

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.

BNP Media II, LLC  
2401 W. Big Beaver Road  
Suite 700  
Troy, MI 48084-3333  
Tel. No.: (248) 362-3700  
Fax No.: (248) 362-0317  
www.provisioneronline.com



Scan for Publisher's contact information

**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 audited 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 of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

## CHANNELS

### THE NATIONAL PROVISIONER MAGAZINE



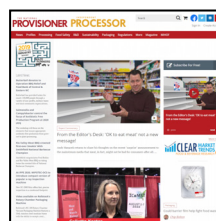
6 issues in the period  
25,500 average circulation

### THE NATIONAL PROVISIONER E-NEWSLETTER



53 issued in the period  
10,989 average per occurrence

### THE NATIONAL PROVISIONER WEBSITE



24,816 average users

### THE NATIONAL PROVISIONER SOCIAL MEDIA



3,150 LinkedIn group members  
1,694 Twitter followers  
793 Facebook likes

## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>THE NATIONAL PROVISIONER MAGAZINE</b> (6 issues in the period)	25,500	-	25,500
a. Print	15,309	-	15,309
b. Digital	10,191	-	10,191
1. Requested	6,202	-	6,202
2. Non-Requested	3,989	-	3,989
<b>THE NATIONAL PROVISIONER E-NEWSLETTER</b>			
Provisioner Prime (53 issued in the period)	10,989	-	10,989
<b>THE NATIONAL PROVISIONER WEBSITE</b> (Monthly Users with 43,982 average Pageviews)	24,816	-	24,816
<b>THE NATIONAL PROVISIONER SOCIAL MEDIA</b>			
a. LinkedIn group members	*3,150	-	*3,150
b. Twitter followers	*1,694	-	*1,694
c. Facebook likes	*793	-	*793

\*Social Media claims are cumulative figures, not averages.

**FIELD SERVED**

**THE NATIONAL PROVISIONER** serves meat, poultry, prepared foods and seafood processors and retailers. This includes meat, poultry, seafood, processed/further processed meat, poultry and seafood, prepared foods, meals, side dishes (including prepared products, baby food, RTE breakfast foods, pizza, cheese snacks, meat snacks, prepared snacks, other prepared products); and other meat, poultry, and seafood, retail; slaughtering, fabricating, cutting, rendering; warehousing/distribution/logistics, wholesalers/brokers/importers/exporters; testing labs, universities, government and others allied to the field.

**DEFINITION OF RECIPIENT QUALIFICATION**

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

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	16
Advertiser and Agency	895
Allocated for Trade Shows and Conventions	-
All Other	815
<b>TOTAL</b>	<b>1,726</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD**

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	25,500	100.0	25,500	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>25,500</b>	<b>100.0</b>	<b>25,500</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2019	Print	Digital	Total Qualified
July	15,561	9,939	25,500
August	15,702	9,798	25,500
September	15,568	9,932	25,500
October	14,870	10,630	25,500
November	15,065	10,435	25,500
December	15,086	10,414	25,500

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2019**  
 This issue is equal to the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent Of Total	Qualified Within		Classification by Title					
			Print	Digital	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 Titles
Meat, Poultry, Seafood, Processed/Further Processed Meat, Poultry, and Seafood, Prepared Foods/Meals/Side Dishes and Other Meat, Poultry and Seafood (Note 6)	20,935	82.1	12,505	8,430	9,137	8,177	1,709	1,340	572	-
Retail	2,019	7.9	1,164	855	1,052	651	65	159	92	-
Slaughtering, Fabricating, Cutting, Rendering	688	2.7	392	296	331	202	53	81	21	-
Warehousing/Distribution/Logistics, Wholesaler/Broker/Importer/Exporter	1,506	5.9	855	651	758	313	88	258	89	-
Testing Labs, Universities, Government	352	1.4	149	203	121	49	145	30	7	-
Others Allied to the Field	-	-	-	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>25,500</b>	<b>100.0</b>	<b>15,065</b>	<b>10,435</b>	<b>11,399</b>	<b>9,392</b>	<b>2,060</b>	<b>1,868</b>	<b>781</b>	<b>-</b>
<b>PERCENT</b>	<b>100.0</b>		<b>59.1</b>	<b>40.9</b>	<b>44.7</b>	<b>36.8</b>	<b>8.1</b>	<b>7.3</b>	<b>3.1</b>	<b>-</b>

