



REACH



CONNECT



ENGAGE

TARGET



# Feed & Grain

INFORMATION TO GUIDE YOUR PROFIT AND GROWTH



2019 MEDIA PLANNER

## WE DELIVER

Your challenge is constant: Optimize the value of your financial resources. When it comes to marketing communications, *Feed & Grain* delivers reach, value and engagement.



Print qualified subscribers  
**15,672\*\***

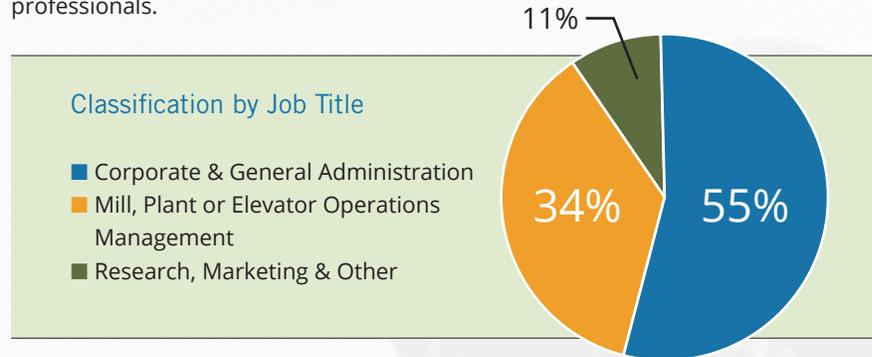
Digital edition  
**16,200\***

Industry Watch eNewsletter  
**13,254\***

Email marketing  
**12,218\***

### The Right Reach

Based on our most recent audit, of the 15,672\*\* qualified subscribers we reach with *Feed & Grain* magazine, 8,568\*\* people say they are involved in corporate and general administration. Another 5,264\*\* people are in mill, plant or elevator operations management. That's more than 13,000\*\* feed and grain industry professionals.



Plus, more than 8,700\*\* of these subscribers have provided this information within the past year; over 11,500\*\* have updated their subscription information in just two years.

*Feed & Grain* digital media reaches decision makers, too:

- **16,200\*** subscribers access the digital version of the magazine  
70% in corporate and general administration or mill, plant and elevator operations management
- **13,254\*** receive **Industry Watch**, our daily digital e-newsletter  
75% in corporate and general administration or mill, plant and elevator operations management
- **12,218\*** receive **email marketing messages** from *Feed & Grain*  
74% in corporate and general administration or mill, plant and elevator operations management

### Leading-Edge Content

Our editorial team and contributors write effectively for each medium, whether it be written, video or audio content.

Of course, that has limited value if the information provided is not what your audience needs, wants and values. *Feed & Grain* delivers the information needs our audience requires.

Our cover features provide important details on the operational changes implemented by some of the top feed and grain professionals in the market. We go on-site and in-depth to highlight the steps progressive businesses are taking to improve their market position, customer service, throughput, quality and more. No one does that like *Feed & Grain*!

### Making Connections

The people we target want the information that *Feed & Grain* provides. Tour feedandgrain.com. Review our print issue. Access and read the digital edition. Take a look at our daily newsletter. You'll see that the content we deliver has impact and value for the people we reach.

When you wrap your marketing messages into our editorial products, you tap into that engagement, continuing to build your company's recognition as a market leader, optimizing the value of your marketing investment.

\*Publisher's own data

\*\*June 2018 BPA audit statement

Custom Reprints

Magazine print and digital reprints are powerful ways to connect with your audience, generate leads and engage customers. Promote awareness and credibility through our magazine reprints that are produced at the highest quality, with options for customization (such as adding the magazine cover, disclaimer text, and company logos).



Whitepapers & Inserts

Promote your product or service with the overall goal of generating sales leads, establishing thought leadership, making a business case, or informing and persuading prospective customers.



Advertorials

'Advertorials,' which are written in the house style of the host magazine, enable the advertiser to don the mantle, use the voice and sport the values of the magazine. This intimacy brings added credibility to the brand, while readers appreciate the extra material for them to read.

