

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.

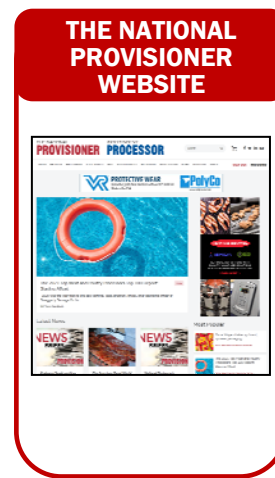
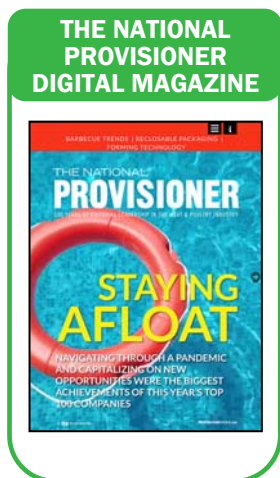
MAGAZINE CHANNEL FORMAT – DIGITAL ISSUES

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
THE NATIONAL PROVISIONER DIGITAL MAGAZINE (6 issues in the period) (See Paragraph 3b for Source)	12,732	-	12,732
THE NATIONAL PROVISIONER E-NEWSLETTER			
Provisioner Prime (77 issued in the period)	6,355	-	6,355
THE NATIONAL PROVISIONER WEBSITE (Monthly Users with 55,484 average Pageviews)	33,477	-	33,477
THE NATIONAL PROVISIONER SOCIAL MEDIA			
a. LinkedIn group members	*3,755	-	*3,755
b. Twitter followers	*1,789	-	*1,789
c. Facebook likes	*873	-	*873

*Social Media claims are cumulative figures, not averages.

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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	569
Allocated for Trade Shows and Conventions	-
All Other	-
TOTAL	571

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	12,732	100.0	12,732	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,732	100.0	12,732	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2021	Total Qualified
January	12,755
February	12,521
March	12,691
April	13,077
May	12,779
June	12,568

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2021
 This issue is 0.4% or 57 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)	6,842	53.5	3,236	1,754	922	689	241	-
Retail	2,390	18.7	1,721	301	79	179	110	-
Slaughtering, Fabricating, Cutting, Rendering	482	3.8	206	137	57	72	10	-
Warehousing/Distribution/Logistics, Wholesaler/Broker/Importer/Exporter	2,487	19.5	1,207	553	140	443	144	-
Testing Labs, Universities, Government	578	4.5	159	125	230	50	14	-
Others Allied to the Field	-	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,779	100.0	6,529	2,870	1,428	1,433	519	-
PERCENT	100.0		51.1	22.4	11.2	11.2	4.1	-

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 MAY 2021

Qualification Source	Total Qualified	Percent
I. Direct Request:	12,779	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	12,779	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	Circulation Claim	Circulation Claim
	July - December 2018	January - June 2019	July - December 2019	January - June 2020	July - December 2020*	January - June 2021*
Total Audit Average Qualified:	25,500	25,500	25,500	25,500	11,028	12,732
Qualified Non-Paid:	25,500	25,500	25,500	25,499	11,028	12,732
Print:	22,800	20,592	15,309	13,576	-	-
Digital:	2,700	4,908	10,191	11,923	11,028	12,732
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 2020 - June 2021 data is unaudited.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2021*

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	65		Kentucky	148	
New Hampshire	48		Tennessee	192	
Vermont	46		Alabama	143	
Massachusetts	315		Mississippi	90	
Rhode Island	45		EAST SO. CENTRAL	573	4.5
Connecticut	107		Arkansas	192	
NEW ENGLAND	626	4.9	Louisiana	70	
New York	642		Oklahoma	71	
New Jersey	377		Texas	702	
Pennsylvania	565		WEST SO. CENTRAL	1,035	8.1
MIDDLE ATLANTIC	1,584	12.4	Montana	65	
Ohio	525		Idaho	90	
Indiana	247		Wyoming	24	
Illinois	797		Colorado	231	
Michigan	387		New Mexico	52	
Wisconsin	591		Arizona	95	
EAST NO. CENTRAL	2,547	19.9	Utah	71	
Minnesota	381		Nevada	61	
Iowa	330		MOUNTAIN	689	5.4
Missouri	327		Alaska	40	
North Dakota	67		Washington	284	
South Dakota	108		Oregon	140	
Nebraska	206		California	1,099	
Kansas	208		Hawaii	51	
WEST NO. CENTRAL	1,627	12.8	PACIFIC	1,614	12.6
Delaware	42		UNITED STATES	12,214	95.6
Maryland	168		U.S. Territories	7	
Washington, DC	20		Canada	89	
Virginia	230		Mexico	25	
West Virginia	39		Other International	349	
North Carolina	354		APO/FPO	-	
South Carolina	146		Email Only	95	
Georgia	396				
Florida	524				
SOUTH ATLANTIC	1,919	15.0			
			TOTAL QUALIFIED CIRCULATION	12,779	100.0

*See Additional Data

E-NEWSLETTER CHANNEL

2021	Provisioner Prime
January	6,450
February	6,380
March	6,308
April	6,292
May	6,371
June	6,341
AVERAGE*:	6,355

Provisioner Prime (77 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
January	57,339	40,248	34,439	0:51
February	54,693	38,646	33,068	0:51
March	60,398	42,260	36,048	0:52
April	52,387	36,937	31,686	0:49
May	51,586	36,373	31,061	0:50
June	56,506	40,329	34,560	0:49
AVERAGE:	55,484	39,132	33,477	0:50

January – June 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 group members

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



Twitter followers

<https://twitter.com/NatProvisioner>



Facebook likes

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

2021

Beginning Balance:	3,584	1,792	867
January	3,623	1,790	871
February	3,642	1,790	871
March	3,675	1,797	874
April	3,704	1,798	872
May	3,725	1,792	870
June	3,755	1,789	873

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 S. 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

July 6, 2021

State

Michigan

County

Oakland

Received by BPA Worldwide

July 6, 2021

Type

BJ

ID Number

N082B0J1

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.