

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

51 issued in the period
8,976 average per occurrence

THE NATIONAL PROVISIONER WEBSITE

42,972 average users

THE NATIONAL PROVISIONER SOCIAL MEDIA

3,322 LinkedIn group members
1,774 Twitter followers
821 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)	25,499	1	25,500
(See Paragraph 3b for Format Type and Source)			
THE NATIONAL PROVISIONER E-NEWSLETTER			
Provisioner Prime (51 issued in the period)	8,976	-	8,976
THE NATIONAL PROVISIONER WEBSITE (Monthly Users with 70,939 average Pageviews)	42,972	-	42,972
THE NATIONAL PROVISIONER SOCIAL MEDIA			
a. LinkedIn group members	*3,322	-	*3,322
b. Twitter followers	*1,774	-	*1,774
c. Facebook likes	*821	-	*821

*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	13
Advertiser and Agency	939
Allocated for Trade Shows and Conventions	-
All Other	790
TOTAL	1,742

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	25,499	100.0	1	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,500	100.0	25,499	100.0	1	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020	Print	Digital	Total Qualified
January	15,225	10,275	25,500
February	15,312	10,188	25,500
March	15,444	10,056	25,500
April	15,051	10,449	25,500
*May	9,559	15,941	25,500
June	10,868	14,632	25,500

*See Additional Data

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF JUNE 2020
 This issue is equal to the average of the other 5 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent Of Total	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)	18,476	72.5	8,114	10,362	9,509	7,497	631	594	245	-
Retail	3,650	14.3	1,703	1,947	2,791	417	70	240	132	-
Slaughtering, Fabricating, Cutting, Rendering	642	2.5	228	414	334	213	33	50	12	-
Warehousing/Distribution/Logistics, Wholesaler/Broker/Importer/Exporter	2,337	9.2	741	1,596	1,345	538	84	275	95	-
Testing Labs, Universities, Government	395	1.5	82	313	135	68	154	31	7	-
Others Allied to the Field	-	-	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	25,500	100.0	10,868	14,632	14,114	8,733	972	1,190	491	-
PERCENT	100.0		42.6	57.4	55.3	34.2	3.8	4.7	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 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 JUNE 2020

Qualification Source	Qualified Within					Total Qualified	Percent
	1 Year	2 Year	3 Year	Print	Digital		
I. Direct Request:	11,383	6,603	-	7,248	10,738	17,986	70.5
II. Request from recipient's company:	-	-	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-	-	-
IV. *Communication (other than request):	2,523	-	-	1,297	1,226	2,523	9.9
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources	4,991	-	-	2,323	2,668	4,991	19.6
VI. Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	18,897	6,603	-	10,868	14,632	25,500	100.0
PERCENT	74.1	25.9	-	42.6	57.4	100.0	

*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	Circulation Claim	Circulation Claim
	July - December 2017	January - June 2018	July - December 2018	January - June 2019	July - December 2019*	January - June 2020*
Total Audit Average Qualified:	25,500	25,500	25,500	25,500	25,500	25,500
Qualified Non-Paid:	25,499	25,500	25,500	25,500	25,500	25,499
Print:	20,562	21,014	22,800	20,592	15,309	13,576
Digital:	4,937	4,486	2,700	4,908	10,191	11,923
Qualified Paid:	1	-	-	-	-	1
Print:	-	-	-	-	-	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 2019 - June 2020 data is unaudited.

**NC = None Claimed.

WEBSITE CHANNEL

WWW.PROVISIONERONLINE.COM

2020	Pageviews	Sessions	Users	Average Session Duration
January	50,994	34,398	29,671	0:58
February	53,779	36,613	30,376	1:50
March	68,891	47,221	41,132	1:18
April	94,989	68,935	60,163	1:08
May	89,846	64,938	56,250	1:10
June	67,134	47,764	40,240	1:10
AVERAGE:	70,939	49,978	42,972	1:16

January – June 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:	3,150	1,694	793
January	3,179	1,700	798
February	3,196	1,711	798
March	3,224	1,719	801
April	3,255	1,745	807
May	3,280	1,759	814
June	3,322	1,774	821

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 2 – LATE MAILING:

5,145 copies or 19.2% of the total copies distributed for the May 2020 issue were distributed on June 3, 2020.

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 7 copies or -%; Telecommunication includes 3 sources of circulation for quantities of 353 copies or 1.4% to 506 copies or 2.0% to 1,300 copies or 5.1%; Electronic includes 3 sources of circulation for quantities of 26 copies or 0.1% to 115 copies or 0.5% to 215 copies or 0.8%. Business directories include 1 source of circulation for a quantity of 4,991 copies or 19.6%, including Dun & Bradstreet.

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

July 3, 2020

State

Michigan

County

Oakland

Received by BPA Worldwide

July 3, 2020

Type

BJ

ID Number

N082B0J0

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.