



BRAND REPORT FOR THE 6 MONTH PERIOD ENDED DECEMBER 2012

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.

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ABOUT THE NATIONAL PROVISIONER

THE NATIONAL PROVISIONER is a B2B brand with an editorial focus on the latest meat/poultry processing and packaging information, including updates on food safety, new products and the most up-to-date industry trends.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel across multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary.

FIELD SERVED

THE NATIONAL PROVISIONER serves meat, poultry, prepared foods and seafood processors and retailers. This includes processed/further processed meat, poultry and processed seafood, prepared foods, meals, side dishes and other meat, poultry, and seafood (including prepared products, baby food, RTE breakfast foods, pizza, cheese snacks, meat snacks, prepared snacks, other prepared products); retail/buying office meat, poultry, seafood (supermarkets, mass merchandisers, delicatessens, hotels, restaurants, institutional feeders); slaughtering, fabricating, cutting, rendering; warehousing/distribution/logistics, wholesalers/brokers/importers/exporters; testing labs, universities, government and others.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are those whose job title includes corporate management & administration; plant operations/production, engineering, warehousing/distribution/logistics; research & development/product development, QA/QC; marketing/sales; purchasing and other as stated in Paragraph 3a.

Channels Include:



The National Provisioner Magazine
6 issues in period
25,500 average circulation
Pages 2 & 3



Provisioner Prime E-Newsletter
51 total deployments
4,817 average distribution
Page 3



The National Provisioner Website
7,666 average unique browsers
Page 3

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
The National Provisioner Magazine (6 Issues in the period) _____	25,489	11	25,500
a. Print _____	21,371	10	21,381
b. Digital _____	4,118	1	4,119
1. Requested _____	3,028	1	3,029
2. Non-Requested _____	1,090	-	1,090
Provisioner Prime E-Newsletter (51 deployments in the period) _____	4,817	-	4,817
The National Provisioner Website (Unique Browsers) (Note 1) _____	7,666	-	7,666
SIX-MONTH AVERAGE TOTAL	37,972	11	37,983

Note 1: Unique Browsers: See Website Glossary in Channel Profile.

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNEL PROFILE MAGAZINE



Official Publication of: None
Established: 1891
Issues Per Year: 12

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	45
Advertiser and Agency Rotated or Occasional	1,006
Allocated for Trade Shows and Conventions	-
Digital	-
All Other	1,075
TOTAL	2,126

1. AVERAGE QUALIFIED CIRCULATION FOR PERIOD						
	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	25,500	100.0	25,489	100.0	11	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,500	100.0	25,489	100.0	11	-

1. AVERAGE CIRCULATION FOR MAGAZINE FOR THE PERIOD - PRINT						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	21,381	100.0	21,371	100.0	10	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,381	100.0	21,371	100.0	10	-

1. AVERAGE CIRCULATION FOR MAGAZINE FOR THE PERIOD - DIGITAL						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	4,119	100.0	4,118	100.0	1	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	4,119	100.0	4,118	100.0	1	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD							
2012 Issue			Number Removed	Number Added	Print	Digital	Total Qualified
July			34	34	21,194	4,306	25,500
August			20	20	21,284	4,216	25,500
September			46	46	21,341	4,159	25,500
October			70	70	21,394	4,106	25,500
November			1,595	1,595	21,516	3,984	25,500
December			61	61	21,555	3,945	25,500
TOTAL			1,826	1,826			

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2012

This issue is equal to the average of the other 5 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital	CLASSIFICATION BY JOB FUNCTION					
					Corporate Management & Administration (Note 1)	Plant Operations/Production, Engineering, Warehousing/Distribution/Logistics (Note 2)	Research & Development/Product Development, QA/QC (Note 3)	Marketing/Sales (Note 4)	Purchasing (Note 5)	Other
Processed/Further Processed Meat, Poultry, and Seafood, Prepared Foods/Meals/Side Dishes and Other Meat, Poultry, and Seafood (Note 6)	22,412	87.9	18,850	3,562	9,722	8,365	2,951	969	405	-
Retail/Buying Office Meat, Poultry, Seafood (supermarkets, mass merchandisers, delicatessens, hotels, restaurants, institutional feeders)	1,911	7.5	1,688	223	1,131	325	120	248	87	-
Slaughtering, Fabricating, Cutting, Rendering	683	2.7	581	102	350	182	65	70	16	-
Warehousing/Distribution/Logistics, Wholesaler/Broker/Importer/Exporter	451	1.8	359	92	131	137	39	132	12	-
Testing Labs, Universities, Government	43	0.1	38	5	11	4	22	6	-	-
Other	-	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,500	100.0	21,516	3,984	11,345	9,013	3,197	1,425	520	-
PERCENT	100.0		84.4	15.6	44.5	35.4	12.5	5.6	2.0	-

