

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.

# meatingplace

IN PRINT ONLINE

Marketing & Technology Group  
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**ABOUT MEATINGPLACE**

For 20 years **MEATINGPLACE** has reported on the issues, people and business that matter most to US & Canadian meat, pork and poultry processors. Its content informs innovative processors of vital meat and poultry industry issues and engages them in the shared purpose of advancing the industry and playing a key role in the global food supply chain. Its print edition provides analysis and strategic insights monthly and its web site provides current and breaking news and practical technical, information that meat, pork and poultry processors have come to rely on daily.

**BRAND REPORT PURPOSE**

The Brand Report provides a deeper understanding and identification of all 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 across multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary.

**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.

**Channels Include:**



**MEATINGPLACE MAGAZINE**  
6 issues in period  
26,671 average circulation  
Pages 2 & 3



**MEATINGPLACE E-NEWSLETTERS**  
5 E-Newsletters in the period  
401 total deployments  
138,151 average distribution  
Page 3



**MEATINGPLACE APPS**  
iTunes App  
1,829 total downloads  
Android App  
134 total downloads  
Page 4



**MEATINGPLACE WEBSITE**  
60,347 average unique browsers  
Page 4



**MEATINGPLACE SOCIAL MEDIA**  
2,064 average Twitter followers  
286 average Facebook likes  
4,056 average LinkedIn group members  
Page 5

**EXECUTIVE SUMMARY**

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

	Non-Paid	Paid	Average
Meatingplace Magazine (6 Issues in the period)	26,671	-	26,671
a. Print	25,004	-	25,004
b. Digital	1,667	-	1,667
1. Requested	-	-	-
2. Non-Requested	1,667	-	1,667
Meatingplace E-Newsletter			
Newsmakers AM Newsletter (129 deployments in the period)	29,693	-	29,693
Newsmakers PM Newsletter (128 deployments in the period)	28,012	-	28,012
Breaking News (3 deployments in the period)	28,171	-	28,171
Meatingplace Blogs Newsletter (116 deployments in the period)	22,533	-	22,533
Processing Solutions Newsletter (25 deployments in the period)	29,742	-	29,742
Meatingplace App			
iTunes App ( 1,972 Total downloads )	1,829	-	1,829
Android App ( 168 Total downloads )	134	-	134
Meatingplace Website (Monthly Unique Browsers with 448,503 average Page Impressions - Note 1)	60,347	-	60,347
Meatingplace Social Media			
a. Twitter followers	2,064	-	2,064
b. Facebook Likes	286	-	286
c. LinkedIn group members	4,056	-	4,056

Note 1: Unique Browsers: See Website Glossary in Channel Profile.

**Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.**

**CHANNEL PROFILE  
MAGAZINE**



Official Publication of: None  
Established: 1993  
Issues Per Year: 12

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	214
Advertiser and Agency	1,400
Rotated or Occasional	-
Allocated for Trade Shows and Conventions	-
Digital	-
All Other	714
<b>TOTAL</b>	<b>2,328</b>

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	26,671	100.0	26,671	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>26,671</b>	<b>100.0</b>	<b>26,671</b>	<b>100.0</b>	-	-

1. AVERAGE CIRCULATION FOR MAGAZINE FOR THE PERIOD - PRINT						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	25,004	100.0	25,004	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>25,004</b>	<b>100.0</b>	<b>25,004</b>	<b>100.0</b>	-	-

