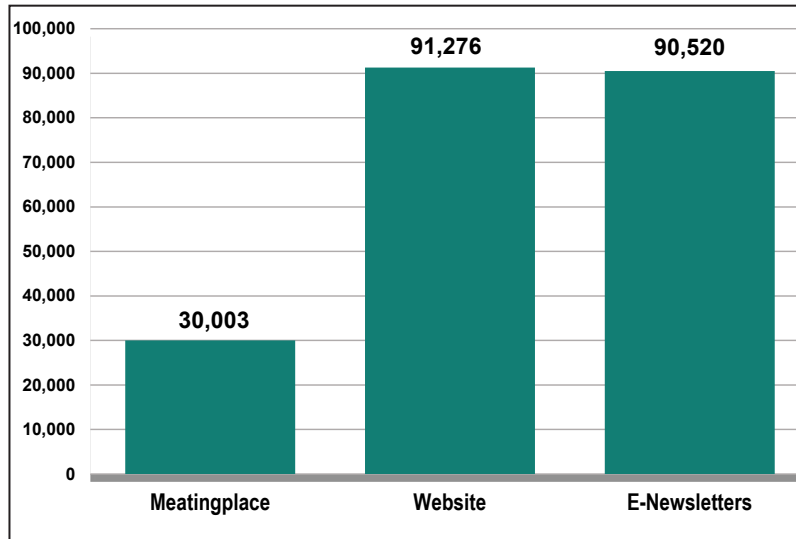


CONSOLIDATED MEDIA REPORT
B2B Media
6 months ended December 31, 2025

[Learn more about this media property at auditedmedia.com](http://auditedmedia.com)

TOTAL AVERAGE GROSS CONTACTS

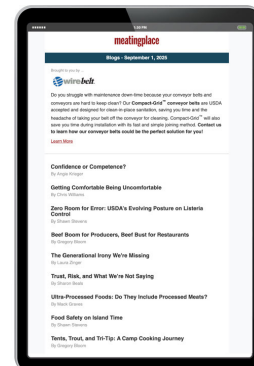
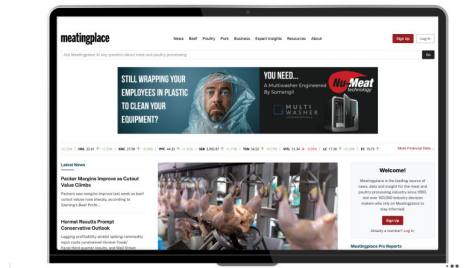
211,799



EXECUTIVE SUMMARY		
Channels	Contacts	Period
Meetingplace Total Qualified Circulation	30,003	6 months ended December 31, 2025
Website Activity Page Views Sessions/Visits Users/Visitors	669,922 198,274 91,276	6 months ended December 31, 2025
E-Newsletters Total Average Net Distribution Per Issue	90,520	6 months ended December 31, 2025
Social Media Facebook Followers X Followers	2,100 5,386	As of December 31, 2025

Website Activity = Avg Monthly

Gross data are contained in this Consolidated Media Report. There was no attempt made to eliminate any duplication that may exist.



meatingplace.

6 months ended December 31, 2025
Subject to Audit

Field Served:

MEATINGPLACE serves companies where the primary operation is Processing, Slaughter/Fabricating with some Processing, Retail with Processing, Company HQ, R&D center, Wholesaling, Slaughter/Fabricating (no further processing), Rendering, Supermarket and/or Retail, Restaurant and/or Foodservice, Consulting, Academic and Others Allied to the Field.



All totals in this report represent aggregate unique recipients, not the sum of print and digital circulation.

TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		30,003
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		22,013
Qualified Nonpaid Individual - Digital		11,885
Total Qualified Nonpaid Individual		30,003
Total Average Qualified Nonpaid Circulation		30,003

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Miscellaneous, Including Staff Copies - Print	1,208
Total Nonqualified Miscellaneous, Including Staff Copies	1,208
Total Average Nonqualified Circulation	1,208

CIRCULATION BY ISSUES			
Issue	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Jul	22,016	11,856	30,002
Aug	22,002	11,884	30,002
Sep	22,029	11,865	30,002
Oct	22,010	11,888	30,002
Nov	22,005	12,039	30,002
Dec	22,013	11,772	30,002

BUSINESS ANALYSIS

Classification by Business & Industry		Total	%	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Corporate Management (Note 1)	Plant Operations/ Management (Note 2)	Research & Development/ Education/ Quality Control & Assurance (Note 3)	Sales & Marketing (Note 4)	Purchasing (Note 5)	Other Functions and Functions Not Available
1.	Processing, Slaughter/Fabricating with some Processing, Retail with Processing, Company HQ, R&D Center, Wholesaling	22,908	76.4	17,510	8,151	7,210	9,083	2,461	3,223	931	
2.	Slaughter/Fabricating (no further processing), Rendering	2,231	7.4	1,360	1,349	1,208	225	270	442	86	
3.	Supermarket and/or Retail, Restaurant and/or Foodservice	2,389	8.0	1,742	1,004	1,025	100	288	483	493	
4.	Consulting, Academic	2,474	8.2	1,393	1,535	735	81	1,308	319	31	
	Others Allied to the Field										
Total Qualified Circulation		30,002	100.0	22,005	12,039	10,178	9,489	4,327	4,467	1,541	
Percent				73.3	40.1	33.9	31.6	14.4	14.9	5.1	

Note 1: Corporate Management (Owner, Partner, General Manager, Manager, Director, Vice President, CEO, COO, CFO).

Note 2: Plant Operations/Management (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, Brand Manager).

Note 5: Purchasing (Procurement Manager, Purchasing Manager, Purchasing Agent, Buyer, Category Manager).

SOURCE ANALYSIS				
Source	Print	Digital	Total	Percent
Total Direct Request From Recipient	15,958	10,045	21,991	73.3
Total Direct Request From Recipient's Company				
Total Communication Other Than Request	612	1,994	2,576	8.6
Membership Benefit				
Business Directories				
Lists				
Acquired Circulation				
Other Sources	5,435		5,435	18.1
Total Qualified Subscriptions	22,005	12,039	30,002	100.0
Percent	73.4	40.2	100.0	
Single Copy Sales				
Total Qualified Circulation			30,002	

MAILING ADDRESS ANALYSIS				
	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid	Percent
Individual by Name and Title and/or Occupation	16,521	12,039	24,518	81.7
Individual by Name Only				
Title or Occupation Only	5,484		5,484	18.3
Company Name Only				
Multicopy Same Addressee				
Total Qualified Subscriptions	22,005	12,039	30,002	100.0
Total Qualified Circulation	22,005	12,039	30,002	100.0

GEOGRAPHIC ANALYSIS

State	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Alabama	325	176	443
Arizona	147	111	227
Arkansas	896	759	1,454
California	1,513	553	1,884
Colorado	637	562	1,045
Connecticut	132	29	144
Delaware	104	59	141
District of Columbia	35	41	66
Florida	788	248	935
Georgia	830	410	1,076
Idaho	176	83	215
Illinois	1,130	575	1,505
Indiana	408	206	525
Iowa	730	458	1,040
Kansas	628	560	1,014
Kentucky	290	108	353
Louisiana	144	44	174
Maine	64	30	85
Maryland	269	138	355
Massachusetts	280	115	350
Michigan	476	199	600
Minnesota	817	519	1,162
Mississippi	241	114	314
Missouri	635	348	847
Montana	94	29	114
Nebraska	606	438	887
Nevada	86	33	105
New Hampshire	57	20	72
New Jersey	484	154	585
New Mexico	71	12	78
New York	694	185	808
North Carolina	714	367	951
North Dakota	72	31	91
Ohio	643	333	848
Oklahoma	293	146	387
Oregon	213	96	282
Pennsylvania	925	395	1,176
Rhode Island	62	18	73
South Carolina	212	108	275
South Dakota	208	165	327
Tennessee	354	164	459
Texas	1,481	808	1,985
Utah	171	66	215
Vermont	58	10	64
Virginia	454	226	605
Washington	294	121	372
West Virginia	52	14	62
Wisconsin	733	370	969
Wyoming	47	17	56
TOTAL 48 CONTERMINOUS STATES	20,773	10,771	27,800
Alaska	36	13	43
Hawaii	82	6	87
TOTAL ALASKA & HAWAII	118	19	130
Single Copy Sales			
U.S. Unclassified			
TOTAL UNITED STATES	20,891	10,790	27,930
Poss. & Other Areas	87	6	91
U.S. & POSS., etc.	20,978	10,796	28,021
Canada	1,025	710	1,446
International	2	531	533
Military or Civilian Personnel Overseas		1	1
Total International	1,027	1,242	1,980
E-mail Address Only		1	1
Other Unclassified			
GRAND TOTAL	22,005	12,039	30,002

