

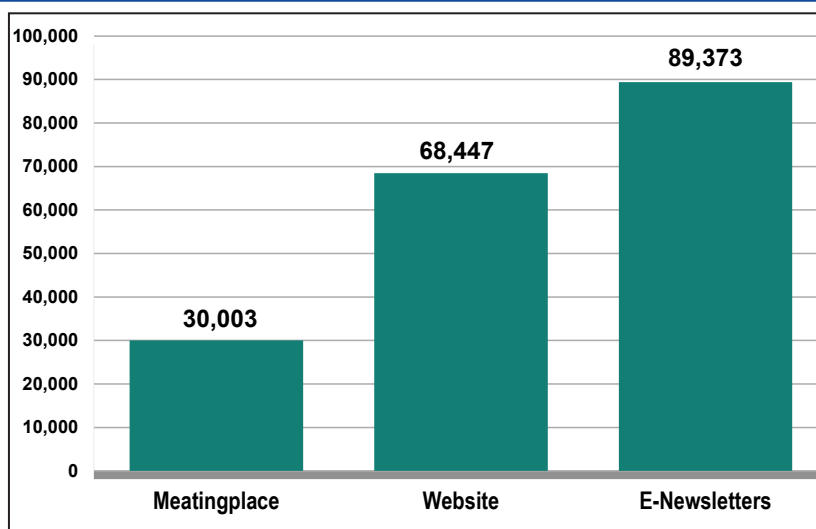
**CONSOLIDATED
MEDIA REPORT**
B2B Media
6 months ended June 30, 2025

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

meatingplace®

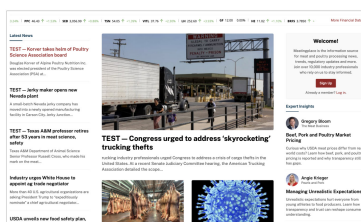
TOTAL AVERAGE GROSS CONTACTS

187,823



EXECUTIVE SUMMARY

Channels	Contacts	Period
Meatingplace Total Qualified Circulation	30,003	6 months ended June 30, 2025
Website Activity Page Views Sessions/Visits Users/Visitors	319,855 189,451 68,447	6 months ended June 30, 2025
E-Newsletters Total Average Net Distribution Per Issue	89,373	6 months ended June 30, 2025
Social Media Facebook Followers X Followers	2,100 5,402	As of June 30, 2025



6 months ended June 30, 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		21,915
Qualified Nonpaid Individual - Digital		12,502
Total Qualified Nonpaid Individual		30,003
Total Average Qualified Nonpaid Circulation		30,003

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Miscellaneous, Including Staff Copies - Print	1,221
Total Nonqualified Miscellaneous, Including Staff Copies	1,221
Total Average Nonqualified Circulation	1,221

CIRCULATION BY ISSUES				
Issue		Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Jan		21,992	12,509	30,003
Feb		21,941	12,533	30,002
Mar		21,883	12,594	30,002
Apr		21,870	12,372	30,002
May		21,909	12,447	30,002
Jun		21,892	12,555	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	22,998	76.7	17,526	8,389	6,984	9,509	2,443	3,139	923	
2.	Slaughter/Fabricating (no further processing), Rendering	2,217	7.4	1,326	1,430	1,201	212	267	441	96	
3.	Supermarket and/or Retail, Restaurant and/or Foodservice	2,481	8.3	1,777	1,115	1,077	107	301	496	500	
4.	Consulting, Academic	2,306	7.7	1,280	1,513	703	70	1,195	308	30	
	Others Allied to the Field										
	Total Qualified Circulation	30,002	100.0	21,909	12,447	9,965	9,898	4,206	4,384	1,549	
	Percent			73.0	41.5	33.2	33.0	14.0	14.6	5.2	

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	15,236	10,628	21,542	71.8
Total Direct Request From Recipient's Company				
Total Communication Other Than Request	493	1,818	2,279	7.6
Membership Benefit				
Business Directories				
Lists				
Acquired Circulation				
Other Sources	6,180	1	6,181	20.6
Total Qualified Subscriptions	21,909	12,447	30,002	100.0
Percent	73.0	41.5	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	15,646	12,446	23,738	79.1
Individual by Name Only				
Title or Occupation Only	6,263	1	6,264	20.9
Company Name Only				
Multicopy Same Addressee				
Total Qualified Subscriptions	21,909	12,447	30,002	100.0
Total Qualified Circulation	21,909	12,447	30,002	100.0

