

Meat Trades JOURNAL

BRAND REPORT MARCH 2017

TOTAL BRAND UNIVERSE

66,310



MEAT TRADES JOURNAL MAGAZINE

4,971

Monthly magazine average net circulation

4,971

WEBSITE AUDIENCE

(Average unique visits per month)

22,328

www.meattradesjournal.co.uk	19,937
www.findabutcher.co.uk	1,496
www.nationalbutchersweek.co.uk	456
www.meatprocessingawards.co.uk	439

EMAIL NEWSLETTERS

9,077

Meat Trades Journal email newsletter
Average net circulation **9,077**

SOCIAL MEDIA

(based on figures as of 06/03/2017)

10,752

MTJ

Twitter followers **6,429**
Facebook likes **1,337**

National Butchers' Week

Twitter followers **1,826**
Facebook likes **1,160**

FACE-TO-FACE

19,182

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

Print figures are based on the average net circulation July-Dec 2016

Website and Newsletter figures are based on a 3 month average

Face to face figures are annual

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MEDIA CHANNELS



MONTHLY MAGAZINE

4,971 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 data, market analysis, sector overviews, overseas developments, farming, butchery, processing, foodservice & consumer trends, ingredients, innovation, retail, wholesale, legal advice and skills.

WEBSITE AUDIENCE

22,328 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 digested industry information, butchery advice, legal and food safety sections and even more intelligence on the topics that matter.

EMAIL NEWSLETTERS

9,077 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

10,752

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. We are everywhere with them.

FACE-TO-FACE

19,182

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 JOURNAL

BRAND REPORT MARCH 2017

PRINT CIRCULATION

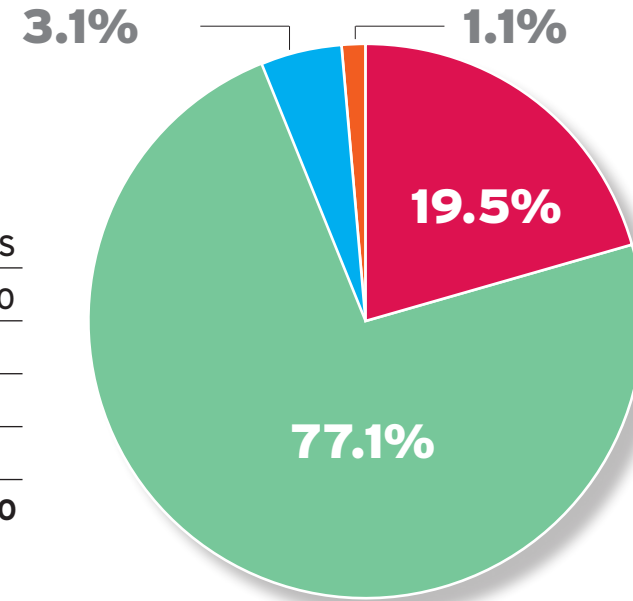


MEAT TRADES JOURNAL MAGAZINE FOR THE PERIOD JULY 2016 - DECEMBER 2016

Average net circulation for the audit period 4,971

Analysis of the issue cover dated December 2016

	Total	Percentage	UK	OS
■ Paid subscriptions	934	19.5%	884	50
■ Controlled circulation	3,685	77.1%	3,685	0
■ Newstrade	153	3.1%	153	0
■ Non-controlled free circulation	53	1.1%	53	0
TOTAL CIRCULATION	4,772	100%	4,722	50



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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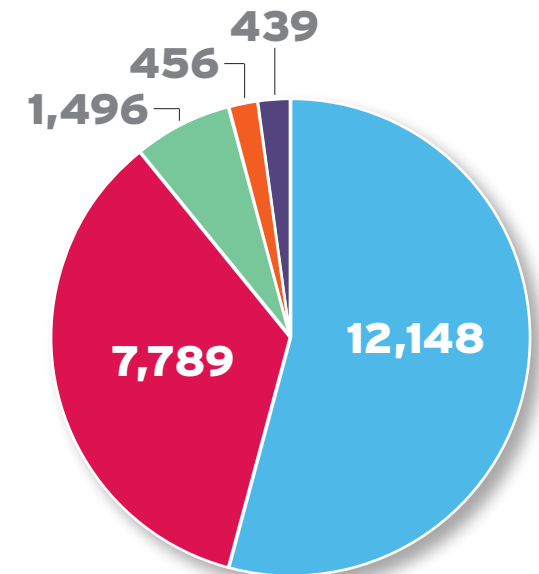
WEBSITE AUDIENCE



WEBSITE AUDIENCE

www.meattradesjournal.co.uk - desktop/tablet	TOTAL
Active sessions	19,733
Unique visitors	12,148
Pageviews	34,343
www.meattradesjournal.co.uk - mobile	TOTAL
Active sessions	10,181
Unique visitors	7,789
Pageviews	26,799
www.findabutcher.co.uk	TOTAL
Active sessions	1,602
Unique visitors	1,496
Active Sessions	2,015

www.nationalbutchersweek.co.uk	TOTAL
Active sessions	579
Unique visitors	456
Pageviews	1,086
www.meatprocessingawards.co.uk	TOTAL
Active sessions	673
Unique visitors	439
Pageviews	1,519
SUBTOTAL - UNIQUE VISITORS	22,328



Google analytics

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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

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