1. AVERAGE CIRCULATION FOR MAGAZINE FOR THE PERIOD - DIGITAL						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	1,667	100.0	1,667	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>1,667</b>	<b>100.0</b>	<b>1,667</b>	<b>100.0</b>	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD							
2013 Issue			Number Removed	Number Added	Print	Digital	Total Qualified
January			435	436	25,004	-	25,004
February			2	-	25,002	-	25,002
March			285	287	25,004	-	25,004
April			1,005	1,009	25,008	-	25,008
May			2,412	7,409	25,003	5,002	30,005
June			-	-	25,003	5,002	30,005
<b>TOTAL</b>			<b>4,139</b>	<b>9,141</b>			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2013											
This issue is 15.4% or 4,000 copies above the average of the other 5 issues reported in Paragraph two. (See Additional Data)											
BUSINESS AND INDUSTRY	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	22,624	75.4	18,402	4,222	8,954	5,542	2,690	4,314	1,124	-	
Slaughter/Fabricating (no further processing) Rendering	2,218	7.4	1,932	286	844	566	283	423	102	-	
Supermarket and/or Retail, Restaurant and/or Foodservice	2,763	9.2	2,269	494	1,031	141	348	744	499	-	
Consulting, Academic	2,400	8.0	2,400	-	894	50	1,140	303	13	-	
Others Allied to the Field	-	-	-	-	-	-	-	-	-	-	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>30,005</b>	<b>100.0</b>	<b>25,003</b>	<b>5,002</b>	<b>11,723</b>	<b>6,299</b>	<b>4,461</b>	<b>5,784</b>	<b>1,738</b>	-	
<b>PERCENT</b>	<b>100.0</b>		<b>83.3</b>	<b>16.7</b>	<b>39.1</b>	<b>21.0</b>	<b>14.8</b>	<b>19.3</b>	<b>5.8</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 Mgr. 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).  
 Note 5: Purchasing (Procurement Manager, Purchasing Manager, Purchasing Agent, Buyer, Category Manager).

**Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.**

# CHANNEL PROFILE (CONTINUED) MAGAZINE (CONTINUED)

## 3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2013

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	15,658	6,143	-	21,801	-	21,801	72.7
II. Request from recipient's company:	105	-	-	105	-	105	0.3
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	3,528	1,975	-	501	5,002	5,503	18.3
V. <b>TOTAL</b> - Sources other than above (listed alphabetically):	2,596	-	-	2,596	-	2,596	8.7
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
*Other sources	2,596	-	-	2,596	-	2,596	8.7
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>21,887</b>	<b>8,118</b>	<b>-</b>	<b>25,003</b>	<b>5,002</b>	<b>30,005</b>	<b>100.0</b>
<b>PERCENT</b>	<b>72.9</b>	<b>27.1</b>	<b>-</b>	<b>83.3</b>	<b>16.7</b>	<b>100.0</b>	<b>-</b>

\*See Additional Data

## 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2013

MAILING ADDRESS	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	22,512	5,002	27,514	91.7
Individuals by name only	-	-	-	-
Titles or functions only	2,491	-	2,491	8.3
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>25,003</b>	<b>5,002</b>	<b>30,005</b>	<b>100.0</b>

## 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
	July-December 2010	January-June 2011	July-December 2011	January-June 2012	July-December 2012*	January-June 2013*
Total Audit Average Qualified	25,025	25,008	24,993	25,006	25,004	26,671
Qualified Non-Paid Total	25,025	25,008	24,993	25,006	25,004	26,671
Print	25,025	25,008	24,993	25,006	25,004	25,004
Digital	-	-	-	-	-	1,667
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 2012 - June 2013 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

## E-NEWSLETTER

2013	*NewsMakers AM	*NewsMakers PM	Breaking News	*Meetingplace Blogs	Processing Solutions
<b>JANUARY</b>	-	-	-	-	-
January 1 - 5	29,703	27,816	28,383	20,851	-
January 6 - 12	29,811	27,963	-	22,617	31,030
January 13 - 19	29,503	28,033	-	22,603	30,557
January 20 - 26	29,854	28,082	-	22,634	31,188
January 27 - 31	29,507	27,849	-	22,629	30,377
<b>FEBRUARY</b>	-	-	-	-	-
February 1, 2	29,812	27,749	-	22,639	-
February 3 - 9	29,853	27,938	-	22,656	30,411
February 10 - 16	29,734	27,933	28,544	22,670	30,672
February 17 - 23	29,918	27,883	-	22,677	30,335
February 24 - 28	29,916	28,303	-	22,723	30,158
<b>MARCH</b>	-	-	-	-	-
March 1, 2	29,970	27,822	-	22,726	-
March 3 - 9	29,610	28,265	-	22,773	30,144
March 10 - 16	29,903	27,901	-	22,815	30,152
March 17 - 23	29,918	28,180	-	22,633	30,093
March 24 - 30	29,916	28,338	-	22,554	30,036
<b>APRIL</b>	-	-	-	-	-
April 1 - 6	29,558	28,226	-	22,546	30,069
April 7 - 13	29,844	28,133	-	22,484	29,976
April 14 - 20	29,710	27,999	-	22,694	29,576
April 21 - 27	29,513	27,873	-	22,336	29,382
April 28 - 30	29,760	28,142	-	22,525	29,247
<b>MAY</b>	-	-	-	-	-
May 1 - 4	29,590	27,607	-	22,546	-
May 5 - 11	29,175	27,758	-	22,265	28,976
May 12 - 18	29,105	27,712	-	22,169	28,638
May 19 - 25	28,963	27,473	-	21,984	28,364
May 26 - 31	29,218	27,497	27,586	22,149	28,226
<b>JUNE</b>	-	-	-	-	-
June 2 - 8	29,656	27,771	-	22,491	28,290
June 9 - 15	30,300	28,466	-	23,046	29,413
June 16 - 22	30,219	28,572	-	22,953	29,208
June 23 - 29	30,398	28,575	-	22,992	29,028
<b>AVERAGE</b>	<b>29,693</b>	<b>28,012</b>	<b>28,171</b>	<b>22,533</b>	<b>29,742</b>

