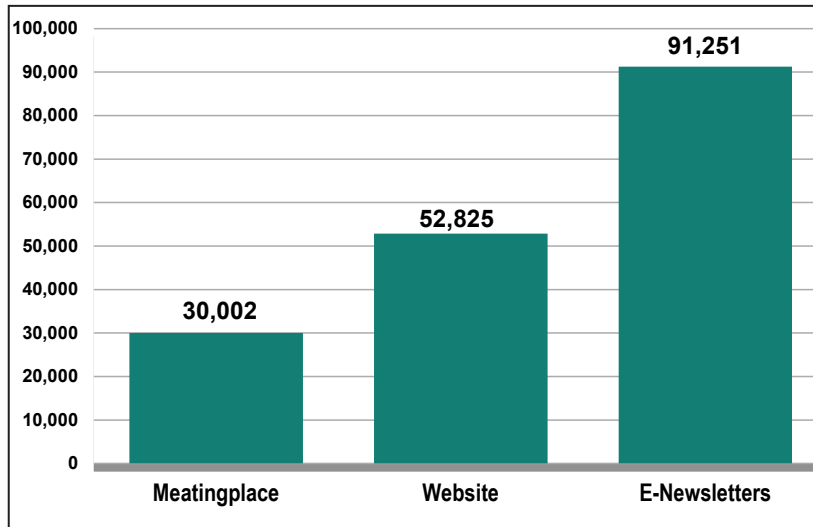


CONSOLIDATED MEDIA REPORT
B2B Media
6 months ended December 31, 2024

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

TOTAL AVERAGE GROSS CONTACTS

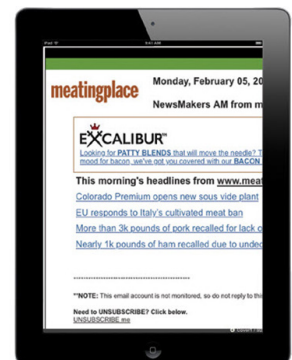
174,078



EXECUTIVE SUMMARY		
Channels	Contacts	Period
Meatingplace Total Qualified Circulation	30,002	6 months ended December 31, 2024
Website Activity Page Views Sessions/Visits Users/Visitors	248,657 146,625 52,825	6 months ended December 31, 2024
E-Newsletters Total Average Net Distribution Per Issue	91,251	6 months ended December 31, 2024
Social Media Facebook Followers LinkedIn Group Members X Followers	2,100 1,662 5,473	As of December 31, 2024

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.



meetingplace.

6 months ended December 31, 2024
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		30,002
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		21,969
Qualified Nonpaid Individual - Digital		12,579
Total Qualified Nonpaid Individual		30,002
Total Average Qualified Nonpaid Circulation		30,002

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Miscellaneous, Including Staff Copies - Print	1,157
Total Nonqualified Miscellaneous, Including Staff Copies	1,157
Total Average Nonqualified Circulation	1,157

CIRCULATION BY ISSUES			
Issue	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Jul	22,002	12,632	30,002
Aug	22,002	12,623	30,002
Sep	21,886	12,637	30,002
Oct	21,994	12,505	30,002
Nov	21,965	12,529	30,001
Dec	21,962	12,548	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	22,548	75.2	17,069	8,466	6,993	8,909	2,685	3,080	881	
2.	Slaughter/Fabricating (no further processing), Rendering	2,191	7.3	1,475	1,289	1,157	231	269	435	99	
3.	Supermarket and/or Retail, Restaurant and/or Foodservice	2,996	10.0	2,017	1,415	1,161	372	403	556	504	
4.	Consulting, Academic	2,266	7.6	1,404	1,359	698	84	1,153	299	32	
	Others Allied to the Field										
Total Qualified Circulation		30,001	100.0	21,965	12,529	10,009	9,596	4,510	4,370	1,516	
Percent				73.2	41.8	33.4	32.0	15.0	14.6	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	Qualified Within				Total	Percent
			1 Year	2 Years	3 Years			
Total Direct Request From Recipient	16,040	9,514	13,425	7,678		21,103	70.3	
Written								
Telecommunication	7,486	1,628	5,856	2,664		8,520	28.4	
Internet and Email	8,554	7,886	7,569	5,014		12,583	41.9	
Total Direct Request From Recipient's Company								
Written								
Telecommunication								
Internet and Email								
Total Communication Other Than Request	943	1,431	1,440	892		2,332	7.8	
Written								
Telecommunication								
Internet and Email	943	1,431	1,440	892		2,332	7.8	
Membership Benefit								
Business Directories								
Lists	79	1,584	1,663			1,663	5.5	
Acquired Circulation								
Other Sources	4,903		4,903			4,903	16.3	
Total Qualified Subscriptions	21,965	12,529	21,431	8,570		30,001	100.0	
Percent	73.2	41.8	71.4	28.6		100.0		

