



**BUSINESS PUBLICATION CIRCULATION STATEMENT
FOR THE 6 MONTH PERIOD ENDED JUNE 2010**

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. 999/06-10

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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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meetingplace

IN PRINT ONLINE

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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 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 _____	43
Advertiser and Agency _____	1,446
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	-
Digital _____	-
All Other _____	290
TOTAL	1,779

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	23,346	100.0	23,346	100.0	-	-
Sponsored Individually Addressed _	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	23,346	100.0	23,346	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2010 Issue	Number Removed	Number Added	Total Qualified
January _____	196	197	20,011
February _____	262	262	20,011
March _____	42	5,047	25,016
April _____	648	651	25,019
May _____	2,435	2,425	25,009
June _____	4	5	25,010
TOTAL	3,587	8,587	

MEETINGPLACE / June 2010

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010**This issue is 8.7% or 1,996 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, Meat and Poultry Wholesaling, R&D Facility and Headquarters _____	14,473	57.9	5,058	5,249	1,184	2,302	588	92	-
Slaughtering/Fabricating & Rendering _____	6,703	26.8	2,152	1,808	970	1,308	297	168	-
Retail/Food Service (buying HQ) _____	1,680	6.7	487	152	219	433	384	5	-
Education/Consulting _____	2,153	8.6	929	73	871	247	20	13	-
Others Allied to the Field _____	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,009	100.0	8,626	7,282	3,244	4,290	1,289	278	-
PERCENT	100.0		34.5	29.1	12.9	17.2	5.2	1.1	-

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 2010

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. *Direct Request: _____	16,790	5,005	-	21,795	87.2
II. Request from recipient's company: _____	5	-	-	5	-
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
V. TOTAL – Sources other than above (listed alphabetically): _____	3,209	-	-	3,209	12.8
Association rosters and directories _____	-	-	-	-	-
Business directories _____	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
*Other sources _____	3,209	-	-	3,209	12.8
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,004	5,005	-	25,009	100.0
PERCENT	80.0	20.0	-	100.0	

*See Paragraph 8

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	21,799	87.2
Individuals by name only _____	-	-
Titles or functions only _____	3,210	12.8
Company names only _____	-	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	25,009	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2010

State & Zip Code	Total Qualified	Percent	State & Zip Code	Total Qualified	Percent
039-049 Maine _____	64		400-427 Kentucky _____	299	
030-038 New Hampshire _____	53		370-385 Tennessee _____	342	
050-059 Vermont _____	51		350-369 Alabama _____	363	
010-027 Massachusetts _____	347		386-397 Mississippi _____	223	
028-029 Rhode Island _____	49		EAST SO. CENTRAL	1,227	4.9
060-069 Connecticut _____	145		716-729 Arkansas _____	726	
NEW ENGLAND	709	2.9	700-714 Louisiana _____	182	
100-149 New York _____	784		730-749 Oklahoma _____	373	
070-089 New Jersey _____	486		750-799 Texas _____	1,664	
150-196 Pennsylvania _____	1,112		WEST SO. CENTRAL	2,945	11.8
MIDDLE ATLANTIC	2,382	9.5	590-599 Montana _____	114	
430-459 Ohio _____	820		832-838 Idaho _____	133	
460-479 Indiana _____	400		820-831 Wyoming _____	22	
600-629 Illinois _____	1,628		800-816 Colorado _____	602	
480-499 Michigan _____	525		870-884 New Mexico _____	76	
530-549 Wisconsin _____	1,105		850-865 Arizona _____	205	
EAST NO. CENTRAL	4,478	17.9	840-847 Utah _____	148	
550-567 Minnesota _____	981		889-898 Nevada _____	74	
500-528 Iowa _____	771		MOUNTAIN	1,374	5.5
630-658 Missouri _____	752		995-999 Alaska _____	28	
580-588 North Dakota _____	91		980-994 Washington _____	353	
570-577 South Dakota _____	307		970-979 Oregon _____	224	
680-693 Nebraska _____	587		900-961 California _____	1,810	
660-679 Kansas _____	718		967-968 Hawaii _____	60	
WEST NO. CENTRAL	4,207	16.8	PACIFIC	2,475	9.9
197-199 Delaware _____	90		UNITED STATES	23,500	94.0
206-219 Maryland _____	294		969 & 004-009 U.S. Territories _____	86	
200-205 Washington, DC _____	65		Canada _____	1,419	
220-246 Virginia _____	522		Mexico _____	-	
247-268 West Virginia _____	64		Other International _____	4	
270-289 North Carolina _____	761		APO/FPO _____	-	
290-299 South Carolina _____	247		TOTAL QUALIFIED CIRCULATION	25,009	100.0
300-319 Georgia _____	1,011				
320-349 Florida _____	649				
SOUTH ATLANTIC	3,703	14.8			

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
	2007	January - June 2008	July - December 2008	January - June 2009	July - December 2009*	January - June 2010*
Total Audit Average Qualified: _____	20,012	20,011	20,008	20,007	20,034	23,346
Qualified Non-Paid: _____	20,012	20,011	20,008	20,007	20,034	23,346
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 2009 – June 2010 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

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

Effective with March 2010 issue 4,585 request circulation from Poultry magazine were added to Meatingplace
Other sources include 1 source of circulation for a quantity of 3,209 copies or 12.8%, including Federal Directory of Meat and Poultry Inspected Plants.

Paragraphs 3c and 7 are reported at the option of the publisher.

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 13, 2010

State Illinois

County Cook

Received by BPA Worldwide July 13, 2010

Type PJ

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