

**PROVISIONERONLINE.COM**

For 125 years, *The National Provisioner* has reported on the people, products and processors that lead the way in innovation in the meat & poultry industry. With its comprehensive market intelligence *The National Provisioner* helps meat processing businesses succeed.

**Channel Overview**

December 2016 BPA Brand Report

**MAGAZINE**

- Distribution: 12 times per year
- Total Circulation: 25,500

**eNEWSLETTER**

- Name: Provisioner Prime
- Distribution: 2 per week
- Average # of subscribers: 11,029

**eBLASTS**

- Average eBlast Deployment: 11,600\*

**APPS\***

- Apple Cumulative Downloads: 331
- Android Cumulative Downloads: 147

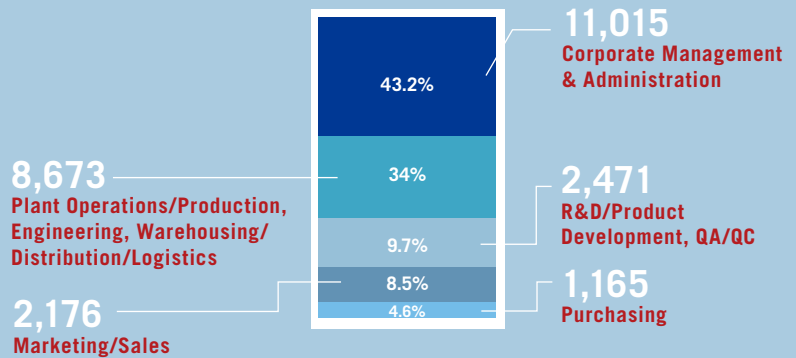
**WEBSITE**

- Average Unique Browsers: 13,142
- Average Page Impressions: 29,319
- Average User Sessions: 16,537

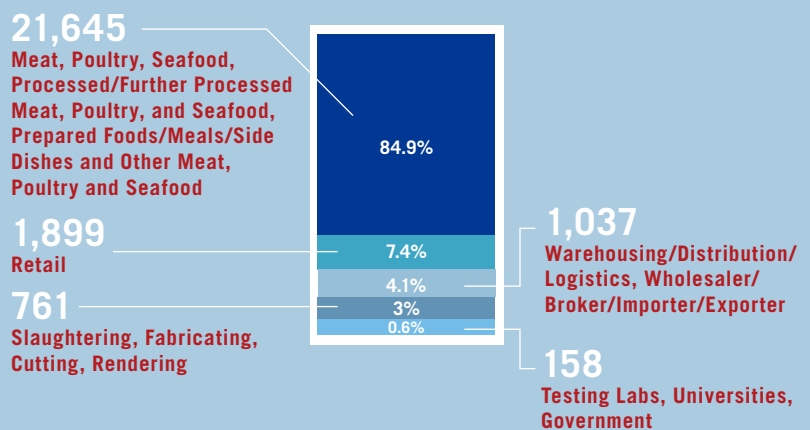
**SOCIAL MEDIA**

- LinkedIn: 2,772
- Twitter Followers: 1,319
- Facebook Likes: 556

**Circulation by Job Title**



**Circulation by Business & Industry**



**2017 Special Issues**

**JANUARY** IPPE Show Issue

**MARCH** Food Safety Report

**APRIL** Sourcebook

**MAY** Top 100 Processors

**JUNE** Processor & Independent Processor of the Year

**SEPTEMBER** Pack Expo Show

**OCTOBER** State of the Industry Issue

**NOVEMBER** Consumer Trends Report

**DECEMBER** Meat Industry Hall of Fame; IPPE Pre-Show Issue & 2018 Economic Outlook



# THE NATIONAL PROVISIONER

125 YEARS OF EDITORIAL LEADERSHIP IN THE MEAT & POULTRY INDUSTRY

## Editorial

*The National Provisioner* is committed to delivering cutting-edge news analysis, business intelligence and technology insight. Our features examine business, marketing and operations strategies employed by companies to produce in-depth reports that showcase that innovation.

Our technology departments analyze the latest technical and food-safety advancements to bring critical data and other operating tools to our readers.

## Reasons to Advertise\*

- Largest circulation to key processing decision makers of any trade magazine serving the meat/poultry processing industry
- 44% approve/authorize purchases
- Actions taken after viewing an ad:
  - 59% visited advertiser's website
  - 29% requested additional information directly from advertiser
  - 26% purchased products or services advertised
  - 22% recommended the purchase of products or services advertised
- 71% find the advertisements useful
- 55% rely on the advertisements in the publication for information on new products and services

## INDEPENDENT PROCESSOR

SERVING SMALL AND MIDSIZE MEAT, POULTRY, AND GAME PROCESSORS

- Celebrating its 10th year in 2017
- Created to meet the needs of the small to mid-size meat processor
- Published 6x year in February, April, June, August, October & December.
- 7,984 Total Circulation



## Event

### FOOD SAFETY SUMMIT

May 8-11, 2017

Chicago, IL

[www.FoodSafetySummit.com](http://www.FoodSafetySummit.com)

\*2015 Reader Preference Profile Study

## The National Provisioner Team

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**EVENT MANAGER** Chuck Wilson

**PRODUCTION** Jen Nagel

**DESIGNER** Cory Emery



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