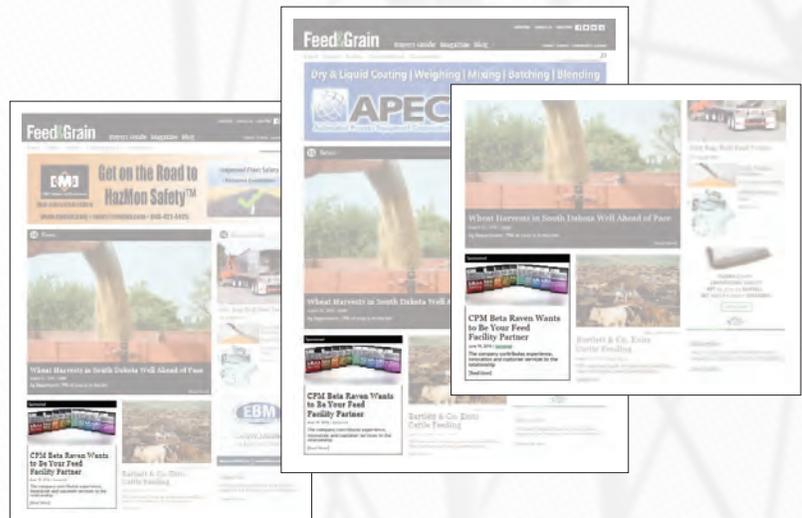


Sponsored Content

Use the power of the internet to get your message to over 83,000\* page views per month on feedandgrain.com. Your company's hot topics can reach an even greater audience of more than 13,294\* people each day!

- Displayed on the *feedandgrain.com* home page, news page, "More Articles" list under each news story, and in the Industry Watch eNewsletter for one week
- Limited space available (first-come/first-serve basis)
- Features your image/logo, headline, teaser, article and link to your site

CALL FOR RATES



Impact Marketing

Need that wow factor? Make an immediate impression as a subscriber flips through the magazine!

- Stickers
- Post-Its
- Inserts
- Polybag
- Advertorials

CALL US FOR A CUSTOMIZED CONSULTATION AND QUOTE!



CONTACT US TODAY:

Arlette Sambs | 920.397.3828 | arlette.sambs@feedandgrain.com  
 Jill Draeger | 920.397.3835 | jill.draeger@feedandgrain.com

# 2019 EDITORIAL CALENDAR

ISSUE EMPHASIS	PRODUCT SPOTLIGHTS	DATES	BONUS DISTRIBUTION
<p><b>JANUARY</b></p>  <p><b>Feed Industry Trends</b></p>	<ul style="list-style-type: none"> <li>■ Dust Control &amp; Explosion Prevention</li> <li>■ Design, Construction &amp; Remodeling</li> <li>■ Maintenance, Motors &amp; Personnel Elevators</li> </ul>	<p><b>Close:</b> 11/07/18 <b>Art Due:</b> 11/14/18</p>	<p><b>Feed &amp; Grain LIVE</b> Jan. 8-10 Altoona, IA</p> <p><b>International Production &amp; Processing Expo (IPPE)</b> Feb. 12-14 Atlanta, GA</p>  
<p><b>FEBRUARY/MARCH</b></p>  <p><b>Grain Handling Safety</b></p>	<ul style="list-style-type: none"> <li>■ Storage (including fumigation &amp; pest control)</li> <li>■ Drying &amp; Aeration</li> <li>■ Safety &amp; Rescue Equipment</li> </ul>	<p><b>Close:</b> 01/04/19 <b>Art Due:</b> 01/11/19</p>	<p><b>GEAPS Exchange</b> March 9-12 New Orleans, LA</p> <p><b>NGFA Annual Convention</b> March 17-19 Amelia Island, FL</p>  
<p><b>APRIL/MAY</b></p>  <p><b>Transportation</b></p>	<ul style="list-style-type: none"> <li>■ Operations Management (including financial products/services &amp; automation)</li> <li>■ Transportation</li> <li>■ Renovation &amp; Bin Cleaning</li> </ul>	<p><b>Close:</b> 02/15/19 <b>Art Due:</b> 02/22/19</p>	
<p><b>JUNE/JULY</b></p>  <p><b>Grain Quality</b></p>	<ul style="list-style-type: none"> <li>■ Cleaning Equipment &amp; Magnets</li> <li>■ Grain Testing &amp; Analysis</li> <li>■ Weighing</li> </ul>	<p><b>Close:</b> 04/25/19 <b>Art Due:</b> 05/02/19</p>	
<p><b>AUGUST/SEPTEMBER</b></p>  <p><b>Facility Management</b></p>	<ul style="list-style-type: none"> <li>■ Conveying &amp; Material Handling</li> <li>■ Bags, Bagging &amp; Palletizing</li> </ul>	<p><b>Close:</b> 06/16/19 <b>Art Due:</b> 06/26/19</p>	
<p><b>OCTOBER/NOVEMBER</b></p>  <p><b>Feed Management</b></p>	<ul style="list-style-type: none"> <li>■ Mixing &amp; Batching</li> <li>■ Milling &amp; Grinding</li> <li>■ Automated Control Systems</li> </ul>	<p><b>Close:</b> 08/21/19 <b>Art Due:</b> 08/28/19</p>	 <p><b>NGFA Country Elevator Conference</b> Dec. 8-10   Indianapolis, IN</p>
<p><b>SHOWCASE 2020</b></p>  <p><b>SHOWCASE</b></p> <p><b>Annual Buyer's Guide</b></p>	<ul style="list-style-type: none"> <li>■ Hundreds of product listings</li> <li>■ Buyer's Guide</li> <li>■ Product/Service Directory</li> <li>■ Engineering, Construction &amp; Millwrights Directory</li> </ul>	<p><b>Close:</b> 10/10/19 <b>Art Due:</b> 10/17/19</p>	<p><b>extra</b></p> <p><b>Distribution at ALL major shows &amp; meetings throughout the year!</b></p>
<p><b>JANUARY 2020</b></p>  <p><b>Feed Industry Trends</b></p>	<ul style="list-style-type: none"> <li>■ Dust Control &amp; Explosion Prevention</li> <li>■ Design, Construction &amp; Remodeling</li> <li>■ Maintenance, Motors &amp; Personnel Elevators</li> </ul>	<p><b>Close:</b> 11/06/19 <b>Art Due:</b> 11/13/19</p>	<p><b>International Production &amp; Processing Expo (IPPE)</b> Jan. 28-30 Atlanta, GA</p> <p><b>Feed &amp; Grain LIVE</b> Feb. 5-7 Altoona, IA</p>  

