

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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Meat & Poultry®

ABOUT MEAT & POULTRY

MEAT & POULTRY is a trade brand providing news and resources for the meat and poultry processing industry. Content includes coverage of industry news, trends, features, profiles, events, technology and commentary. Information is distributed in both print and digital formats as well as on the Web at www.MeatPoultry.com.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all 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 across multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary.

FIELD SERVED

MEAT & POULTRY MAGAZINE serves meat, poultry and seafood processors and further processors; wholesalers-distributors (including purveyors, importers, exporters, sales agents and brokers); slaughterers, fabricators, headquarters/regional office or R&D center, government agencies, schools, associations; and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients whose job functions are general management, management, senior management, plant operations, production, research and development, quality control, marketing and sales, purchasing and other personnel in the field served.

Channels Include:



Meat & Poultry Magazine
6 issues in period
22,077 average circulation
Pages 2 & 3



Meat & Poultry Website
24,970 average unique browsers
Page 4

1 EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
Meat & Poultry Magazine (6 Issues in the period) _____	22,077	-	22,077
Meat & Poultry Website (Unique Browsers) (Note 1) _____	24,970	-	24,970
SIX-MONTH AVERAGE TOTAL	47,047	-	47,047

Note 1: Unique Browsers: See Website Glossary in Table 4.

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

2 CHANNEL FREQUENCY FOR PERIOD

	Meat & Poultry Magazine	Meat & Poultry Website
	Total	Unique Browsers*
January	22,005	22,690
February	22,018	22,032
March	22,030	27,044
April	22,018	25,165
May	22,240	27,130
June	22,153	25,757
AVERAGE	22,077	24,970

*Unique Browsers: See Website Glossary in Table 4.

3 GEOGRAPHIC DISTRIBUTION*

State	Meat & Poultry Magazine for Issue of May 2012		State	Meat & Poultry Magazine for Issue of May 2012	
	Total	Percent		Total	Percent
Maine	127		Kentucky	250	
New Hampshire	64		Tennessee	334	
Vermont	37		Alabama	421	
Massachusetts	409		Mississippi	276	
Rhode Island	68		EAST SO. CENTRAL	1,281	5.7
Connecticut	112		Arkansas	695	
NEW ENGLAND	817	3.7	Louisiana	265	
New York	751		Oklahoma	274	
New Jersey	461		Texas	1,354	
Pennsylvania	919		WEST SO. CENTRAL	2,588	11.6
MIDDLE ATLANTIC	2,131	9.6	Montana	97	
Ohio	891		Idaho	96	
Indiana	358		Wyoming	25	
Illinois	1,535		Colorado	334	
Michigan	489		New Mexico	36	
Wisconsin	902		Arizona	119	
EAST NO. CENTRAL	4,175	18.8	Utah	122	
Minnesota	841		Nevada	37	
Iowa	637		MOUNTAIN	866	3.9
Missouri	608		Alaska	93	
North Dakota	83		Washington	397	
South Dakota	212		Oregon	176	
Nebraska	611		California	1,464	
Kansas	476		Hawaii	50	
WEST NO. CENTRAL	3,468	15.6	PACIFIC	2,180	9.8
Delaware	118		UNITED STATES	21,083	94.8
Maryland	349		U.S. Territories	44	
Washington, DC	40		Canada	1,007	
Virginia	434		Mexico	3	
West Virginia	46		Other International	103	
North Carolina	755		APO/FPO	-	
South Carolina	269		TOTAL	22,240	100.0
Georgia	885				
Florida	681				
SOUTH ATLANTIC	3,577	16.1			

*See Additional Data



Official Publication of: None
 Established: 1955
 Issues Per Year: 12

4 CHANNEL PROFILE MAGAZINE

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	-
Advertiser and Agency	1,148
Rotated or Occasional	-
Allocated for Trade Shows and Conventions	418
Digital	-
All Other	1,466
TOTAL	3,032

AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	22,077	100.0	22,077	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	22,077	100.0	22,077	100.0	-	-

