

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
<b>THE NATIONAL PROVISIONER DIGITAL MAGAZINE</b> (6 issues in the period) (See Paragraph 3b for Source)	12,747	-	12,747
<b>THE NATIONAL PROVISIONER E-NEWSLETTER</b>			
Provisioner Prime (77 issued in the period)	5,734	-	5,734
<b>THE NATIONAL PROVISIONER WEBSITE</b> (Monthly Users with 50,936 average Pageviews)	30,937	-	30,937
<b>THE NATIONAL PROVISIONER SOCIAL MEDIA</b>			
a. LinkedIn fans	*697	-	*697
b. Twitter followers	*1,854	-	*1,854
c. Facebook likes	*911	-	*911

\*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 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		460
Allocated for Trade Shows and Conventions		-
All Other		-
<b>TOTAL</b>		<b>460</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	12,747	100.0	12,747	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,747</b>	<b>100.0</b>	<b>12,747</b>	<b>100.0</b>	-	-

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

2022	Total Qualified
January	12,974
February	13,053
March	13,348
April	12,939
May	12,137
June	12,032

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2022**  
 This issue is 5.7% or 732 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)	6,604	54.4	3,059	1,786	927	615	217
Retail	1,983	16.3	1,363	300	74	156	90
Slaughtering, Fabricating, Cutting, Rendering	471	3.9	197	142	60	60	12
Warehousing/Distribution/Logistics, Wholesaler/Broker/Importer/Exporter	2,502	20.6	1,198	595	148	408	153
Testing Labs, Universities, Government	577	4.8	177	115	229	48	8
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,137</b>	<b>100.0</b>	<b>5,994</b>	<b>2,938</b>	<b>1,438</b>	<b>1,287</b>	<b>480</b>
<b>PERCENT</b>	<b>100.0</b>		<b>49.4</b>	<b>24.2</b>	<b>11.8</b>	<b>10.6</b>	<b>4.0</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 MAY 2022**

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	8,386	3,751	-	12,137	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>8,386</b>	<b>3,751</b>	<b>-</b>	<b>12,137</b>	<b>100.0</b>
<b>PERCENT</b>	<b>69.1</b>	<b>30.9</b>	<b>-</b>	<b>100.0</b>	

**AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION**

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2019	January - June 2020	July - December 2020	January - June 2021	July - December 2021*	January - June 2022*
Total Audit Average Qualified:	25,500	25,500	11,028	12,732	13,090	12,747
Qualified Non-Paid:	25,500	25,499	11,028	12,732	13,090	12,747
Print:	15,309	13,576	-	-	-	-
Digital:	10,191	11,923	11,028	12,732	13,090	12,747
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 2021 - June 2022 data is unaudited.  
 \*\*NC = None Claimed.

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2022\***

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	64		Kentucky	156	
New Hampshire	45		Tennessee	168	
Vermont	38		Alabama	134	
Massachusetts	277		Mississippi	98	
Rhode Island	43		EAST SO. CENTRAL	556	4.6
Connecticut	100		Arkansas	214	
NEW ENGLAND	567	4.7	Louisiana	97	
New York	595		Oklahoma	26	
New Jersey	352		Texas	662	
Pennsylvania	529		WEST SO. CENTRAL	999	8.2
MIDDLE ATLANTIC	1,476	12.2	Montana	59	
Ohio	479		Idaho	82	
Indiana	236		Wyoming	23	
Illinois	778		Colorado	213	
Michigan	348		New Mexico	49	
Wisconsin	541		Arizona	84	
EAST NO. CENTRAL	2,382	19.6	Utah	79	
Minnesota	323		Nevada	45	
Iowa	313		MOUNTAIN	634	5.2
Missouri	341		Alaska	40	
North Dakota	72		Washington	281	
South Dakota	99		Oregon	135	
Nebraska	198		California	1,033	
Kansas	221		Hawaii	52	
WEST NO. CENTRAL	1,567	12.9	PACIFIC	1,541	12.7
Delaware	35		UNITED STATES	11,528	95.0
Maryland	177		U.S. Territories	7	
Washington, DC	17		Canada	134	
Virginia	200		Mexico	35	
West Virginia	33		Other International	392	
North Carolina	338		APO/FPO	-	
South Carolina	125		Email Only	41	
Georgia	395				
Florida	486				
SOUTH ATLANTIC	1,806	14.9			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,137</b>	<b>100.0</b>

\*See Additional Data

**E-NEWSLETTER CHANNEL**

2022	Provisioner Prime
January	5,597
February	5,818
March	5,746
April	5,688
May	5,774
June	5,783
<b>AVERAGE*:</b>	<b>5,734</b>

Provisioner Prime (77 issued in the period)  
 \*The average is based on all issued in the period.

## WEBSITE CHANNEL

### WWW.PROVISIONERONLINE.COM

2022	Pageviews	Sessions	Users	Average Session Duration
January	52,646	37,707	32,220	0:52
February	49,994	35,529	30,196	0:52
March	55,960	39,361	33,774	0:55
April	52,328	37,023	31,938	0:52
May	48,737	35,284	30,169	0:51
June	45,955	32,467	27,325	0:57
<b>AVERAGE:</b>	<b>50,936</b>	<b>36,228</b>	<b>30,937</b>	<b>0:53</b>

January – June 2022 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

2022

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

<https://twitter.com/NatProvisioner>

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

Beginning Balance:	597	1,825	885
January	612	1,831	889
February	626	1,841	888
March	631	1,845	896
April	659	1,851	907
May	681	1,857	911
June	697	1,854	911

## 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

July 5, 2022

State

Michigan

County

Oakland

Received by BPA Worldwide

July 5, 2022

Type

BJ

ID Number

N082B0J2

#### About BPA Worldwide.

BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Performing nearly 1,000 annual audits of media channels in 19 countries, BPA is a trusted resource for compliance and assurance services.