

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.

**MAGAZINE CHANNEL FORMAT – DIGITAL ISSUES**

**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



## EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
<b>THE NATIONAL PROVISIONER DIGITAL MAGAZINE</b> (6 issues in the period) (See Paragraph 3b for Source)	13,090	-	13,090
<b>THE NATIONAL PROVISIONER E-NEWSLETTER</b>			
Provisioner Prime (79 issued in the period)	6,152	-	6,152
<b>THE NATIONAL PROVISIONER WEBSITE</b> (Monthly Users with 50,174 average Pageviews)	31,368	-	31,368
<b>THE NATIONAL PROVISIONER SOCIAL MEDIA</b>			
a. LinkedIn fans	*597	-	*597
b. Twitter followers	*1,825	-	*1,825
c. Facebook likes	*885	-	*885

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

Proud Partner of [www.buysafemedia.com](http://www.buysafemedia.com)

**MAGAZINE CHANNEL FORMAT: This magazine is produced in digital format.**

**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 and government.

**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 and purchasing.

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	517
Allocated for Trade Shows and Conventions	-
All Other	-
<b>TOTAL</b>	<b>517</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	13,090	100.0	13,090	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,090</b>	<b>100.0</b>	<b>13,090</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

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

2021	Total Qualified
July	12,602
August	13,163
September	13,339
October	13,289
November	13,162
December	12,986

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2021**  
**This issue is 0.7% or 86 copies above the average of the other 5 issues reported in Paragraph 2.**

Business and Industry	Total Qualified	Percent of Total	Classification by Title				
			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)	7,123	54.1	3,316	1,829	1,031	697	250
Retail	2,328	17.7	1,682	285	79	177	105
Slaughtering, Fabricating, Cutting, Rendering	504	3.8	218	145	63	66	12
Warehousing/Distribution/Logistics, Wholesaler/Broker/Importer/Exporter	2,576	19.6	1,242	584	151	439	160
Testing Labs, Universities, Government	631	4.8	188	134	242	55	12
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,162</b>	<b>100.0</b>	<b>6,646</b>	<b>2,977</b>	<b>1,566</b>	<b>1,434</b>	<b>539</b>
<b>PERCENT</b>	<b>100.0</b>		<b>50.5</b>	<b>22.6</b>	<b>11.9</b>	<b>10.9</b>	<b>4.1</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 2021**

Qualification Source	Total Qualified	Percent
I. Direct Request:	13,162	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:	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,162</b>	<b>100.0</b>
<b>PERCENT</b>	<b>100.0</b>	

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 CIRCULATION**

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January - June 2019	July - December 2019	January - June 2020	July - December 2020	January - June 2021	July - December 2021*
Total Audit Average Qualified:	25,500	25,500	25,500	11,028	12,732	13,090
Qualified Non-Paid:	25,500	25,500	25,499	11,028	12,732	13,090
Print:	20,592	15,309	13,576	-	-	-
Digital:	4,908	10,191	11,923	11,028	12,732	13,090
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 2021 data is unaudited.  
 \*\*NC = None Claimed.

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2021\***

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	71		Kentucky	163	
New Hampshire	47		Tennessee	193	
Vermont	38		Alabama	149	
Massachusetts	311		Mississippi	103	
Rhode Island	51		EAST SO. CENTRAL	608	4.6
Connecticut	114		Arkansas	212	
NEW ENGLAND	632	4.8	Louisiana	85	
New York	663		Oklahoma	71	
New Jersey	375		Texas	724	
Pennsylvania	564		WEST SO. CENTRAL	1,092	8.3
MIDDLE ATLANTIC	1,602	12.2	Montana	63	
Ohio	533		Idaho	95	
Indiana	260		Wyoming	25	
Illinois	857		Colorado	234	
Michigan	385		New Mexico	55	
Wisconsin	592		Arizona	97	
EAST NO. CENTRAL	2,627	20.0	Utah	79	
Minnesota	356		Nevada	56	
Iowa	320		MOUNTAIN	704	5.3
Missouri	345		Alaska	34	
North Dakota	70		Washington	307	
South Dakota	108		Oregon	139	
Nebraska	213		California	1,137	
Kansas	237		Hawaii	53	
WEST NO. CENTRAL	1,649	12.5	PACIFIC	1,670	12.7
Delaware	42		UNITED STATES	12,562	95.4
Maryland	195		U.S. Territories	8	
Washington, DC	18		Canada	91	
Virginia	231		Mexico	33	
West Virginia	39		Other International	399	
North Carolina	357		APO/FPO	-	
South Carolina	148		Email Only	69	
Georgia	410				
Florida	538				
SOUTH ATLANTIC	1,978	15.0			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>13,162</b>	<b>100.0</b>

\*See Additional Data

**E-NEWSLETTER CHANNEL**

2021	Provisioner Prime
July	6,274
August	6,241
September	6,176
October	6,100
November	6,086
December	6,045
<b>AVERAGE*:</b>	<b>6,152</b>

Provisioner Prime (79 issued in the period)  
\*The average is based on all issued in the period.

## WEBSITE CHANNEL

### WWW.PROVISIONERONLINE.COM

2021	Pageviews	Sessions	Users	Average Session Duration
July	48,345	34,592	29,415	0:50
August	52,466	37,583	32,290	0:49
September	54,575	39,531	34,161	0:46
October	52,893	38,379	33,217	0:48
November	49,209	36,486	31,679	0:49
December	43,560	31,982	27,451	0:48
<b>AVERAGE:</b>	<b>50,174</b>	<b>36,425</b>	<b>31,368</b>	<b>0:48</b>

July – December 2021 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 fans\*



Twitter followers



Facebook likes\*\*

2021

<https://linkedin.com/company/the-national-provisioner>

<https://twitter.com/NatProvisioner>

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

Beginning Balance:	544	1,789	873
July	556	1,797	874
August	578	1,805	879
September	583	1,809	883
October	586	1,813	884
November	587	1,821	884
December	597	1,825	885

\*Effective July 1, 2021, LinkedIn Company Page Data is reported.

\*\*Due to technical difficulties, the December Facebook likes are as of December 21, 2021.

## 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, 2022

State Michigan

County Oakland

Received by BPA Worldwide January 11, 2022

Type BJ

ID Number N082B0D1

#### 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.