

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**

52 issued in the period  
11,029 average per occurrence

**THE NATIONAL PROVISIONER APPS**

Apple: 331 cumulative downloads  
Android: 147 cumulative downloads

**THE NATIONAL PROVISIONER WEBSITE**

13,142 average unique browsers

**THE NATIONAL PROVISIONER SOCIAL MEDIA**

2,772 LinkedIn group members  
1,319 Twitter followers  
556 Facebook likes

## EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
<b>THE NATIONAL PROVISIONER MAGAZINE</b> (6 issues in the period)	25,499	1	25,500
a. Print	22,103	1	22,104
b. Digital	3,396	-	3,396
1. Requested	3,331	-	3,331
2. Non-Requested	65	-	65
<b>THE NATIONAL PROVISIONER E-NEWSLETTER</b>			
a. PROVISIONER PRIME (52 issued in the period)	11,029	-	11,029
<b>THE NATIONAL PROVISIONER APP</b> (Cumulative downloads)			
a. Apple Apps	*331	-	*331
b. Android Apps	*147	-	*147
<b>THE NATIONAL PROVISIONER WEBSITE</b> (Monthly Unique Browsers with 29,319 average Page Impressions)	13,142	-	13,142
<b>THE NATIONAL PROVISIONER SOCIAL MEDIA</b>			
a. LinkedIn group members	*2,772	-	*2,772
b. Twitter followers	*1,319	-	*1,319
c. Facebook likes	*556	-	*556

\*App Downloads and 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 and other meat, poultry, and seafood (including prepared products, baby food, RTE breakfast foods, pizza, cheese snacks, meat snacks, prepared snacks, other prepared products); 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 titled and non-titled personnel as stated in Paragraph 3a.

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	38
Advertiser and Agency	1,002
Allocated for Trade Shows and Conventions	-
All Other	1,289
<b>TOTAL</b>	<b>2,329</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	25,500	100.0	25,499	100.0	1	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>25,500</b>	<b>100.0</b>	<b>25,499</b>	<b>100.0</b>	<b>1</b>	<b>-</b>

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

2016	Print	Digital	Total Qualified
July	22,021	3,479	25,500
August	22,030	3,470	25,500
September	22,091	3,409	25,500
October	22,112	3,388	25,500
November	22,150	3,350	25,500
December	22,218	3,282	25,500

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016**  
**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 Functions
Meat, Poultry, Seafood, Processed/Further Processed Meat, Poultry, and Seafood, Prepared Foods/Meals/Side Dishes and Other Meat, Poultry and Seafood (Note 6)	21,645	84.9	18,992	2,653	9,077	7,687	2,198	1,726	957	-
Retail	1,899	7.4	1,661	238	1,086	449	80	167	117	-
Slaughtering, Fabricating, Cutting, Rendering	761	3.0	629	132	320	266	71	82	22	-
Warehousing/Distribution/Logistics, Wholesaler/Broker/Importer/Exporter	1,037	4.1	795	242	489	246	58	181	63	-
Testing Labs, Universities, Government	158	0.6	73	85	43	25	64	20	6	-
Others Allied to the Field	-	-	-	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>25,500</b>	<b>100.0</b>	<b>22,150</b>	<b>3,350</b>	<b>11,015</b>	<b>8,673</b>	<b>2,471</b>	<b>2,176</b>	<b>1,165</b>	<b>-</b>
<b>PERCENT</b>	<b>100.0</b>		<b>86.9</b>	<b>13.1</b>	<b>43.2</b>	<b>34.0</b>	<b>9.7</b>	<b>8.5</b>	<b>4.6</b>	<b>-</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, QA/QC personnel and IT titles.  
 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. Included in this category are poultry slaughtering and processing.

