

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.

PUBLICATION FORMAT – DIGITAL

THE NATIONAL PROVISIONER is produced in a digital format and is written and designed for the digital reading experience, which may be accessed by a computer, mobile phone, or tablet. This digital format includes features such as videos and surveys allowing for user interaction with the brand.

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
11,028 average circulation

THE NATIONAL PROVISIONER E-NEWSLETTER



66 issued in the period
6,865 average per occurrence

THE NATIONAL PROVISIONER WEBSITE



35,743 average users

THE NATIONAL PROVISIONER SOCIAL MEDIA



3,584 LinkedIn group members
1,792 Twitter followers
867 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)	11,028	-	11,028
THE NATIONAL PROVISIONER E-NEWSLETTER			
Provisioner Prime (66 issued in the period)	6,865	-	6,865
THE NATIONAL PROVISIONER WEBSITE (Monthly Users with 58,986 average Pageviews)	35,743	-	35,743
THE NATIONAL PROVISIONER SOCIAL MEDIA			
a. LinkedIn group members	*3,584	-	*3,584
b. Twitter followers	*1,792	-	*1,792
c. Facebook likes	*867	-	*867

*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	2
Advertiser and Agency	1,069
Allocated for Trade Shows and Conventions	-
All Other	-
TOTAL	1,071

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	11,028	100.0	11,028	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	11,028	100.0	11,028	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020	Total Qualified
July	10,679
August	10,441
September	10,543
October	10,671
November	11,387
December	12,444

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2020
 This issue is 3.9% or 431 copies above the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Classification by Title					Other Titles
			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)	
Meat, Poultry, Seafood, Processed/ Further Processed Meat, Poultry, and Seafood, Prepared Foods/Meals/Side Dishes and Other Meat, Poultry and Seafood (Note 6)	6,617	58.1	3,352	1,896	654	516	199	-
Retail	2,069	18.2	1,525	261	53	139	91	-
Slaughtering, Fabricating, Cutting, Rendering	468	4.1	220	145	43	53	7	-
Warehousing/Distribution/Logistics, Wholesaler/Broker/Importer/Exporter	1,825	16.0	912	432	78	306	97	-
Testing Labs, Universities, Government	408	3.6	121	85	158	36	8	-
Others Allied to the Field	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	11,387	100.0	6,130	2,819	986	1,050	402	-
PERCENT	100.0		53.8	24.8	8.7	9.2	3.5	-

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 2020

Qualification Source	Total Qualified	Percent
I. Direct Request:	11,387	100.0
II. Request from recipient's company:	-	-
III. Membership Benefit:	-	-
IV. Communication (other than request):	-	-
V. Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources	-	-
VI. Single Copy Sales:	-	-
TOTAL QUALIFIED CIRCULATION	11,387	100.0
PERCENT	100.0	

Note: Although age is not reported, all qualified circulation must be sourced within 36 months of the analyzed issue.

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 2018	July - December 2018	January - June 2019	July - December 2019	January - June 2020	July - December 2020*
Total Audit Average Qualified:	25,500	25,500	25,500	25,500	25,500	11,028
Qualified Non-Paid:	25,500	25,500	25,500	25,500	25,499	11,028
Print:	21,014	22,800	20,592	15,309	13,576	-
Digital:	4,486	2,700	4,908	10,191	11,923	11,028
Qualified Paid:	-	-	-	-	1	-
Print:	-	-	-	-	1	-
Digital:	-	-	-	-	-	-
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 2020 data is unaudited.
 **NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2020*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	54		Kentucky	138	
New Hampshire	45		Tennessee	183	
Vermont	32		Alabama	137	
Massachusetts	247		Mississippi	82	
Rhode Island	42		EAST SO. CENTRAL	540	4.7
Connecticut	92		Arkansas	195	
NEW ENGLAND	512	4.5	Louisiana	72	
New York	552		Oklahoma	103	
New Jersey	313		Texas	621	
Pennsylvania	494		WEST SO. CENTRAL	991	8.7
MIDDLE ATLANTIC	1,359	11.9	Montana	63	
Ohio	492		Idaho	94	
Indiana	218		Wyoming	23	
Illinois	753		Colorado	181	
Michigan	349		New Mexico	42	
Wisconsin	531		Arizona	78	
EAST NO. CENTRAL	2,343	20.6	Utah	56	
Minnesota	338		Nevada	45	
Iowa	287		MOUNTAIN	582	5.1
Missouri	278		Alaska	20	
North Dakota	50		Washington	240	
South Dakota	110		Oregon	128	
Nebraska	164		California	940	
Kansas	206		Hawaii	33	
WEST NO. CENTRAL	1,433	12.6	PACIFIC	1,361	12.0
Delaware	47		UNITED STATES	10,832	95.1
Maryland	137		U.S. Territories	17	
Washington, DC	20		Canada	269	
Virginia	209		Mexico	20	
West Virginia	40		Other International	249	
North Carolina	329		APO/FPO	-	
South Carolina	125				
Georgia	351				
Florida	453				
SOUTH ATLANTIC	1,711	15.0			
			TOTAL QUALIFIED CIRCULATION	11,387	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2020	Provisioner Prime
July	7,280
August	7,227
September	7,033
October	6,832
November	6,624
December	6,539
AVERAGE*:	6,865

Provisioner Prime (66 issued in the period)
*The average is based on all issued in the period.

WEBSITE CHANNEL

WWW.PROVISIONERONLINE.COM

2020	Pageviews	Sessions	Users	Average Session Duration
July	62,296	42,318	35,770	1:18
August	56,022	38,954	33,132	0:59
September	62,283	43,071	36,735	0:53
October	63,543	45,203	39,528	0:51
November	56,671	41,293	36,322	0:47
December	53,102	37,808	32,975	0:47
AVERAGE:	58,986	41,441	35,743	0:55

July – December 2020 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>

2020

Beginning Balance:	3,322	1,774	821
July	3,370	1,772	827
August	3,418	1,776	831
September	3,454	1,783	843
October	3,494	1,788	855
November	3,553	1,785	864
December	3,584	1,792	867

ADDITIONAL DATA

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 Kashat, Audience Audit/Postal Specialist

Nikki Smith, Online Development 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 11, 2021

State

Michigan

County

Oakland

Received by BPA Worldwide

January 11, 2021

Type

BJ

ID Number

N082B0D0

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.