NewsMakers AM (129 deployments in the period)  
 NewsMakers PM (128 deployments in the period)  
 Breaking News (3 deployments in the period)  
 Meetingplace Blogs (116 deployments in the period)  
 Processing Solutions (25 deployments in the period)

\*See Additional Data

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

**CHANNEL PROFILE (CONTINUED)****APP SUMMARY****iTunes**

2013	Monthly Downloads	Total Downloads
Total as of December 31, 2012		1,684
January _____	34	1,718
February _____	76	1,794
March _____	36	1,830
April _____	48	1,878
May _____	49	1,927
June _____	45	1,972
<b>AVERAGE:</b>	<b>48</b>	<b>1,829</b>

Total 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**

2013	Monthly Downloads	Total Downloads
Total as of December 31, 2012		103
January _____	15	118
February _____	7	125
March _____	8	133
April _____	6	139
May _____	13	152
June _____	16	168
<b>AVERAGE:</b>	<b>11</b>	<b>134</b>

Total 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\***

Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January _____	467,688	236,706	57,987	4.08	02:11	02:08
February _____	410,183	205,819	53,090	3.88	02:17	02:16
March _____	430,807	211,899	53,910	3.93	02:09	02:14
April _____	428,556	217,928	54,913	3.97	02:18	02:14
May _____	487,141	249,366	72,768	3.43	02:10	02:04
June _____	466,645	233,919	69,416	3.37	02:05	02:05
<b>AVERAGE:</b>	<b>448,503</b>	<b>225,940</b>	<b>60,347</b>	<b>3.78</b>	<b>02:12</b>	<b>02:10</b>




\*See Additional Data

**WEBSITE GLOSSARY:**

<b>Unique Browsers:</b> An identified and unduplicated Cookied Browser that accesses Internet content or advertising during a measurement period.
<b>Page Impressions:</b> 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.
<b>User Sessions:</b> A single continuous set of activity attributable to a cookied browser resulting in one or more pulled text and/or graphics downloads from a site.
<b>Unique Browser Frequency:</b> 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.
<b>User Session Duration:</b> The average time visitors remain on a site per session.
<b>Page Duration:</b> The average time spent viewing any page on a web site.

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

### CHANNEL PROFILE (CONTINUED) SOCIAL MEDIA

2013	Meatingplace Social Media		
	 Twitter followers <a href="https://twitter.com/meatingplace">https://twitter.com/meatingplace</a>	 Facebook likes <a href="https://www.facebook.com/Meatingplace">https://www.facebook.com/Meatingplace</a>	 LinkedIn group members <a href="http://www.linkedin.com/groups?gid=1875017">http://www.linkedin.com/groups?gid=1875017</a>
January _____	1,684	234	3,689
February _____	1,684	253	3,827
March _____	2,128	275	3,995
April _____	2,213	297	4,121
May _____	2,299	317	4,271
June _____	2,377	340	4,434
<b>AVERAGE:</b>	<b>2,064</b>	<b>286</b>	<b>4,056</b>