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

**4 CHANNEL PROFILE (CONTINUED)
MAGAZINE (CONTINUED)**

BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2012
This issue is 0.9% or 195 copies above the average of the other 5 issues reported in Table two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY PRIMARY JOB FUNCTION					
			Senior Management, General Management, Management	Marketing & Sales	Plant Operations, Production	Purchasing	Research & Development, Quality Control	Other
PROCESSING/FURTHER PROCESSING: Meat/Poultry/Seafood, headquarters/regional office, R&D _____	17,957	80.8	8,404	1,292	5,378	770	2,053	60
SLAUGHTERING/FABRICATING _____	993	4.5	418	98	293	49	121	14
GOVERNMENT AGENCIES, SCHOOLS, ASSOCIATIONS _____	1,233	5.5	634	161	84	59	227	68
OTHERS ALLIED TO THE FIELD _____	2,057	9.2	791	608	250	134	184	90
TOTAL QUALIFIED CIRCULATION	22,240	100.0	10,247	2,159	6,005	1,012	2,585	232
PERCENT	100.0		46.1	9.7	27.0	4.6	11.6	1.0

QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2012

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	16,084	1,692	843	18,619	83.7
II. Request from recipient's company: _____	11	-	-	11	0.1
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	2,811	799	-	3,610	16.2
Association rosters and directories _____	-	-	-	-	-
*Business directories _____	-	1	-	1	-
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
*Other sources _____	2,811	798	-	3,609	16.2
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	18,906	2,491	843	22,240	100.0
PERCENT	85.0	11.2	3.8	100.0	

*See Additional Data

MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2012

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function _____	22,227	100.0
Individuals by name only _____	2	-
Titles or functions only _____	4	-
Company names only _____	7	-
Multi-Copy Same Addressee copies _____	-	-
Single Copy Sales _____	-	-
TOTAL QUALIFIED CIRCULATION	22,240	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July-December 2009	January-June 2010	July-December 2010	January-June 2011	July-December 2011*	January-June 2012*
Total Audit Average Qualified _____	21,980	22,185	22,136	22,275	22,209	22,077
Qualified Non-Paid Total _____	21,980	22,185	22,136	22,275	22,209	22,077
Qualified Paid Total _____	-	-	-	-	-	-
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 2011 - June 2012 data is unaudited. With each successive period, new data will be added until six 6-month periods of data are displayed.
**NC = None Claimed.

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

4 CHANNEL PROFILE (CONTINUED)

WEBSITE*

Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
January	96,399	46,974	22,690	2.07	00:47	01:38
February	98,759	48,108	22,032	2.18	00:49	01:42
March	108,108	58,803	27,044	2.17	00:45	01:24
April	99,670	58,522	25,165	2.33	00:51	01:26
May	103,880	62,477	27,130	2.30	00:49	01:23
June	95,506	57,159	25,757	2.22	00:48	01:21
AVERAGE:	100,387	55,341	24,970	2.21	00:48	0:129

*See Additional Data

WEBSITE GLOSSARY:

Unique Browsers: An identified and unduplicated Cookie Browser that accesses internet content during a measurement period. Each browser visiting a site instrumented with SiteCensus code is assigned a unique cookie id to help determine browser uniqueness

Page Impressions: The number of web pages successfully viewed by all browsers within the reporting period

User Sessions: A single continuous set of activity attributable to a browser resulting in one or more pulled text downloads from a site. A period of inactivity of more than 30 minutes terminates the session

Unique Browser Frequency: The average number of user sessions per Unique Browser over the selected reporting period

User Session Duration: The average time a browser remained on the site per session

Page Duration: The average time a browser spent viewing any page(s) on the site

ADDITIONAL DATA**TABLE 3:**

Geographical data not available for Website and therefore, is not reported herein.

TABLE 4 - QUALIFICATION SOURCE:

Business directories include 1 source of circulation for a quantity of 1 copy or -%.

Other sources include 9 sources of circulation for quantities of 33 copies or 0.1% to 1,521 copies or 6.8% to include Hoovers.

WEBSITE ACTIVITY:

January - June 2012 data was provided by Omniture.

All website activity is audited by BPA Worldwide.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Charles S. Sosland, Chairman

Judith Arnone, Circulation Manager

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

Date signed

July 12, 2012

State

Missouri

County

Jackson

Received by BPA Worldwide

July 12, 2012

IMPORTANT NOTE:

This unaudited circulation statement has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Type

BJ

ID Number

M033B0J2

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 for the latest audit reports, membership information and publishing and advertising industry news.