

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.

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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.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 Census Audit Report contains an analysis of location coverage and geographic penetration of inspected meat plants served by MEATINGPLACE for the May 2009 analyzed issue.

STATE

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2009

This issue is -% or 1 copies above the average of the other 11 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, Contoller.

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.

CENSUS DATA:

Census analysis of STATE inspected meat plants served by Meating Place for the issue of MAY 2009

BUSINESS AND INDUSTRY	State Inspected Meat Plants	State Inspected Meat Plants Receiving Meatingplace	Percent of State Inspected Meat Plants Receiving Meatingplace
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 _____	3	3	100
Arizona _____	37	37	100
Illinois _____	174	174	100
Indiana _____	66	66	100
Kansas _____	60	60	100
Louisiana _____	57	57	100
Mississippi _____	24	24	100
North Carolina _____	70	70	100
North Dakota _____	12	12	100
Oklahoma _____	35	35	100
South Carolina _____	71	71	100
South Dakota _____	49	49	100
Texas _____	175	175	100
Virginia _____	14	14	100
Vermont _____	4	4	100
Wisconsin _____	272	272	100
West Virginia _____	22	22	100
Wyoming _____	24	24	100

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: _____	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	1.6
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		AP0/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	Audited Data	Audited Data
	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: All data through June 2009 is audited. 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 1.6%

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 & 6 ARE NOT REQUIRED.

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

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

July 28, 2009

TYPE: A

ID Number: M196A0J9