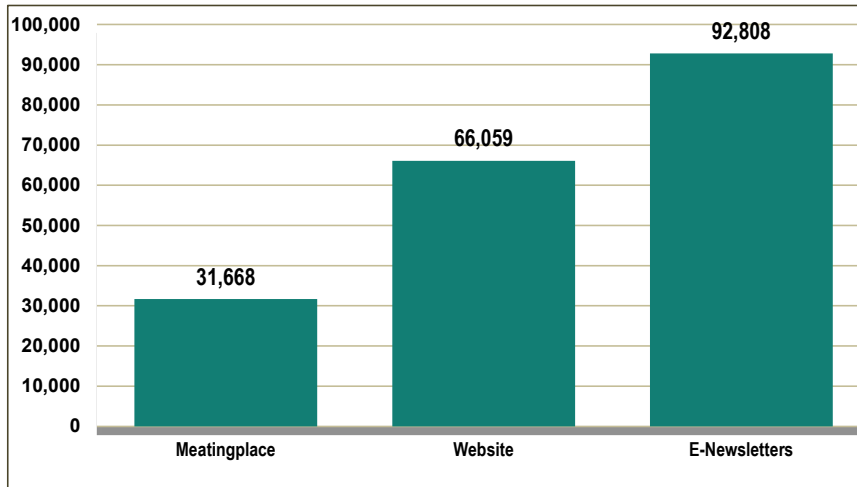


TOTAL AVERAGE GROSS CONTACTS

190,536

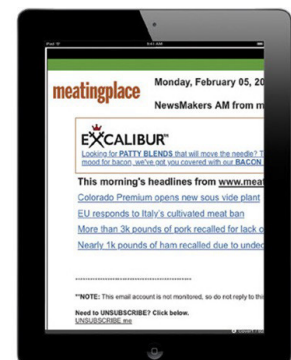
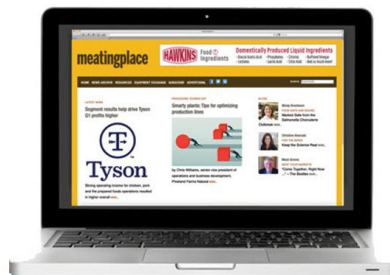


EXECUTIVE SUMMARY

Channels	Contacts	Period
Meatingplace		12 months ended June 30, 2024
Total Qualified Circulation	31,668	
Website Activity		12 months ended June 30, 2024
Page Impressions	288,686	
Visits	173,361	
Unique Browsers	66,059	
E-Newsletter		12 months ended June 30, 2024
Total Average Net Distribution Per Issue	92,808	
Social Media		As of June 30, 2024
Facebook Followers	2,100	
LinkedIn Followers	8,519	
X Followers	5,580	

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



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 FOR 12 MONTHS ENDED JUNE 30, 2024:

TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION	31,668
AVERAGE QUALIFIED NONPAID CIRCULATION	
Qualified Nonpaid Individual - Print	22,008
Qualified Nonpaid Individual - Digital	15,065
Total Qualified Nonpaid Individual	31,668
Total Average Qualified Nonpaid Circulation	31,668

AVERAGE NONQUALIFIED CIRCULATION	
Nonqualified Miscellaneous, Including Staff Copies - Print	1,220
Nonqualified Miscellaneous, Including Staff Copies - Digital	102
Total Nonqualified Miscellaneous, Including Staff Copies	1,322
Total Average Nonqualified Circulation	1,322

AUDIT STATEMENT

There was no adjustment made in the average qualified nonpaid circulation as shown in the Publisher's Statements for the period audited.

CIRCULATION BY ISSUES

	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
2023 Issue			
Jul	22,000	15,658	32,002
Aug	22,002	15,591	32,002
Sep	22,028	15,570	32,002
Oct	22,005	15,574	32,002
Nov	22,003	15,575	32,002
Dec	22,002	15,562	32,002
2024 Issue			
Jan	22,001	15,566	32,002
Feb	22,002	15,526	32,001
Mar	22,037	15,341	32,001
Apr	22,018	15,419	32,002
May	22,002	12,726	30,002
Jun	22,000	12,675	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	22,480	74.9	17,163	8,439	6,940	9,112	2,561	3,003	864	
2. Slaughter/Fabricating (no further processing), Rendering	2,218	7.4	1,454	1,376	1,193	216	273	438	98	
3. Supermarket and/or Retail, Restaurant and/or Foodservice	3,126	10.4	2,082	1,516	1,264	381	401	569	511	
4. Consulting, Academic	2,178	7.3	1,303	1,395	678	82	1,102	287	29	
Others Allied to the Field										
Total Qualified Circulation	30,002	100.0	22,002	12,726	10,075	9,791	4,337	4,297	1,502	
Percent			73.3	42.4	33.6	32.6	14.5	14.3	5.0	

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	15,297	10,486	13,423	7,681		21,104	70.3
Written							
Telecommunication	6,870	2,349	5,857	2,664		8,521	28.4
Internet and Email	8,427	8,137	7,566	5,017		12,583	41.9
Total Direct Request From Recipient's Company							
Written							
Telecommunication							
Internet and Email							
Total Communication Other Than Request	999	1,380	1,440	892		2,332	7.8
Written							
Telecommunication							
Internet and Email	999	1,380	1,440	892		2,332	7.8
Association							
Business Directories							
Lists	803	860	1,663			1,663	5.5
Acquired Circulation							
Other Sources	4,903		4,903			4,903	16.3
Total Qualified Subscriptions	22,002	12,726	21,429	8,573		30,002	100.0
Percent	73.4	42.5	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	17,008	12,725	25,007	83.4
Individual by Name Only				
Title or Occupation Only	4,994	1	4,995	16.7
Company Name Only				
Multicopy Same Addressee				
Total Qualified Subscriptions	22,002	12,726	30,002	100.0
Total Qualified Circulation	22,002	12,726	30,002	100.0

