

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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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



52 issued in the period
12,162 average per occurrence

THE NATIONAL PROVISIONER WEBSITE



15,842 average users

THE NATIONAL PROVISIONER SOCIAL MEDIA



2,947 LinkedIn group members
1,567 Twitter followers
689 Facebook likes

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)	25,500	-	25,500
a. Print	21,014	-	21,014
b. Digital	4,486	-	4,486
1. Requested	2,615	-	2,615
2. Non-Requested	1,871	-	1,871
THE NATIONAL PROVISIONER E-NEWSLETTER			
Provisioner Prime (52 issued in the period)	12,162	-	12,162
THE NATIONAL PROVISIONER WEBSITE (Monthly Users with 30,075 average Pageviews)	15,842	-	15,842
THE NATIONAL PROVISIONER SOCIAL MEDIA			
a. LinkedIn group members	*2,947	-	*2,947
b. Twitter followers	*1,567	-	*1,567
c. Facebook likes	*689	-	*689

*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 titled and non-titled personnel as stated in Paragraph 3a.

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	26
Advertiser and Agency	1,092
Allocated for Trade Shows and Conventions	-
All Other	1,208
TOTAL	2,326

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	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,500	100.0	25,500	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2018	Print	Digital	Total Qualified
January	19,902	5,598	25,500
February	19,936	5,564	25,500
March	20,021	5,479	25,500
April	20,779	4,721	25,500
May	22,714	2,786	25,500
June	22,730	2,770	25,500

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2018
 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 QA/QC (Note 3)	Marketing/ Sales (Note 4)	Purchasing (Note 5)	Other Functions	
Meat, Poultry, Seafood, Processed/Further Processed Meat, Poultry, and Seafood, Prepared Foods/Meals/Side Dishes and Other Meat, Poultry and Seafood (Note 6)	21,305	83.6	18,984	2,321	9,209	8,655	1,729	1,180	532	-	
Retail	1,919	7.5	1,785	134	1,201	301	90	207	120	-	
Slaughtering, Fabricating, Cutting, Rendering	645	2.5	547	98	298	192	58	77	20	-	
Warehousing/Distribution/Logistics, Wholesaler/Broker/Importer/Exporter	1,320	5.2	1,156	164	563	319	74	269	95	-	
Testing Labs, Universities, Government	311	1.2	242	69	95	46	137	30	3	-	
Others Allied to the Field	-	-	-	-	-	-	-	-	-	-	
TOTAL QUALIFIED CIRCULATION	25,500	100.0	22,714	2,786	11,366	9,513	2,088	1,763	770	-	
PERCENT	100.0		89.1	10.9	44.6	37.3	8.2	6.9	3.0	-	

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, 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, Technical R&D, Quality Control 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 MAY 2018

Qualification Source	Qualified Within			Print	Digital	Total Qualified	Percent
	1 Year	2 Year	3 Year				
I. Direct Request:	12,878	5,108	-	15,829	2,157	17,986	70.5
II. Request from recipient's company:	8	-	-	8	-	8	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	725	-	-	703	22	725	2.9
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources	6,781	-	-	6,174	607	6,781	26.6
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,392	5,108	-	22,714	2,786	25,500	100.0
PERCENT	80.0	20.0	-	89.1	10.9	100.0	

*See Additional Data

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2015	January - June 2016	July - December 2016	January - June 2017	July - December 2017*	January - June 2018*
Total Audit Average Qualified:	25,500	25,500	25,500	25,500	25,500	25,500
Qualified Non-Paid:	25,500	25,499	25,499	25,500	25,499	25,500
Print:	21,602	21,556	22,103	22,151	20,562	21,014
Digital:	3,898	3,943	3,396	3,349	4,937	4,486
Qualified Paid:	-	1	1	-	1	-
Print:	-	1	1	-	-	-
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 2017 - June 2018 data is unaudited.

**NC = None Claimed.

WEBSITE CHANNEL

WWW.PROVISIONERONLINE.COM

2018	Pageviews	Sessions	Users	Average Session Duration
January	31,501	19,954	16,237	1:11
February	30,485	19,438	16,254	1:08
March	30,700	19,885	16,511	1:06
April	30,470	19,557	16,273	1:10
May	28,806	18,757	15,362	1:06
June	28,488	17,671	14,415	1:17
AVERAGE:	30,075	19,211	15,842	1:09

January – June 2018 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>

2018

Beginning Balance:	2,893	1,513	664
January	2,912	1,524	670
February	2,925	1,533	672
March	2,929	1,534	675
April	2,938	1,546	682
May	2,945	1,559	682
June	2,947	1,567	689

*Due to a technical issue, May 2018 data for Facebook repeats April 2018.

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:

Association rosters and directories include 1 source of circulation for a quantity of 1 copy or -%.

Business directories include 2 sources of circulation for quantities of 842 copies or 3.3% to 3,367 copies or 13.2%, including Dun & Bradstreet.

Other sources include 1 source of circulation for a quantity of 2,571 copies or 10.1%, including List Strategies.

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, Corporate Strategy 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 July 2, 2018

State Michigan

County Oakland

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Type BJ

ID Number N082B0J8

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.