CHANNEL PROFILES

WEBSITE ACTIVITY - www.meetingplace.com

2025	Page Views	Sessions/Visits	Users/Visitors
July	313,899	193,248	72,784
August	304,808	194,257	76,193
September	1,106,966	264,333	155,007
October	868,922	195,248	91,247
November	721,245	171,274	74,814
December	703,690	171,283	77,608

E-NEWSLETTER AM Newsmakers

2025	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
July	20	24,239	484,781
August	24	24,360	584,635
September	23	24,267	558,138
October	20	24,269	485,385
November	22	25,288	556,341
December	23	25,194	579,459

E-NEWSLETTER - PM Newsmakers

2025	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
July	21	22,036	462,747
August	24	22,059	529,426
September	22	22,795	501,495
October	20	22,374	447,472
November	25	21,200	530,002
December	24	22,951	550,819

E-NEWSLETTER - The Meetingplace Blog

2025	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
July	12	19,750	236,996
August	15	19,783	296,750
September	15	20,660	309,895
October	14	20,646	289,044
November	16	21,382	342,105
December	16	21,293	340,693

E-NEWSLETTER - Today's Breaking News

2025	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
November	2	23,058	46,116

SOCIAL MEDIA

Channel	As of December 31, 2025
Facebook Followers	2,100
X Followers	5,386

NOTES

Definition of Recipient Qualification:

Qualified recipients' job functions include Senior Management, Plant Management, Research & Development, Education, Quality Control & Assurance, Sales & Marketing, Purchasing and other functions & functions not available.

Rounding %: Due to rounding, percentages may not always add up to 100%.

Other Sources: Represent copies served to subscribers obtained from Federal Directory of Meat Plants.

Analyzed Issue: The information in Business Analysis; Source Analysis; Mailing Address Analysis; and Geographic Analysis is from an analysis of the November issue.

Total Average Gross Contacts Include: Qualified Circulation, Users/Visitors, and Average Newsletter Net Distribution per issue.

Website Data Source: Google Analytics.

Data Center Traffic: Effective with April 2024 data, filters have been applied to exclude suspected general data center traffic from Google data collected by AAM. Data center traffic comprises sources known with high confidence as non-human and originating from a data center.

Website Domains: Domains included in website traffic: www.meatingplace.com.

Users/Visitors: The number of unique User/Visitor IDs, logging activity on a website or app, for the defined measurement period.

Page Views: The total number of web pages or app screens, viewed by all Users/Visitors, for the defined measurement period.

Sessions/Visits: The number of sessions logged, across all Users/Visitors on a website or app, for the defined measurement period. 30 minutes of inactivity, or specific user behavior, will end a session.

E-Newsletters Data Source: Omeda.

E-Newsletters Net Distribution: The newsletters from a given mailing that reached the subscriber's email delivery server with a positive status code, net of any internal or test addresses. Calculated by subtracting undelivered messages from sent messages.

Social Media: Social media is comprised of likes, followers, subscribers and members who may not be actively engaged with the brand. These metrics do not equal an individual person.

Cross Media Miscellaneous: E-Newsletter Total Average Net Distribution Per Issue Calculation: Total Average Net Distribution Per Issue shown in the Executive Summary represents the sum of all e-Newsletters reported during this period.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

Frequency: Monthly
Format: Standard

Established: 1993
AAM Member Since: 1994
Member #: 06-3014-8
Class: MEATS & PROVISIONS

Parent Company: Long Holding Company

Published by:
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8 Grace Court Aly
Brooklyn, NY 11201-4206
T: (847) 284-4005
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