GEOGRAPHIC ANALYSIS

State	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Alabama	353	183	471
Arizona	151	126	239
Arkansas	923	697	1,396
California	1,519	653	1,939
Colorado	668	513	1,010
Connecticut	128	31	146
Delaware	116	63	148
District of Columbia	38	32	55
Florida	671	282	829
Georgia	837	445	1,082
Idaho	178	100	232
Illinois	1,119	631	1,505
Indiana	416	230	543
Iowa	764	482	1,071
Kansas	637	553	974
Kentucky	285	120	358
Louisiana	135	35	156
Maine	60	28	77
Maryland	278	151	367
Massachusetts	258	124	331
Michigan	461	210	582
Minnesota	845	647	1,275
Mississippi	248	124	323
Missouri	646	392	883
Montana	98	36	122
Nebraska	581	448	872
Nevada	82	44	108
New Hampshire	61	25	77
New Jersey	478	159	576
New Mexico	69	17	78
New York	664	230	814
North Carolina	757	385	983
North Dakota	69	33	91
Ohio	695	351	896
Oklahoma	288	142	378
Oregon	209	105	276
Pennsylvania	882	371	1,104
Rhode Island	63	17	74
South Carolina	201	107	262
South Dakota	241	164	343
Tennessee	376	161	462
Texas	1,408	877	1,945
Utah	184	76	231
Vermont	52	12	59
Virginia	486	262	649
Washington	268	121	336
West Virginia	51	16	64
Wisconsin	699	398	944
Wyoming	43	16	50
TOTAL 48 CONTERMINOUS STATES	20,739	11,425	27,786
Alaska	33	12	41
Hawaii	78	10	85
TOTAL ALASKA & HAWAII	111	22	126
Single Copy Sales			
U.S. Unclassified			
TOTAL UNITED STATES	20,850	11,447	27,912
Poss. & Other Areas	92	6	97
U.S. & POSS., etc.	20,942	11,453	28,009
Canada	1,058	946	1,666
International	2	327	327
Military or Civilian Personnel Overseas			
TOTAL INTERNATIONAL	1,060	1,273	1,993
E-Mail Address Only			
Other Unclassified			
GRAND TOTAL	22,002	12,726	30,002

CHANNEL PROFILES**WEBSITE ACTIVITY - www. meatingplace.com**

Month	Page Impressions	Visits	Unique Browsers
July	310,574	187,972	71,104
August	364,843	211,236	78,998
September	291,804	181,111	66,492
October	324,152	194,026	69,682
November	277,199	168,823	61,985
December	260,339	157,442	68,148
January	314,668	185,052	75,061
February	310,308	188,256	72,192
March	308,749	183,622	68,274
April	237,376	141,645	49,376
May	246,692	155,031	58,449
June	217,525	126,115	52,950

E-NEWSLETTERS - Newsmakers AM

Month	Issues	Average Net Distribution Per Issue	Total Net Distribution
July	20	24,104	482,080
August	22	23,933	526,526
September	20	23,716	474,320
October	20	23,515	470,300
November	23	23,181	533,163
December	20	23,274	465,480
January	22	23,632	519,904
February	20	24,202	484,040
March	21	24,055	505,155
April	22	24,329	535,238
May	23	24,329	559,567
June	20	25,094	501,880

E-NEWSLETTERS - Newsmakers PM

Month	Issues	Average Net Distribution Per Issue	Total Net Distribution
July	20	22,512	450,240
August	22	22,360	491,920
September	20	22,166	443,320
October	20	21,976	439,520
November	23	21,882	503,286
December	20	21,764	435,280
January	22	22,434	493,548
February	20	22,790	455,800
March	21	22,469	471,849
April	22	23,474	516,428
May	23	22,584	519,432
June	20	22,303	446,060

CHANNEL PROFILES (Continued)**E-NEWSLETTERS - Breaking News**

Month	Issues	Average Net Distribution Per Issue	Total Net Distribution
October	1	24,950	24,950
March	1	27,547	27,547

E-NEWSLETTERS - Meetingplace Blogs

Month	Issues	Average Net Distribution Per Issue	Total Net Distribution
July	16	19,616	313,856
August	18	19,444	349,992
September	15	19,305	289,575
October	16	19,129	306,064
November	18	19,070	343,260
December	15	28,457	426,855
January	17	18,697	317,849
February	19	21,064	400,216
March	17	19,908	338,436
April	17	19,425	330,225
May	19	19,472	369,968
June	16	19,880	318,080

SOCIAL MEDIA

Channel	As of June 30, 2024
Facebook Likes	2,100
LinkedIn Group Members	8,519
X Followers	5,580

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 May issue.

Total Average Gross Contacts Include: Qualified Circulation, Unique Browsers, 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.

Unique Browsers: This site uses the cookie-based measurement method to count unique browsers. If cookies are not accepted, then the IP address & user-agent in combination method is used to measure unique browsers.

Page Impressions: The combination of one or more files presented to a browser as a single document as a result of a single request received by the server, recorded as late as possible in the process of delivery of the content to the user's browser. One request by a browser should result in reported one page impression.

Visits: A series of interactions with a site by a unique browser or user (if registration-based or a panel participant) without 30 minutes of inactivity.

E-Newsletters Data Source: Internal Log Files

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.

To Members of the Alliance for Audited Media:

We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examination was made in accordance with AAM's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the total average circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to average circulation.

Alliance for Audited Media