GEOGRAPHIC ANALYSIS			
State	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Alabama	326	194	462
Arizona	142	109	218
Arkansas	839	799	1,422
California	1,532	599	1,922
Colorado	626	551	1,015
Connecticut	140	30	153
Delaware	101	67	146
District of Columbia	32	30	51
Florida	778	263	927
Georgia	819	431	1,068
Idaho	178	96	228
Illinois	1,119	589	1,490
Indiana	404	224	541
Iowa	703	474	1,016
Kansas	624	560	993
Kentucky	295	117	363
Louisiana	142	44	171
Maine	63	26	79
Maryland	279	139	359
Massachusetts	272	127	352
Michigan	482	193	599
Minnesota	793	582	1,181
Mississippi	246	123	325
Missouri	623	367	844
Montana	94	34	117
Nebraska	563	414	825
Nevada	92	39	112
New Hampshire	57	25	76
New Jersey	493	148	589
New Mexico	76	15	83
New York	717	200	841
North Carolina	743	375	967
North Dakota	71	32	91
Ohio	656	356	876
Oklahoma	294	150	392
Oregon	215	101	286
Pennsylvania	945	394	1,195
Rhode Island	60	17	71
South Carolina	210	112	275
South Dakota	230	169	344
Tennessee	364	168	465
Texas	1,432	829	1,937
Utah	185	69	228
Vermont	58	10	63
Virginia	465	235	612
Washington	283	118	354
West Virginia	56	13	67
Wisconsin	759	366	977
Wyoming	43	18	53
TOTAL 48 CONTERMINOUS STATES	20,719	11,141	27,821
Alaska	32	11	39
Hawaii	89	9	97
TOTAL ALASKA & HAWAII	121	20	136
Single Copy Sales			
U.S. Unclassified			
TOTAL UNITED STATES	20,840	11,161	27,957
Poss. & Other Areas	93	8	98
U.S. & POSS., etc.	20,933	11,169	28,055
Canada	973	785	1,454
International	3	492	492
Military or Civilian Personnel Overseas		1	1
Total International	976	1,278	1,947
E-mail Address Only			
Other Unclassified			
GRAND TOTAL	21,909	12,447	30,002

CHANNEL PROFILES

WEBSITE ACTIVITY - www.meatingplace.com

2025	Page Views	Sessions/Visits	Users/Visitors
January	328,946	193,494	71,523
February	275,314	173,090	68,401
March	305,452	179,848	63,049
April	338,845	201,672	68,836
May	336,345	193,078	69,028
June	334,230	195,523	69,842

E-NEWSLETTER AM Newsmakers

2025	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
January	23	23,732	545,827
February	20	23,651	473,026
March	21	23,697	497,639
April	22	23,885	525,473
May	22	23,747	522,442
June	21	24,379	511,951

E-NEWSLETTER - PM Newsmakers

2025	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
January	23	21,519	494,941
February	20	21,484	429,685
March	21	21,558	452,709
April	22	21,755	478,600
May	22	21,777	479,092
June	21	22,228	466,782

E-NEWSLETTER - The Meatingplace Blog

2025	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
January	19	19,452	369,591
February	18	19,395	349,118
March	13	19,499	253,491
April	15	19,659	294,878
May	16	19,709	315,337
June	15	20,165	302,482

E-NEWSLETTER - Today's Breaking News

2025	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
March	1	24,011	24,011
April	1	24,187	24,187
June	1	24,318	24,318

SOCIAL MEDIA

Channel	As of June 30, 2025
Facebook Followers	2,100
X Followers	5,402

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 May 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: LHC MTG LLC

Published by:
MTG Media Group
8 Grace Court Aly
Brooklyn, NY 11201-4206
T: (312) 274-2214
www.meatingplace.com

BILL KINROSS
Executive Vice President & Publisher

ED WACHHOLDER
Director of Circulation