

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.

Two Corporate Drive, Ninth Floor
Shelton, CT 06484-6259
Phone: +1 203.447.2800
Fax: +1 203.447.2900
www.bpaww.com

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising media owners, advertising agencies and advertisers. Spanning 25 countries, BPA serves more than 2,000 B-to-B publications and 500 consumer magazines, plus newspapers, events, Web sites, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members.

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meatingplace

IN PRINT ONLINE

Marketing & Technology Group
1415 N. Dayton St.
Chicago, IL 60622
Tel.: (312) 266-3311
Fax: (312) 266-3363
www.meetingplace.com

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

FIELD SERVED

MEETINGPLACE serves companies where the primary operation is meat processing; retail with processing; meat slaughtering/fabricating; rendering; headquarters office or R&D facility; supermarket buying headquarters; food service buying headquarters; meat wholesaling; education or consulting; poultry processing; and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

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

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	53
Advertiser and Agency _____	1,318
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Electronic _____	-
All Other _____	315
TOTAL	1,686

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	20,007	100.0	20,007	100.0	-	-
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,007	100.0	20,007	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD

2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2009 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	139	136			20,010	April _____	52	56			20,007
February _____	322	315			20,003	May _____	2,097	2,096			20,006
March _____	1,054	1,054			20,003	June _____	283	290			20,013
						TOTAL	3,947	3,947			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009**This issue is -% or 1 copies above 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)	Employee Safety (Note 6)	Other Functions and Functions Not Available
Processing & Retail with Processing _____	7,674	38.3	2,791	4,015	353	360	137	18	-
Slaughtering/Fabricating & Rendering _____	4,823	24.1	1,807	1,246	596	872	209	93	-
Headquarters or R&D facility _____	1,193	6.0	410	59	271	353	86	14	-
Meat Wholesaling _____	3,257	16.3	1,322	569	111	972	267	16	-
Supermarket/Food Service (buying HQ) _____	1,255	6.3	371	113	156	303	306	6	-
Education/Consulting _____	1,434	7.2	615	34	586	175	13	11	-
Poultry Processing _____	370	1.8	140	125	58	27	18	2	-
Seafood Processing _____	-	-	-	-	-	-	-	-	-
Others Allied to the Field _____	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,006	100.0	7,456	6,161	2,131	3,062	1,036	160	-
PERCENT	100.0		37.3	30.8	10.6	15.3	5.2	0.8	

Note 1: Senior management, e.g. Owner, President, V.P., CEO, Director, Controller.

Note 2: Plant management, e.g. production, operations, maintenance, engineering.

Note 3: Research & Development/ Education, e.g. Dir. of R&D, Professor. Quality Control & Assurance, e.g. Dir. of QC.

Note 4: Sales & Marketing, e.g. Dir. of Sales/Marketing.

Note 5: Purchasing, e.g. Dir. of Purchasing, agent.

Note 6: Employee Safety, e.g. Dir. of Employee Safety.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009

QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 Year	2 Years	3 Years				
I. Direct request from the recipient: _____	12,670	3,406	-			16,076	80.4
II. Request from recipient's company: _____	-	-	-			-	-
III. Membership Benefit: _____	-	-	-			-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	3,930	-	-			3,930	19.6
*Association rosters and directories _____	334	-	-			334	1.7
Business directories _____	-	-	-			-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-			-	-
*Other sources _____	3,596	-	-			3,596	18.0
VI. Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	16,600	3,406	-			20,006	100.0
*See Paragraph 9 PERCENT	83.0	17.0	-			100.0	

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			16,491	82.4
Individuals by name only _____			-	-
Titles or functions only _____			3,515	17.6
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			20,006	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	48		400-427 Kentucky _____	243	
030-038 New Hampshire _____	38		370-385 Tennessee _____	272	
050-059 Vermont _____	36		350-369 Alabama _____	207	
010-027 Massachusetts _____	300		386-397 Mississippi _____	150	
028-029 Rhode Island _____	46		EAST SO. CENTRAL	872	4.4
060-069 Connecticut _____	108		716-729 Arkansas _____	363	
NEW ENGLAND	576	2.9	700-714 Louisiana _____	169	
100-149 New York _____	734		730-749 Oklahoma _____	343	
070-089 New Jersey _____	411		750-799 Texas _____	1,412	
150-196 Pennsylvania _____	961		WEST SO. CENTRAL	2,287	11.4
MIDDLE ATLANTIC	2,106	10.5	590-599 Montana _____	108	
430-459 Ohio _____	629		832-838 Idaho _____	129	
460-479 Indiana _____	331		820-831 Wyoming _____	36	
600-629 Illinois _____	1,330		800-816 Colorado _____	545	
480-499 Michigan _____	426		870-884 New Mexico _____	64	
530-549 Wisconsin _____	1,008		850-865 Arizona _____	201	
EAST NO. CENTRAL	3,724	18.6	840-847 Utah _____	122	
550-567 Minnesota _____	733		889-898 Nevada _____	62	
500-528 Iowa _____	557		MOUNTAIN	1,267	6.3
630-658 Missouri _____	615		995-999 Alaska _____	23	
580-588 North Dakota _____	94		980-994 Washington _____	286	
570-577 South Dakota _____	288		970-979 Oregon _____	176	
680-693 Nebraska _____	489		900-961 California _____	1,447	
660-679 Kansas _____	663		967-968 Hawaii _____	55	
WEST NO. CENTRAL	3,439	17.2	PACIFIC	1,987	9.9
197-199 Delaware _____	40		UNITED STATES	18,823	94.0
206-219 Maryland _____	185		969 & 004-009 U.S. Territories _____	66	
200-205 Washington, DC _____	44		Canada _____	1,115	
220-246 Virginia _____	443		Mexico _____	-	
247-268 West Virginia _____	71		Other International _____	2	
270-289 North Carolina _____	515		APO/FPO _____	-	
290-299 South Carolina _____	219		TOTAL QUALIFIED CIRCULATION	20,006	100.0
300-319 Georgia _____	493				
320-349 Florida _____	555				
SOUTH ATLANTIC	2,565	12.8			

7. 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
	2005	2006	2007	January - June 2008	July - December 2008*	January - June 2009*
Total Audit Average Qualified: _____	20,070	20,014	20,012	20,011	20,008	20,007
Qualified Non-Paid: _____	20,070	20,014	20,012	20,011	20,008	20,007
Qualified Paid: _____	-	-	-	-	-	-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: _____	**NC	**NC	**NC	**NC	**NC	**NC

***NOTE: July 2008 - June 2009 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

8. PAID CIRCULATION DATA

**NC	Average Annual Subscription Order Price for the Period. (includes promotional incentive value, if any)
12	Issues Per Year
**NC	All Single Copy Sales Prices for the Period
**NC	Renewal Rate of Paid Subscribers (Optional)

9. ADDITIONAL DATA**PARAGRAPH 3b:**

Association rosters and directories include 1 source of circulation for a quantity of 334 copies or 1.7%

Other Sources include 19 sources of circulation for quantities of 2 copies or -% to 2,032 copies or 10.2%, including USDA Directory and State Directories of Inspected Meat Plants.

PARAGRAPHS 5 AND 6 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT

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

Jim Franklin, Chairman

Mark Lefens, President

(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 July 6, 2009

State Illinois

County Cook

Received by BPA Worldwide July 6, 2009

Type PJ

ID Number M196P0J9