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016**

QUALIFICATION SOURCE	Qualified Within					Total Qualified	Percent
	1 Year	2 Year	3 Year	Print	Digital		
I. Direct Request:	11,505	6,414	-	14,633	3,286	17,919	70.3
II. Request from recipient's company:	4	50	-	54	-	54	0.2
III. Membership Benefit:	-	-	-	-	-	-	-
IV. *Communication from recipient or recipient's company (other than request):	3,551	-	-	3,551	-	3,551	13.9
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources	3,976	-	-	3,912	64	3,976	15.6
VI. Single Copy Sales:	-	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>19,036</b>	<b>6,464</b>	<b>-</b>	<b>22,150</b>	<b>3,350</b>	<b>25,500</b>	<b>100.0</b>
<b>PERCENT</b>	<b>74.7</b>	<b>25.3</b>	<b>-</b>	<b>86.9</b>	<b>13.1</b>	<b>100.0</b>	

\*See Additional Data

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016**

MAILING ADDRESS	Print	Digital	Total Qualified	Percent
Individuals by name and title and/or function	22,150	3,350	25,500	100.0
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>22,150</b>	<b>3,350</b>	<b>25,500</b>	<b>100.0</b>

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

6-Month Period Ended:	Audited Data		Audited Data		Audited Data		Audited Data		Circulation Claim	
	January – June 2014	July – December 2014	January – June 2015	July – December 2015	January – June 2016	July – December 2016*	January – June 2016	July – December 2016*	January – June 2016	July – December 2016*
Total Audit Average Qualified:	25,500	25,500	25,508	25,500	25,500	25,500	25,500	25,500	25,500	25,500
Qualified Non-Paid:	25,485	25,484	25,494	25,500	25,499	25,499	25,499	25,499	25,499	25,499
Print:	20,573	19,492	20,406	21,602	21,556	22,103	21,556	22,103	21,556	22,103
Digital:	4,912	5,992	5,088	3,898	3,943	3,396	3,943	3,396	3,943	3,396
Qualified Paid:	15	16	14	-	1	1	1	1	1	1
Print:	14	15	13	-	1	1	1	1	1	1
Digital:	1	1	1	-	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC	**NC

\*NOTE: July 2015 – December 2016 data is unaudited.  
\*\*NC = None Claimed.

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 2016\***

State	Print	Digital	Total Qualified	Percent	State	Print	Digital	Total Qualified	Percent
Maine	114	10	124		Kentucky	325	42	367	
New Hampshire	94	10	104		Tennessee	362	33	395	
Vermont	60	7	67		Alabama	389	49	438	
Massachusetts	456	53	509		Mississippi	272	27	299	
Rhode Island	70	8	78		EAST SO. CENTRAL	1,348	151	1,499	5.9
Connecticut	154	14	168		Arkansas	653	116	769	
NEW ENGLAND	948	102	1,050	4.1	Louisiana	266	36	302	
New York	928	119	1,047		Oklahoma	272	29	301	
New Jersey	569	78	647		Texas	1,228	183	1,411	
Pennsylvania	959	96	1,055		WEST SO. CENTRAL	2,419	364	2,783	10.9
MIDDLE ATLANTIC	2,456	293	2,749	10.8	Montana	99	9	108	
Ohio	906	127	1,033		Idaho	149	20	169	
Indiana	450	44	494		Wyoming	35	5	40	
Illinois	1,563	258	1,821		Colorado	333	42	375	
Michigan	573	68	641		New Mexico	73	12	85	
Wisconsin	981	133	1,114		Arizona	135	18	153	
EAST NO. CENTRAL	4,473	630	5,103	20.0	Utah	146	35	181	
Minnesota	883	133	1,016		Nevada	60	2	62	
Iowa	597	82	679		MOUNTAIN	1,030	143	1,173	4.6
Missouri	645	115	760		Alaska	30	6	36	
North Dakota	83	7	90		Washington	509	68	577	
South Dakota	163	35	198		Oregon	226	38	264	
Nebraska	425	54	479		California	1,619	253	1,872	
Kansas	368	69	437		Hawaii	41	2	43	
WEST NO. CENTRAL	3,164	495	3,659	14.4	PACIFIC	2,425	367	2,792	11.0
Delaware	53	19	72		UNITED STATES	21,491	2,992	24,483	96.1
Maryland	298	48	346		U.S. Territories	-	-	-	
Washington, DC	21	8	29		Canada	659	215	874	
Virginia	461	51	512		Mexico	-	5	5	
West Virginia	95	4	99		Other International	-	138	138	
North Carolina	611	75	686		AP0/FPO	-	-	-	
South Carolina	278	40	318						
Georgia	766	102	868						
Florida	645	100	745						
SOUTH ATLANTIC	3,228	447	3,675	14.4					
					<b>TOTAL QUALIFIED CIRCULATION</b>	<b>22,150</b>	<b>3,350</b>	<b>25,500</b>	<b>100.0</b>

\*See Additional Data

**E-NEWSLETTER CHANNEL**

2016	Provisioner Prime
July	11,577
August	11,346
September	11,216
October	11,088
November	10,481
December	10,532
<b>*AVERAGE:</b>	<b>11,029</b>

Provisioner Prime (52 issued in the period).  
\*The average is based on all issued in the period.

