEW ENGLAND	702	264	835	2.6
New York	774	252	898	
New Jersey	510	173	603	
Pennsylvania	1,098	391	1,301	
MIDDLE ATLANTIC	2,382	816	2,802	8.9
Ohio	878	348	1,056	
Indiana	463	191	574	
Illinois	1,547	689	1,898	
Michigan	502	169	597	
Wisconsin	991	400	1,225	
EAST NO. CENTRAL	4,381	1,797	5,350	16.7
Minnesota	1,102	581	1,474	
Iowa	818	473	1,112	
Missouri	741	350	948	
North Dakota	80	26	94	
South Dakota	356	174	467	
Nebraska	634	343	846	
Kansas	765	436	1,030	
WEST NO. CENTRAL	4,496	2,383	5,971	18.6
Delaware	96	54	131	
Maryland	283	124	353	
Washington, DC	60	36	80	
Virginia	563	254	697	
West Virginia	53	11	61	
North Carolina	845	364	1,039	
South Carolina	217	71	258	
Georgia	811	371	1,014	
Florida	728	255	868	
SOUTH ATLANTIC	3,656	1,540	4,501	14.1

State	Print	Digital	Unique Total Qualified*	Percent
Kentucky	317	108	384	
Tennessee	395	143	464	
Alabama	530	309	742	
Mississippi	238	101	294	
EAST SO. CENTRAL	1,480	661	1,884	5.9
Arkansas	848	610	1,242	
Louisiana	125	44	145	
Oklahoma	330	149	417	
Texas	1,617	704	2,008	
WEST SO. CENTRAL	2,920	1,507	3,812	11.9
Montana	81	23	96	
Idaho	140	59	176	
Wyoming	23	8	27	
Colorado	766	502	1,089	
New Mexico	66	25	83	
Arizona	189	87	240	
Utah	180	73	223	
Nevada	92	32	108	
MOUNTAIN	1,537	809	2,042	6.4
Alaska	23	2	24	
Washington	338	146	420	
Oregon	239	86	286	
California	1,758	685	2,132	
Hawaii	66	7	68	
PACIFIC	2,424	926	2,930	9.2
UNITED STATES	23,978	10,703	30,127	94.1
U.S. Territories	94	2	96	
Canada	1,343	760	1,774	
Mexico	-	-	-	
Other International	-	8	8	
APO/FPO	-	-	-	
UNIQUE TOTAL QUALIFIED CIRCULATION*	25,415	11,473	32,005	100.0

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

**See Additional Data

E-NEWSLETTER CHANNEL

2016	NewsMakers AM*	NewsMakers PM*	Breaking News	Meatingplace Blogs*	Processing Solutions
JULY					
July 1	30,069	27,852	-	21,257	22,578
July 8	30,039	27,766	-	21,242	22,493
July 15	29,941	27,733	-	21,120	22,396
July 22	29,889	27,603	-	21,079	22,375
July 29	29,863	27,659	-	21,103	22,350
AUGUST					
August 5	29,838	27,638	-	21,082	22,326
August 12	29,609	27,316	-	20,763	22,269
August 19	29,263	27,080	-	20,531	21,734
August 26	29,675	27,469	-	20,896	22,210
SEPTEMBER					
September 2	29,771	27,573	-	20,996	22,176
September 9	29,755	27,600	-	21,018	22,184
September 16	29,784	27,577	-	21,024	22,170
September 23	29,790	27,539	-	20,995	22,176
September 30	29,777	27,537	-	20,984	22,140
OCTOBER					
October 7	29,827	27,593	-	21,023	22,170
October 14	29,847	27,632	29,068	21,040	22,195
October 21	29,817	27,595	-	21,019	22,182
October 28	29,751	27,544	-	20,976	22,069
NOVEMBER					
November 4	29,718	27,502	-	20,927	22,066
November 11	29,685	27,468	-	20,900	21,992
November 17	-	-	28,886	-	-
November 18	29,658	27,445	-	20,874	21,936
November 21	-	-	28,821	-	-
November 25	29,655	27,424	-	20,852	21,943
November 29	-	-	28,837	-	-
DECEMBER					
December 2	29,660	27,419	-	20,804	21,868
December 5	-	-	28,723	-	-
December 9	-	-	-	20,812	21,870
December 16	-	-	-	20,813	21,889
December 23	-	-	-	20,784	21,854
December 30	-	-	-	20,771	-
AVERAGE:	29,773	27,550	28,867	20,956	22,139

NewsMakers AM (111 issued in the period)

NewsMakers PM (110 issued in the period)

Breaking News (5 issued in the period)

Meatingplace Blogs (127 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

2016	Monthly Downloads	Cumulative Downloads
Beginning Balance		2,284
July	-	2,284
August	5	2,289
September	-	2,289
October	1	2,290
November	2	2,292
December	4	2,296

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

2016	Monthly Downloads	Cumulative Downloads
Beginning Balance		391
July	1	392
August	4	396
September	2	398
October	1	399
November	2	401
December	2	403

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

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	451,422	221,745	69,821	3.18	01:47	01:51
August	504,627	242,381	72,352	3.35	01:46	01:55
September	496,730	237,585	73,053	3.25	01:45	01:55
October	477,876	236,128	76,368	3.09	01:43	01:46
November	445,181	221,433	70,433	3.14	01:49	01:50
December	470,912	225,153	72,778	3.09	01:40	01:49
AVERAGE:	474,458	230,737	72,467	3.18	01:45	01:51

July - December 2016 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 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 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

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>

2016

Beginning Balance	4,433	851	6,356
July	4,467	862	6,544
August	4,503	877	6,539
September	4,548	890	6,584
October	4,585	910	6,578
November	4,603	921	6,574
December	4,627	934	6,570

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 1 source of circulation for a quantity of 4,265 copies or 13.3%, including Federally Inspected Meat Plant Directory.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter, App, 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 18, 2017

State Illinois

County Cook

Received by BPA Worldwide January 18, 2017

Type BJ

ID Number M196B0D6

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.