

Meat Trades

JOURNAL

BRAND REPORT JUNE 2016

TOTAL BRAND UNIVERSE

63,985



MEAT TRADES JOURNAL MAGAZINE

5,198

Monthly magazine average net circulation

5,198

SOCIAL MEDIA (based on figures as of 30/06/2016)

9,289

MTJ

Twitter followers
Facebook likes

5,889
869

National Butchers Week

Twitter followers
Facebook likes

1,617
914

WEBSITE AUDIENCE

(Average unique visits per month)

22,265

www.meattradesjournal.co.uk	19,120
www.findabutcher.co.uk	1,381
www.nationalbutchersweek.co.uk	999
www.meatprocessingawards.co.uk	570
www.supermeatandfish.co.uk	195

FACE-TO-FACE

19,346

Supermeat & Fish Awards
Butcher's Shop of the Year
Meat & Poultry Processing Awards
Champion of Champions
Foodex
Farm Shop & Deli

EMAIL NEWSLETTERS

7,887

MTJ 'email news'
Average net circulation

7,887

Print figures are based on the average net circulation Jan-Jun 2016

Website figures are based on a 3 month average

Newsletter figures based on the average Apr-Jun 2016

Face to face figures are annual

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MEDIA CHANNELS



MONTHLY MAGAZINE

5,198 average net circulation

Meat trades Journal is the UK's number one monthly provider of analysis, views and insight to the meat trades industry. It is the only fully requested and paid for meat magazine, with every issue delivering a news bulletin, meat prices, market analysis, sector overviews, overseas developments, farming, processing, foodservice & consumer trends, ingredients, innovation, retail, wholesale, legal advice and skills.

WEBSITE AUDIENCE

22,265 average unique visitors per month

meattradesjournal.co.uk delivers sector news as it happens. Independent and trusted, the site actively encourages debate and involvement in the issues of the day, delivering access to the latest meat prices and month-on-month comparative data, easily digestible industry information, butchery advice, legal and food safety sections and even more intelligence on the topics that matter.

E-NEWSLETTERS

7,887 opted-in newsletter subscribers

Delivered three times a week to an audience that has opted in to its preferred news channel, the newsletters provide a summary snapshot of the leading news stories, product info and activity from the UK meat sector.

SOCIAL MEDIA

9,289

The brand is wholly and actively engaged on Twitter, via Facebook and LinkedIn to its responsive marketplace. Commentary, ideas, and forward-thinking suggestions are all led by Meat Trades Journal's social networks. We understand our audience; what they are thinking, what they are doing, what they are planning. And they trust our view.

FACE-TO-FACE

19,346

The universe of UK meat sector interest is encompassed by Meat Trade Journal's events and exhibitions. Each activity runs to reward and showcase professionalism and excellence and provide the total community with authoritative, independent and trusted mechanisms to demonstrate business integrity and product quality to their respective customer bases.

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William Reed
INFORMING BUSINESS GROWTH

Meat Trades

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PRINT CIRCULATION

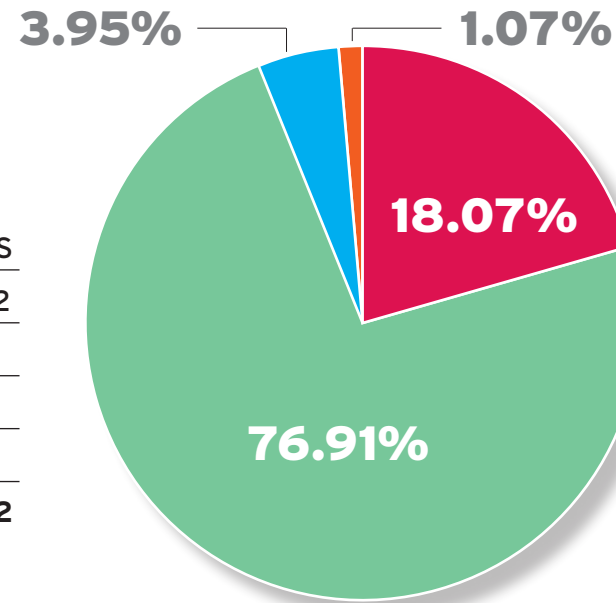


MEAT TRADES JOURNAL MAGAZINE FOR THE PERIOD JANUARY 2016 - JUNE 2016

Average net circulation for the audit period 5,198

Analysis of the issue cover dated June 2016

	Total	Percentage	UK	OS
■ Paid Subscriptions	914	18.07%	862	52
■ Controlled Circulation	3,890	76.91%	3,890	0
■ Newstrade	200	3.95%	200	0
■ Non-controlled Free Circulation	54	1.07%	54	0
TOTAL CIRCULATION	5,058	100.00%	5,006	52



CONTROLLED CIRCULATION - 100% REQUESTED

Terms of control. Directors, managers, buyers and purchasers with purchasing authority or other individuals working in the following sectors: food manufacturing (including frozen food, snack food or ready meals), fast food head offices, hotel head offices, fast food outlets, hotel chain outlets, catering/restaurateurs, delicatessens, transport/ logistics/ distribution companies, cafe/ sandwich retailers, supermarket head offices, wholesalers, public sector, pub companies, garden centre chains, retail outlets and local authorities.

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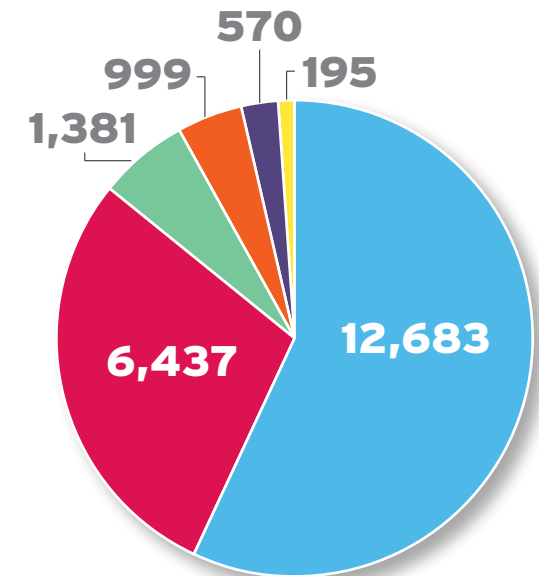
WEBSITE AUDIENCE



WEBSITE AUDIENCE 2016

www.meattradesjournal.co.uk - desktop/tablet	TOTAL
Active sessions	21,454
Unique visitors	12,683
Pageviews	42,049
www.meattradesjournal.co.uk - mobile	TOTAL
Active sessions	8,511
Unique visitors	6,437
Pageviews	23,864
www.findabutcher.co.uk	TOTAL
Active sessions	1,471
Unique visitors	1,381
Active Sessions	1,810

www.nationalbutchersweek.co.uk	TOTAL
Active sessions	1,283
Unique visitors	999
Pageviews	2,519
www.meatprocessingawards.co.uk	TOTAL
Active sessions	824
Unique visitors	570
Pageviews	2,094
www.supermeatandfish.co.uk	TOTAL
Active sessions	325
Unique visitors	195
Pageviews	725
SUBTOTAL	20,957



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PUBLISHER'S STATEMENT

The information contained in this publisher's statement has been reported honestly and accurately in accordance with the WRBM mission and values.



Sonia Young
Publisher



Jenny Lockwood
Circulation & Marketing Manager

Dated: 30 June 2016

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