

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.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

meatingplace IN PRINT ONLINE

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

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

FIELD SERVED

MEATINGPLACE 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.

PURPOSE

This Supplementary Circulation Statement contains an analysis of location coverage and geographic penetration of State inspected meat plants served by Meatingplace.

STATE

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY PRIMARY JOB FUNCTION						
			Senior Management (See No. 1)	Plant Management (See No. 2)	Research & Development/ Education/ Quality Control & Assurance (See No. 3-4)	Sales & Marketing (See No. 5)	Purchasing (See No. 6)	Employee Safety (See No. 7)	Other Functions and Functions Not Available
Processing & Retail with Processing _____	9,557	47.7	4,095	4,393	518	357	145	49	-
Slaughtering/Fabricating & Rendering _____	3,934	19.7	1,740	942	461	589	143	59	-
Headquarters or R&D facility _____	1,127	5.6	415	106	250	283	62	11	-
Meat Wholesaling _____	2,343	11.7	1,139	322	65	668	138	11	-
Supermarket/Food Service (buying HQ) _____	998	5.0	382	115	89	199	209	4	-
Education/Consulting _____	1,254	6.3	513	38	546	142	5	10	-
Poultry Processing _____	797	4.0	202	373	122	63	21	16	-
Seafood Processing _____	-	-	-	-	-	-	-	-	-
Others Allied to the Field _____	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,010	100.0	8,486	6,289	2,051	2,301	723	160	-
PERCENT	100.0	-	42.5	31.4	10.2	11.5	3.6	0.8	-

Additional Information: Representative titles

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.

Note 4: Quality Control & Assurance, e.g. Dir. of QC.

Note 5: Sales & Marketing, e.g. Dir. of Sales/Marketing.

Note 6: Purchasing, e.g. Dir. of Purchasing, agent.

Note 7: Employee Safety, e.g. Dir. of Employee Safety.

**CENSUS DATA:
Census analysis of USDA inspected meat plants served by Meeting Place for the issue of MAY 2007**

BUSINESS AND INDUSTRY	State Inspected Meat Plants	State Inspected Meat Plants Receiving Meetingplace	Percent of State Inspected Meat Plants Receiving Meetingplace
Processing & Retail with Processing; Slaughtering/Fabricating & Rendering; Headquarters or R & D facility; Meat Wholesaling; Supermarket/Food Service; Education/Consulting; Poultry processing; and Seafood processing for the following states:			
Alabama _____	81	81	100.0
Arizona _____	36	36	100.0
California _____	74	74	100.0
Illinois _____	187	187	100.0
Indiana _____	95	95	100.0
Kansas _____	69	69	100.0
Louisiana _____	58	58	100.0
Mississippi _____	46	46	100.0
New Mexico _____	28	28	100.0
North Carolina _____	79	79	100.0
North Dakota _____	16	16	100.0
Ohio _____	221	221	100.0
Oklahoma _____	44	44	100.0
South Carolina _____	72	72	100.0
South Dakota _____	52	52	100.0
Texas _____	202	202	100.0
Vermont _____	6	6	100.0
Virginia _____	16	16	100.0
West Virginia _____	20	20	100.0
Wisconsin _____	296	296	100.0

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007							
QUALIFICATION SOURCE	Qualified Within			Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
	1 year	2 years	3 years				
I. TOTAL – Personal direct request from the recipient: _____	12,212	4,048	-			16,260	81.2
a. Written _____	753	266	-			1,019	5.1
b. Telecommunication _____	6,383	2,952	-			9,335	46.6
c. Electronic _____	5,076	830	-			5,906	29.5
II. TOTAL – Request from recipient's company: _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
III. TOTAL – Membership Benefit: _____	-	-	-			-	-
a. Individual _____	-	-	-			-	-
b. Organizational _____	-	-	-			-	-
IV. TOTAL – Communication from recipient or recipient's company (other than request): _____	-	-	-			-	-
a. Written _____	-	-	-			-	-
b. Telecommunication _____	-	-	-			-	-
c. Electronic _____	-	-	-			-	-
V. TOTAL – Sources other than above (listed alphabetically): _____	3,750	-	-			3,750	18.8
*Association rosters and directories _____	152	-	-			152	0.8
Business directories _____	-	-	-			-	-
Independent field reports _____	-	-	-			-	-
*Licensees – National, State or Local Government _____	3,598	-	-			3,598	18.0
Manufacturer's, distributor's and wholesaler's lists _____	-	-	-			-	-
Other sources _____	-	-	-			-	-
VI. TOTAL – Single Copy Sales: _____	-	-	-			-	-
TOTAL QUALIFIED CIRCULATION	15,962	4,048	-			20,010	100.0
*See Paragraph 11	PERCENT	79.8	20.2	-		100.0	-

Paid Source Information can be reported at the option of the publisher.