## APP CHANNEL

### THE NATIONAL PROVISIONER APPLE APP

2016	Monthly Downloads	Cumulative Downloads
	Beginning Balance	272
July	9	281
August	7	288
September	3	291
October	6	297
November	12	309
December	22	331

Cumulative downloads represents the aggregate number of downloads of The National Provisioner Apple App, not copies. Information regarding App deletion/removal is not available from third party vendors and have not been removed from these figures.

### THE NATIONAL PROVISIONER ANDROID APP

2016	Monthly Downloads	Cumulative Downloads
	Beginning Balance	137
July	2	139
August	1	140
September	2	142
October	2	144
November	-1	143
December	4	147

Cumulative downloads represents the aggregate number of downloads of The National Provisioner Android App, not copies. Information regarding App deletion/removal is not available from third party vendors and have not been removed from these figures.

## WEBSITE CHANNEL

### WWW.PROVISIONERONLINE.COM

2016	PAGE IMPRESSIONS	USER SESSIONS	UNIQUE BROWSERS	UNIQUE BROWSER FREQUENCY	PAGE DURATION	USER SESSION DURATION
July	38,793	18,074	14,334	1.26	01:10	01:20
August	29,811	16,625	12,862	1.29	01:42	01:21
September	28,281	16,625	13,170	1.26	01:38	01:09
October	26,229	16,156	12,992	1.24	01:48	01:08
November	29,658	17,267	14,029	1.23	01:40	01:12
December	23,138	14,473	11,460	1.26	01:58	01:11
<b>AVERAGE:</b>	<b>29,319</b>	<b>16,537</b>	<b>13,142</b>	<b>1.26</b>	<b>01:39</b>	<b>01:13</b>

July – December 2016 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

#### WEBSITE GLOSSARY

**Page Impressions:** A Page Impression 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.

**User Sessions:** A single continuous set of activity attributable to a cookie'd 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.

**Unique Browsers:** An identified and unduplicated cookie'd browser that accesses Internet content or advertising during a measurement period.

**Unique Browser Frequency:** Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

**Page Duration:** The average time spent viewing any page on a web site.

**User Session Duration:** The average time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit [www.adicompli.com](http://www.adicompli.com)

## SOCIAL MEDIA CHANNEL

### The National Provisioner Social Media



LinkedIn group members

<http://www.linkedin.com/groups?gid=2889155>



Twitter followers

<http://twitter.com/NatProvisioner>



Facebook likes

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

2016

	LinkedIn group members	Twitter followers	Facebook likes
Beginning Balance:	2,590	1,224	481
July	2,609	1,247	499
August	2,615	1,263	513
September	2,638	1,287	522
October	2,711	1,299	529
November	2,747	1,301	537
December	2,772	1,319	556

## ADDITIONAL DATA

### 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. Apps are downloaded to view enhanced versions of the print edition and are available as a single download or by subscription use on tablets, smart phones or other mobile devices.

### 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.

### MAGAZINE:

#### PARAGRAPH 3b:

Communication from recipient or recipient's company (other than request): Written includes 2 sources of circulation for quantities of 15 or 0.1% to 49 or 0.2%; Telecommunication includes 4 sources of circulation for quantities of 71 or 0.2% to 1,208 or 4.7%; Electronic includes 5 sources of circulation for quantities of 3 or -% to 507 or 2.0%  
Business directories include 1 source of circulation for a quantity of 21 copies or 0.1%.  
Other sources include 1 source of circulation for a quantity of 3,955 copies or 15.5%, including Bravado, LLC.

### GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter, Apps, 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. Fournia, Corporate Strategy 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 January 6, 2017

State Michigan

County Oakland

Received by BPA Worldwide January 6, 2017

Type BJ

ID Number N082B0D6

#### About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.