Note 1: Corporate Management & Administration includes president, owner, partner, chairman of the board, executive vice president, vice president, general manager, secretary-treasurer, manager, assistant manager, store/location manager.
 Note 2: Plant Operations/Production, Engineering, Warehousing/Distribution/Logistics includes VP production, production manager, plant manager/supervisor/superintendent/production line forman, VP operations, processing/packaging supervisor, maintenance foreman, plant security manager, safety foreman, VP engineering, plant engineer, maintenance engineer, chief engineer, packaging engineer, processing/production engineer, engineering director, warehouse/distribution manager/director, logistics/traffic manager/director, truck fleet manager and repairs/RTE manager.
 Note 3: Research & Development/Product Development, QA/QC includes president/vice president of R&D, food tech, chemist, flavor room manager, lab tech, design manager, research chef, tech services manager, project manager, quality assurance manager, quality control manager, QA/QC personnel.
 Note 4: Marketing/Sales includes category/brand/product manager, marketing director/manager, vice president of sales, sales manager/director, vending manager, merchandising manager, account executive.
 Note 5: Purchasing includes vice president of purchasing, purchasing or procurement director/manager/supervisor, purchasing agent, grocery buyer, retail buyer, buyer.
 Note 6: Prepared Foods/Meals/Side Dishes includes prepared products, baby food, RFE breakfast foods, pizza, cheese snacks, prepared snacks, other prepare products. Included in this category are names from SIC 2015-Poultry Slaughtering and Processing.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2012								
QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent	
	1 year	2 year	3 year					
I. Direct Request:	14,566	5,834	-	17,477	2,923	20,400	80.0	
II. Request from recipient's company:	206	-	-	206	-	206	0.8	
III. Membership Benefit:	-	-	-	-	-	-	-	
IV. *Communication from recipient or recipient's company (other than request):	1,656	-	-	596	1,060	1,656	6.5	
V. TOTAL - Sources other than above (listed alphabetically):	3,238	-	-	3,237	1	3,238	12.7	
Association rosters and directories	-	-	-	-	-	-	-	
*Business directories	1,191	-	-	1,191	-	1,191	4.7	
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-	
*Other sources	2,047	-	-	2,046	1	2,047	8.0	
VI. TOTAL - Single Copy Sales:	-	-	-	-	-	-	-	
TOTAL QUALIFIED CIRCULATION	19,666	5,834	-	21,516	3,984	25,500	100.0	
PERCENT	77.1	22.9	-	84.4	15.6	100.0		

*See Additional Data

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

**CHANNEL PROFILE (CONTINUED)
MAGAZINE (CONTINUED)**

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2012				
MAILING ADDRESS	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	21,516	3,984	25,500	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION	21,516	3,984	25,500	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January-June 2010	July-December 2010	January-June 2011	July-December 2011	January-June 2012	July-December 2012*
Total Audit Average Qualified:	23,833	25,500	25,500	25,500	25,500	25,500
Qualified Non-Paid:	23,824	25,491	25,491	25,492	25,492	25,489
Print	20,838	20,949	21,727	21,907	21,707	21,371
Digital	2,986	4,542	3,764	3,585	3,785	4,118
Qualified Paid:	9	9	9	8	8	11
Print	9	9	9	7	7	10
Digital	-	-	-	1	1	1
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 - December 2012 data is unaudited.
**NC = None Claimed.

E-NEWSLETTER

2012	Provisioner Prime E-Newsletter	2012	Provisioner Prime E-Newsletter
July 3	4,779	October 2	4,690
July 5	4,779	October 4	4,685
July 10	4,775	October 9	4,691
July 12	4,773	October 11	4,784
July 17	4,578	October 16	4,816
July 19	4,568	October 18	4,802
July 24	4,704	October 23	4,796
July 26	4,703	October 25	4,793
July 31	4,690	October 30	4,740
August 2	4,694	November 1	4,784
August 7	4,677	November 6	4,819
August 9	4,689	November 8	4,979
August 14	4,678	November 13	4,995
August 16	4,665	November 15	5,004
August 21	4,652	November 20	4,971
August 23	4,640	November 27	5,038
August 28	4,633	November 29	5,041
August 31	4,616	December 4	5,045
September 4	4,612	December 6	5,032
September 6	4,592	December 11	5,239
September 11	4,619	December 13	5,235
September 13	4,678	December 18	5,265
September 18	4,700	December 20	5,310
September 20	4,678	December 26	5,288
September 25	4,701	December 27	5,269
September 27	4,694		
		AVERAGE	4,817

Provisioner Prime E-Newsletter (51 deployments in period).