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function _____			16,608	83.0
Individuals by name only _____			-	-
Titles or functions only _____			3,402	17.0
Company names only _____			-	-
Multi-Copy Same Addressee copies _____			-	-
Single Copy Sales _____			-	-
TOTAL QUALIFIED CIRCULATION			20,010	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2007					
State & Zip Code	Total Qualified	Percent of Total	State Inspected Meat Plants	State Inspected Meat Plants Receiving Meetingplace	Percent of State Inspected Meat Plants Receiving Meetingplace
039-049 Maine _____	52		-	-	
030-038 New Hampshire _____	32		-	-	
050-059 Vermont _____	39		6	6	
010-027 Massachusetts _____	263		-	-	
028-029 Rhode Island _____	48		-	-	
060-069 Connecticut _____	116		-	-	
NEW ENGLAND	550	2.7	6	6	0.3
100-149 New York _____	717		-	-	
070-089 New Jersey _____	367		-	-	
150-196 Pennsylvania _____	935		-	-	
MIDDLE ATLANTIC	2,019	10.1	-	-	0.0
430-459 Ohio _____	827		221	221	
460-479 Indiana _____	347		95	95	
600-629 Illinois _____	1,299		187	187	
480-499 Michigan _____	441		-	-	
530-549 Wisconsin _____	1,044		296	296	
EAST NO. CENTRAL	3,958	19.8	799	799	47.0
550-567 Minnesota _____	733		-	-	
500-528 Iowa _____	595		-	-	
630-658 Missouri _____	628		-	-	
580-588 North Dakota _____	110		16	16	
570-577 South Dakota _____	265		52	52	
680-693 Nebraska _____	482		-	-	
660-679 Kansas _____	627		69	69	
WEST NO. CENTRAL	3,440	17.2	137	137	8.1
197-199 Delaware _____	47		-	-	
206-219 Maryland _____	219		-	-	
200-205 Washington, DC _____	40		-	-	
220-246 Virginia _____	340		16	16	
247-268 West Virginia _____	77		20	20	
270-289 North Carolina _____	523		79	79	
290-299 South Carolina _____	230		72	72	
300-319 Georgia _____	606		-	-	
320-349 Florida _____	528		-	-	
SOUTH ATLANTIC	2,610	13.0	187	187	11.0
400-427 Kentucky _____	223		-	-	
370-385 Tennessee _____	261		-	-	
350-369 Alabama _____	245		81	81	
386-397 Mississippi _____	154		46	46	
EAST SO. CENTRAL	883	4.4	127	127	7.5
716-729 Arkansas _____	414		-	-	
700-714 Louisiana _____	185		58	58	
730-749 Oklahoma _____	348		44	44	
750-799 Texas _____	1,364		202	202	
WEST SO. CENTRAL	2,311	11.5	304	304	17.9
590-599 Montana _____	168		-	-	
832-838 Idaho _____	139		-	-	
820-831 Wyoming _____	27		-	-	
800-816 Colorado _____	526		-	-	
870-884 New Mexico _____	72		28	28	
850-865 Arizona _____	190		36	36	
840-847 Utah _____	140		-	-	
889-898 Nevada _____	55		-	-	
MOUNTAIN	1,317	6.6	64	64	3.8
995-999 Alaska _____	22		-	-	
980-994 Washington _____	274		-	-	
970-979 Oregon _____	187		-	-	
900-961 California _____	1,548		74	74	
967-968 Hawaii _____	58		-	-	
PACIFIC	2,089	10.4	74	74	4.4
UNITED STATES	19,177	95.7	1,698	1,698	100.0
969 & 004-009 U.S. Territories _____	66		-	-	
Canada _____	766		-	-	
Mexico _____	-		-	-	
Other International _____	1		-	-	
APO/FPO _____	-		-	-	
TOTALS	20,010	100.0	1,698	1,698	100.0

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data
	2003	2004	2005	2006	*2007
Total Audit Average Qualified:	20,043	20,029	20,070	20,014	20,011
Qualified Non-Paid: _____	20,043	20,029	20,070	20,014	20,011
Qualified Paid: _____					-
Post Expire Copies included in Paid Circulation: _____	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price: ___	**NC	**NC	**NC	**NC	**NC

***NOTE: All data through June 2007 is audited. With each successive year, new data will be added until five years of data is displayed.**

**NC = None Claimed

11. ADDITIONAL DATA

PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 152 copies or 0.8%.

Licenses - National, State or Local Government include 21 sources of circulation for quantities of 6 copies or -% to 2,394 copies or 12.0%, including USDA Directory.

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.

This audit report is being printed at the option of the publisher

10. PAID CIRCULATION DATA

**NC	Average Annual Subscription Order Price for the Period Required (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)

We have examined the circulation records of the subject publication for the period covered by this report. Our examination was made in accordance with generally accepted circulation auditing standards and, accordingly, included such tests of non-paid and paid circulation accounting records, business/occupational qualifications and mailing addresses of the publication's recipients, distribution statements, postal receipts, paper usage reports, printing bills, and such other auditing procedures as were considered necessary.

Based on such examination, the statements set forth in this report present fairly and accurately the circulation position of this publication in conformance with generally accepted circulation principles.

BPA Worldwide

Shelton, CT

August 6, 2007

TYPE: A

ID Number: M196B0J7