



**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED DECEMBER 2011**

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.

No. 999/12-11

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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. Worldwide, BPA audits 2,600+ media properties—including over 1,500 B-to-B publications, more than 350 consumer magazines, 150 newspapers, 550+ web sites, 40 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members.

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meatingplace

IN PRINT ONLINE

Marketing & Technology Group
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Tel. No.: (312) 266-3311
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Official Publication of: None
Established: 1993
Issues Per Year: 12

FIELD SERVED

MEETINGPLACE 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 _____	230
Advertiser and Agency _____	1,737
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	801
TOTAL	2,768

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	24,993	100.0	24,993	100.0	-	-
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	24,993	100.0	24,993	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2011 Issue	Number Removed	Number Added	Total Qualified
July _____	482	485	25,005
August _____	9	6	25,002
September _____	357	359	25,004
October _____	38	6	24,972
November _____	-	3	24,975
December _____	984	1,011	25,002
TOTAL	1,870	1,870	

MEATINGPLACE / December 2011

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011**This issue is 0.1% or 22 copies below the average of the other 5 issues reported in Paragraph two.**

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	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 _____	17,285	69.2	6,623	5,552	1,559	2,784	767	-
Slaughter/Fabricating (no further processing) Rendering _____	3,618	14.5	1,183	1,072	505	699	159	-
Supermarket and/or Retail, Restaurant and/or Foodservice _____	2,233	8.9	706	143	523	461	400	-
Consulting, Academic _____	1,839	7.4	960	74	532	257	16	-
Others Allied to the Field _____	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	24,975	100.0	9,472	6,841	3,119	4,201	1,342	-
PERCENT	100.0		37.9	27.4	12.5	16.8	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 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).

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	16,164	4,690	-	20,854	83.5
II. Request from recipient's company: _____	16	-	-	16	0.1
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically): _____	4,105	-	-	4,105	16.4
Association rosters and directories _____	-	-	-	-	-
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
*Other sources _____	4,105	-	-	4,105	16.4
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,285	4,690	-	24,975	100.0
PERCENT	81.2	18.8	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	21,589	86.4
Individuals by name only _____	-	-
Titles or functions only _____	3,386	13.6
Company names only _____	-	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	24,975	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2011

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine _____	62		Kentucky _____	289	
New Hampshire _____	52		Tennessee _____	333	
Vermont _____	44		Alabama _____	359	
Massachusetts _____	339		Mississippi _____	243	
Rhode Island _____	47		EAST SO. CENTRAL	1,224	4.9
Connecticut _____	140		Arkansas _____	703	
NEW ENGLAND	684	2.7	Louisiana _____	226	
New York _____	745		Oklahoma _____	404	
New Jersey _____	460		Texas _____	1,683	
Pennsylvania _____	1,029		WEST SO. CENTRAL	3,016	12.1
MIDDLE ATLANTIC	2,234	9.0	Montana _____	100	
Ohio _____	756		Idaho _____	125	
Indiana _____	443		Wyoming _____	33	
Illinois _____	1,688		Colorado _____	626	
Michigan _____	496		New Mexico _____	61	
Wisconsin _____	1,165		Arizona _____	201	
EAST NO. CENTRAL	4,548	18.2	Utah _____	134	
Minnesota _____	1,152		Nevada _____	69	
Iowa _____	793		MOUNTAIN	1,349	5.4
Missouri _____	709		Alaska _____	20	
North Dakota _____	169		Washington _____	346	
South Dakota _____	323		Oregon _____	200	
Nebraska _____	572		California _____	1,682	
Kansas _____	735		Hawaii _____	45	
WEST NO. CENTRAL	4,453	17.8	PACIFIC	2,293	9.2
Delaware _____	101		UNITED STATES	23,480	94.0
Maryland _____	295		U.S. Territories _____	72	
Washington, DC _____	54		Canada _____	1,416	
Virginia _____	532		Mexico _____	-	
West Virginia _____	70		Other International _____	6	
North Carolina _____	811		APO/FPO _____	1	
South Carolina _____	331		TOTAL QUALIFIED CIRCULATION	24,975	100.0
Georgia _____	901				
Florida _____	584				
SOUTH ATLANTIC	3,679	14.7			

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 2009	July-December 2009	January-June 2010	July-December 2010	January-June 2011	July-December 2011*
Total Audit Average Qualified: _____	20,007	20,034	23,346	25,025	25,008	24,993
Qualified Non-Paid: _____	20,007	20,034	23,346	25,025	25,008	24,993
Qualified Paid: _____	-	-	-	-	-	-
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 2011 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

ADDITIONAL DATA**PARAGRAPH 3b:**

Other Sources include 20 sources of circulation for quantities of 10 copies or -% to 2,678 copies or 10.7%, including USDA/FSIS Inspection Directory.

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 circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed January 10, 2012

State Illinois

County Cook

Received by BPA Worldwide January 10, 2012

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