WEBSITE*

Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
July	24,912	10,044	8,513	1.18	00:44	01:50
August	15,819	7,719	6,462	1.19	01:31	01:36
September	18,014	9,292	7,439	1.25	01:33	01:28
October	22,070	11,730	9,326	1.26	01:36	01:25
November	19,240	9,854	7,732	1.27	01:33	01:28
December	17,407	8,399	6,523	1.29	01:37	01:44
AVERAGE:	19,577	9,506	7,666	1.24	01:26	01:35

*See Additional Data

WEBSITE GLOSSARY:

Unique Browsers: An identified and unduplicated Cookie Browser that accesses internet content during a measurement period
Page Impressions: The number of web pages successfully viewed by all browsers within the reporting period
User Sessions: A single continuous set of activity attributable to a browser resulting in one or more pulled text downloads from a site. A period of inactivity of more than 30 minutes terminates the session
Unique Browser Frequency: The average number of user sessions per Unique Browser over the selected reporting period
User Session Duration: The average time a browser remained on the site per session
Page Duration: The average time a browser spent viewing any page(s) on the site

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

GEOGRAPHIC DISTRIBUTION*

State	The National Provisioner Magazine for Issue of November 2012				State	The National Provisioner Magazine for Issue of November 2012			
	Print	Digital	Total	Percent		Print	Digital	Total	Percent
Maine _____	128	12	140		Kentucky _____	306	55	361	
New Hampshire _____	60	9	69		Tennessee _____	352	66	418	
Vermont _____	51	13	64		Alabama _____	375	46	421	
Massachusetts _____	428	81	509		Mississippi _____	239	22	261	
Rhode Island _____	66	14	80		EAST SO. CENTRAL	1,272	189	1,461	5.7
Connecticut _____	137	18	155		Arkansas _____	468	102	570	
NEW ENGLAND	870	147	1,017	4.0	Louisiana _____	267	23	290	
New York _____	825	163	988		Oklahoma _____	285	39	324	
New Jersey _____	608	112	720		Texas _____	1,195	226	1,421	
Pennsylvania _____	965	126	1,091		WEST SO. CENTRAL	2,215	390	2,605	10.2
MIDDLE ATLANTIC	2,398	401	2,799	11.0	Montana _____	89	7	96	
Ohio _____	954	169	1,123		Idaho _____	147	42	189	
Indiana _____	403	79	482		Wyoming _____	35	2	37	
Illinois _____	1,556	348	1,904		Colorado _____	270	48	318	
Michigan _____	615	97	712		New Mexico _____	72	10	82	
Wisconsin _____	992	198	1,190		Arizona _____	136	24	160	
EAST NO. CENTRAL	4,520	891	5,411	21.2	Utah _____	150	26	176	
Minnesota _____	847	176	1,023		Nevada _____	41	6	47	
Iowa _____	625	91	716		MOUNTAIN	940	165	1,105	4.3
Missouri _____	590	112	702		Alaska _____	94	11	105	
North Dakota _____	102	16	118		Washington _____	431	78	509	
South Dakota _____	158	23	181		Oregon _____	258	43	301	
Nebraska _____	419	50	469		California _____	1,593	351	1,944	
Kansas _____	435	65	500		Hawaii _____	77	10	87	
WEST NO. CENTRAL	3,176	533	3,709	14.5	PACIFIC	2,453	493	2,946	11.6
Delaware _____	67	11	78		UNITED STATES	20,777	3,709	24,486	96.0
Maryland _____	269	46	315		U.S. Territories _____	70	18	88	
Washington DC _____	20	6	26		Canada _____	664	256	920	
Virginia _____	410	92	502		Mexico _____	-	-	-	
West Virginia _____	77	4	81		Other International _____	1	1	2	
North Carolina _____	575	93	668		APO/FPO _____	4	-	4	
South Carolina _____	263	32	295		TOTAL	21,516	3,984	25,500	100.0
Georgia _____	621	106	727						
Florida _____	631	110	741						
SOUTH ATLANTIC	2,933	500	3,433	13.5					

*See Additional Data

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the Field Served and Definition of Recipient Qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica - If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

MAGAZINE:

PARAGRAPH 3b:

Communication from recipient or recipient's company (other than request): Written includes 2 sources of circulation for quantities of 1 copy or --% to 21 copies or 0.1%; Telecommunication includes 3 sources or circulation for quantities of 14 copies or 0.1% to 1,018 copies or 4.0%; Electronic includes 3 sources of circulation for quantities of 1 copy or --% to 305 copies or 1.2%. Business directories include 1 source of circulation for a quantity of 1,191 copies or 4.7%. Other sources include 1 source of circulation for a quantity of 2,047 copies or 8.0%.

WEBSITE ACTIVITY:

July data was provided by Nielsen
 August - December data was provided by Google Analytics
 All website activity is audited by BPA Worldwide.

GEOGRAPHIC DISTRIBUTION:

Geographical data is not available for E-Newsletter or Website and therefore, is not reported herein.

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	January 12, 2013
Catherine M. Ronan, Corporate Audience Audit Manager	State	Michigan
Rita M. Foumia, Corporate Strategy Director	County	Oakland
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	January 12, 2013
IMPORTANT NOTE:	Type	BJ
This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.	ID Number	N082B0D2
About BPA Worldwide:		
A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.		