

THE NATIONAL PROVISIONER

127 YEARS OF EDITORIAL LEADERSHIP IN THE MEAT & POULTRY INDUSTRY

PROVISIONERONLINE.COM



Channel Overview

June 2017 BPA Brand Report

MAGAZINE

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

eNEWSLETTER

- Name: Provisioner Prime
- Distribution: 2 per week
- Average # of subscribers: 11,036

eBLASTS

- Average eBlast Deployment: 10,900*

APPS*

- Apple Cumulative Downloads: 582
- Android Cumulative Downloads: 159

WEBSITE

- Average Users: 15,843
- Average Pageviews: 35,071
- Average Sessions: 20,468

SOCIAL MEDIA

- LinkedIn: 2,850
- Twitter Followers: 1,433
- Facebook Likes: 623

For 127 years, *The National Provisioner* has reported on the people, products and processors that lead the way in innovation in the meat & poultry industry. *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.

SPECIAL ISSUES/REPORTS

JANUARY: POULTRY REPORT

FEBRUARY: SEAFOOD REPORT

MARCH: FOOD SAFETY REPORT / BURGER REPORT

APRIL: 2018 SOURCEBOOK

MAY: TOP 100 PROCESSORS

JUNE: PROCESSOR OF THE YEAR

JULY: SAUSAGE REPORT

AUGUST: DELI REPORT

SEPTEMBER: BACON REPORT

OCTOBER: STATE OF THE INDUSTRY

NOVEMBER: CONSUMER TRENDS REPORT

DECEMBER: ECONOMIC OUTLOOK

EVENTS



May 7-10, 2018
Rosemont, Illinois

FoodSafetySummit.com

Each year, thousands of your potential customers gather to learn what's new in this ever-evolving industry and in order to be part of their solutions, you have to be there. Put yourself in front of the right contacts, build your business, create brand awareness and gain the competitive edge by reserving your place on the 2018 exhibit hall.

For more information about The National Provisioner, go to www.bnpsOLUTIONS.com/The-National-Provisioner

MARKETS + audience

The National Provisioner is part of the FOOD | BEVERAGE | PACKAGING GROUP (FBP). The FBP builds its strength from the breadth and depth of market coverage, content and audience. Each brand falls within several markets, audience segments and comprehensive content themes, which cross-over and expand the overall reach of the FBP as a collective, comprehensive group.

FBP MARKETS*

Breadth of market coverage refers to horizontal markets: BROAD content that speaks to the overall processes of food and beverage equipment, ingredients and packaging.

Depth of market coverage refers to vertical markets: FOCUSED industry segments, targeting a specific market, and are encompassed within the horizontal markets.

		BI	BP	CNDY	DF	FP	FE	FM	IA	IP	PS	PF	RFF	SWFB	NP
EQUIPMENT	HORIZONTAL	•	•	•	•		•	•	•	•	•		•	•	•
INGREDIENTS		•		•	•			•	•	•		•		•	•
PACKAGING		•	•	•	•	•	•		•	•	•		•	•	•
BAKERY	VERTICAL		•				•	•	•		•	•	•	•	
BEVERAGE		•	•		•	•	•	•	•		•	•	•	•	
CANDY/CONFECTIONERY			•	•				•	•			•	•	•	
DAIRY		•	•		•			•	•		•	•	•	•	
MEAT/POULTRY/SEAFOOD			•			•	•	•	•	•	•	•	•	•	•
FROZEN FOODS					•	•	•	•	•	•	•	•	•	•	•
SNACKS		•	•	•	•	•	•	•	•	•	•	•	•	•	•

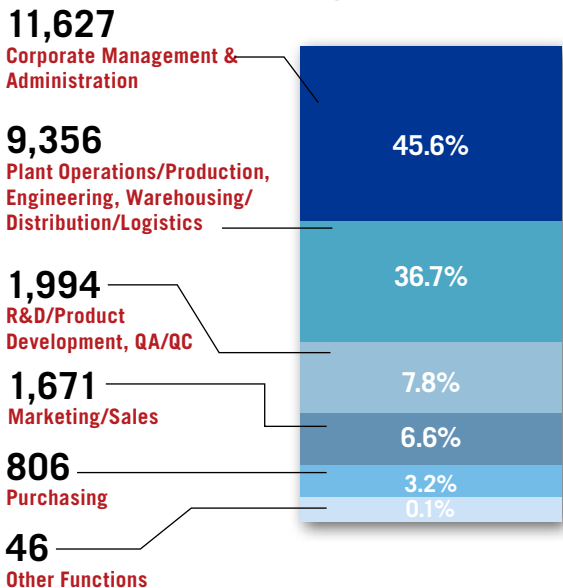
*Media Owner's Data

FBP THEMES

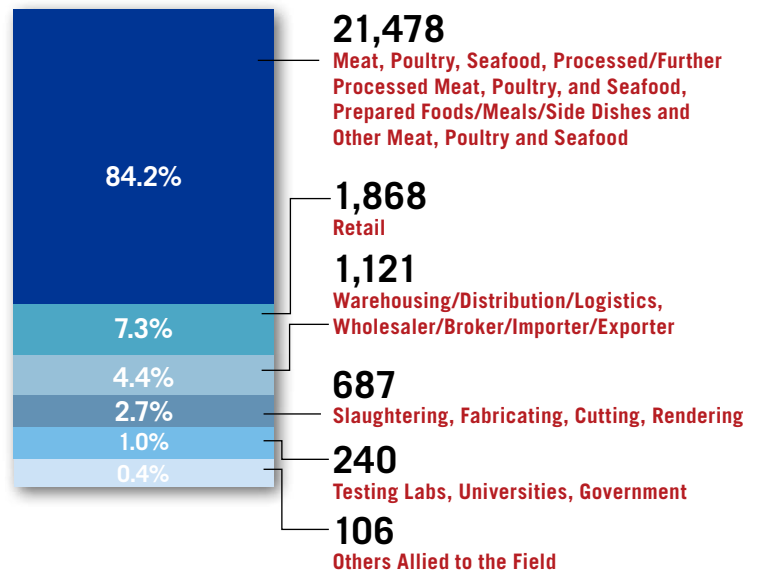
The FOOD | BEVERAGE | PACKAGING GROUP has examined our content to find common topics of interest across our brands. Each of the THEMES has a subset of more specific topics. Ask your sales strategists for details.

THE NATIONAL PROVISIONER AUDIENCE OVERVIEW*

Circulation by Job Title



Circulation by Business & Industry



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