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 and store/location manager.  
 Note 2: Plant Operations/Production, Engineering, Warehousing/Distribution/Logistics includes VP production, production manager, plant manager/supervisor/superintendent/production line foreman, 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 and 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 and account executive.  
 Note 5: Purchasing includes vice president of purchasing, purchasing or procurement director/manager/supervisor, purchasing agent, grocery buyer, retail buyer and buyer.  
 Note 6: Prepared Foods/Meals/Side Dishes includes prepared products, baby food, RTE breakfast foods, pizza, cheese snacks, meat snacks, prepared snacks, other prepared products.

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2019**

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Year	3 Year				
I. Direct Request:	12,877	5,109	-	11,382	6,604	17,986	70.6
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request):	2,109	-	-	430	1,679	2,109	8.2
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources	5,405	-	-	3,253	2,152	5,405	21.2
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>20,391</b>	<b>5,109</b>	<b>-</b>	<b>15,065</b>	<b>10,435</b>	<b>25,500</b>	<b>100.0</b>
<b>PERCENT</b>	<b>80.0</b>	<b>20.0</b>	<b>-</b>	<b>59.1</b>	<b>40.9</b>	<b>100.0</b>	

\*See Additional Data

**AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS**

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January - June 2017	July - December 2017	January - June 2018	July - December 2018	January - June 2019	July - December 2019*
Total Audit Average Qualified:	25,500	25,500	25,500	25,500	25,500	25,500
Qualified Non-Paid:	25,500	25,499	25,500	25,500	25,500	25,500
Print:	22,151	20,562	21,014	22,800	20,592	15,309
Digital:	3,349	4,937	4,486	2,700	4,908	10,191
Qualified Paid:	-	1	-	-	-	-
Print:	-	-	-	-	-	-
Digital:	-	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 2019 data is unaudited.

\*\*NC = None Claimed.



## WEBSITE CHANNEL

### WWW.PROVISIONERONLINE.COM

2019	Pageviews	Sessions	Users	Average Session Duration
July	35,390	22,618	19,189	1:06
August	42,918	27,522	22,930	1:07
September	40,648	27,382	23,486	0:58
October	53,680	35,912	30,639	1:15
November	49,566	32,530	27,404	1:52
December	41,694	28,501	25,252	1:08
<b>AVERAGE:</b>	<b>43,982</b>	<b>29,077</b>	<b>24,816</b>	<b>1:14</b>

July – December 2019 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

#### WEBSITE GLOSSARY

**Pageviews:** A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

**Sessions:** A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

**Users:** An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

**Average Session Duration:** The time visitors remain on a site per session.

## SOCIAL MEDIA CHANNEL

### The National Provisioner Social Media



LinkedIn group members

<https://www.linkedin.com/groups/2889155/profile>



Twitter followers

<https://twitter.com/NatProvisioner>



Facebook likes

<https://www.facebook.com/NationalProvisioner>

#### 2019

Beginning Balance:	3,064	1,674	744
July	3,079	1,681	755
August	3,090	1,687	766
September	3,116	1,691	772
October	3,122	1,695	787
November	3,133	1,688	793
December	3,150	1,694	793

## ADDITIONAL DATA

### MAGAZINE:

#### 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.

#### 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 8 copies or -%; Telecommunication includes 2 sources of circulation for quantities of 571 copies or 2.2% to 912 copies or 3.6%; Electronic includes 2 sources of circulation for quantities of 221 copies or 0.8% to 396 copies or 1.6%.

Business directories include 2 sources of circulation for quantities of 483 copies or 1.9% to 3,357 copies or 13.2%, including Chain Store Guide and Dun & Bradstreet. Other sources include 1 source of circulation for a quantity of 1,565 copies or 6.1%.

#### GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter, Website and Social Media are not reported at the media owner's option.

### PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Wafaa S Kashat, Audience Audit Postal Specialist

Rita M Foumia, HR & IT Director

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

#### IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed January 13, 2020

State Michigan

County Oakland

Received by BPA Worldwide January 13, 2020

Type BJ

ID Number N082B0D9

#### About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.