MAILING ADDRESS ANALYSIS				
	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid	Percent
Individual by Name and Title and/or Occupation	17,193	12,528	25,228	84.1
Individual by Name Only				
Title or Occupation Only	4,772	1	4,773	15.9
Company Name Only				
Multicopy Same Addressee				
Total Qualified Subscriptions	21,965	12,529	30,001	100.0
Total Qualified Circulation	21,965	12,529	30,001	100.0

GEOGRAPHIC ANALYSIS

State	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Alabama	325	188	452
Arizona	149	122	236
Arkansas	916	714	1,415
California	1,501	618	1,901
Colorado	675	513	1,024
Connecticut	130	28	142
Delaware	111	66	148
District of Columbia	40	26	52
Florida	710	267	856
Georgia	808	448	1,068
Idaho	184	90	227
Illinois	1,113	601	1,487
Indiana	422	222	546
Iowa	756	477	1,067
Kansas	652	543	993
Kentucky	293	129	370
Louisiana	138	43	166
Maine	65	22	77
Maryland	273	146	361
Massachusetts	263	117	330
Michigan	458	187	564
Minnesota	802	670	1,272
Mississippi	248	119	318
Missouri	650	383	879
Montana	93	30	111
Nebraska	583	453	879
Nevada	86	35	103
New Hampshire	64	20	76
New Jersey	484	147	573
New Mexico	61	16	70
New York	667	199	791
North Carolina	744	395	984
North Dakota	66	34	89
Ohio	673	364	900
Oklahoma	296	138	385
Oregon	215	92	276
Pennsylvania	890	368	1,116
Rhode Island	61	18	73
South Carolina	202	106	264
South Dakota	253	162	355
Tennessee	357	166	457
Texas	1,396	884	1,950
Utah	179	73	226
Vermont	49	11	55
Virginia	471	284	662
Washington	265	115	331
West Virginia	54	11	63
Wisconsin	736	366	958
Wyoming	42	15	49
TOTAL 48 CONTERMINOUS STATES	20,669	11,241	27,747
Alaska	32	12	40
Hawaii	74	9	81
TOTAL ALASKA & HAWAII	106	21	121
Single Copy Sales			
U.S. Unclassified			
TOTAL UNITED STATES	20,775	11,262	27,868
Poss. & Other Areas	82	7	88
U.S. & POSS., etc.	20,857	11,269	27,956
Canada	1,108	897	1,682
International		363	363
Military or Civilian Personnel Overseas			
Total International	1,108	1,260	2,045
E-mail Address Only			
Other Unclassified			
GRAND TOTAL	21,965	12,529	30,001

CHANNEL PROFILES

WEBSITE ACTIVITY - www.meetingplace.com

2024	Page Views	Sessions/Visits	Users/Visitors
July	210,201	130,606	55,451
August	235,368	138,677	50,893
September	215,764	126,589	44,382
October	262,922	148,794	47,979
November	262,700	149,933	53,965
December	304,988	185,151	64,278

E-NEWSLETTER - AM Newsmakers

2024	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
July	19	24,830	471,769
August	22	24,963	549,190
September	20	24,742	494,843
October	23	24,468	562,771
November	20	24,245	484,903
December	22	23,963	527,182

E-NEWSLETTER - PM Newsmakers

2024	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
July	19	22,010	418,198
August	22	22,505	495,102
September	21	22,311	468,531
October	23	22,070	507,616
November	21	21,921	460,333
December	22	21,722	477,885

E-NEWSLETTER - Today's Breaking News

2024	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
July	1	24,866	24,866
October	2	24,698	49,395

E-NEWSLETTER - The Meetingplace Blog

2024	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
July	12	19,662	235,944
August	19	20,110	382,081
September	16	20,032	320,510
October	14	19,911	278,750
November	13	19,832	257,817
December	17	19,631	333,733

SOCIAL MEDIA

Channel	As of December 31, 2024
Facebook Followers	2,100
LinkedIn Group Members	1,662
X Followers	5,473

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%.

Analyzed Issue: The information in Business Analysis; Source Analysis; Mailing Address Analysis; and Geographic Analysis is from an analysis of the Nov 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
SRDS: 86

Parent Company: MTG Media Group

JIM FRANKLIN
Chairman

ED WACHHOLDER
Director of Circulation

Published by:
MTG Media Group
146 Crichton Lane
Inverness, IL 60067
T: (847) 922-2176
www.meatingplace.com