### GEOGRAPHIC DISTRIBUTION\*

State	Meatingplace for Issue of May 2013				State	Meatingplace for Issue of May 2013			
	Print	Digital	Total	Percent		Print	Digital	Total	Percent
Maine _____	62	7	69		Kentucky _____	303	57	360	
New Hampshire _____	51	9	60		Tennessee _____	365	67	432	
Vermont _____	65	4	69		Alabama _____	323	70	393	
Massachusetts _____	310	44	354		Mississippi _____	237	42	279	
Rhode Island _____	39	-	39		<b>EAST SO. CENTRAL</b>	<b>1,228</b>	<b>236</b>	<b>1,464</b>	<b>4.9</b>
Connecticut _____	125	19	144		Arkansas _____	827	303	1,130	
<b>NEW ENGLAND</b>	<b>652</b>	<b>83</b>	<b>735</b>	<b>2.5</b>	Louisiana _____	145	18	163	
New York _____	702	85	787		Oklahoma _____	362	66	428	
New Jersey _____	431	62	493		Texas _____	1,539	287	1,826	
Pennsylvania _____	1,042	210	1,252		<b>WEST SO. CENTRAL</b>	<b>2,873</b>	<b>674</b>	<b>3,547</b>	<b>11.8</b>
<b>MIDDLE ATLANTIC</b>	<b>2,175</b>	<b>357</b>	<b>2,532</b>	<b>8.4</b>	Montana _____	93	7	100	
Ohio _____	777	144	921		Idaho _____	136	22	158	
Indiana _____	491	50	541		Wyoming _____	32	4	36	
Illinois _____	1,639	265	1,904		Colorado _____	756	245	1,001	
Michigan _____	507	76	583		New Mexico _____	57	2	59	
Wisconsin _____	1,125	186	1,311		Arizona _____	187	50	237	
<b>EAST NO. CENTRAL</b>	<b>4,539</b>	<b>721</b>	<b>5,260</b>	<b>17.5</b>	Utah _____	150	43	193	
Minnesota _____	1,102	278	1,380		Nevada _____	64	12	76	
Iowa _____	842	195	1,037		<b>MOUNTAIN</b>	<b>1,475</b>	<b>385</b>	<b>1,860</b>	<b>6.2</b>
Missouri _____	750	170	920		Alaska _____	21	-	21	
North Dakota _____	163	6	169		Washington _____	320	69	389	
South Dakota _____	362	103	465		Oregon _____	205	31	236	
Nebraska _____	617	218	835		California _____	1,618	296	1,914	
Kansas _____	830	245	1,075		Hawaii _____	37	6	43	
<b>WEST NO. CENTRAL</b>	<b>4,666</b>	<b>1,215</b>	<b>5,881</b>	<b>19.6</b>	<b>PACIFIC</b>	<b>2,201</b>	<b>402</b>	<b>2,603</b>	<b>8.7</b>
Delaware _____	99	35	134		<b>UNITED STATES</b>	<b>23,430</b>	<b>4,747</b>	<b>28,177</b>	<b>93.9</b>
Maryland _____	301	60	361		U.S. Territories _____	59	-	59	
Washington, DC _____	65	7	72		Canada _____	1,476	252	1,728	
Virginia _____	587	118	705		Mexico _____	-	-	-	
West Virginia _____	67	3	70		Other International _____	35	-	35	
North Carolina _____	831	164	995		APO/FPO _____	3	3	6	
South Carolina _____	271	45	316		<b>TOTAL</b>	<b>25,003</b>	<b>5,002</b>	<b>30,005</b>	<b>100.0</b>
Georgia _____	840	160	1,000						
Florida _____	560	82	642						
<b>SOUTH ATLANTIC</b>	<b>3,621</b>	<b>674</b>	<b>4,295</b>	<b>14.3</b>					

\*See Additional Data

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

## 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 3a:

The May 2013 issue is 15.4% or 4,000 copies above the average of the other 5 issues reported in Paragraph two.

#### PARAGRAPH 3b:

Other Sources include 11 sources of circulation for quantities of 11 copies or -% to 1,753 copies or 5.8%, including Merit Direct and USDA Federal Inspection Directory.

### E-NEWSLETTER:

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

### WEBSITE ACTIVITY:

January - June 2013 data was provided by Google Analytics.  
All website activity is audited by BPA Worldwide.

### GEOGRAPHIC DISTRIBUTION:

Geographical data not available for E-Newsletter, App, Website and Social Media and therefore, is not reported herein.

### 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 15, 2013

State IL

County Cook

Received by BPA Worldwide July 15, 2013

Type BJ

ID Number M196B0J3

#### 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.