We share not just the “what” with our readers but delve further into the “why.”

Arlette Sambs | 920.397.3828 | arlette.sambs@feedandgrain.com

Jill Draeger | 920.397.3835 | jill.draeger@feedandgrain.com



2019 RATES (GROSS)

Size	B/W	2-Color	4-Color
Full	\$4,495	\$4,945	\$5,610
2/3	3,550	3,995	4,670
1/2	2,765	3,205	3,885
1/3	2,050	2,390	3,160
1/4	1,530	1,975	2,650

MARKETPLACE RATES

Get your product or service highlighted in this quick reference section.

- 4-color, 2-color or B/W
- Personalized url

Ad Size: 3 3/8" x 4 7/8"



	Black/White or 2-color	4-Color
7X	\$830	\$935
3X	\$890	\$995
1X	\$970	\$1,070

All rates listed are NET rates per insertion. All special section advertising is pre-paid prior to closing. Applicable credit cards are MasterCard, Visa or American Express. **Feed & Grain's policy is for all first-time advertisers to prepay for the first ad insertion.**

SEND MATERIALS TO:

Feed & Grain  
 45 S. Water Street East, Fort Atkinson, WI 53538  
**Marie Escobar** | 920.397.3829  
 marie.escobar@feedandgrain.com

PDF files preferred. Files may be emailed as long as they are less than 25 MB. To send files exceeding 25 MB, please use the following ftp site: <http://pruploads.fb.org/>

DIGITAL EDITION ADVERTISING

- Available to view online or on your tablet device
- FREE interactive rich media included such as video, audio, slideshows, etc.

SPONSORSHIP PACKAGE  
 \$2,500 PER YEAR



AD SIZES

FULL PAGE:

Bleed: 8 7/8" x 11"  
 Trim: 7 7/8" x 10 3/4"  
 Live area: 7" x 10"

2/3 PAGE VERTICAL:

4 1/6" x 10"

1/2 PAGE VERTICAL:

3 3/8" x 10"

1/2 PAGE STANDARD:

4 1/6" x 7 3/8"

1/2 PAGE HORIZONTAL:

7" x 4 7/8"

1/3 PAGE STANDARD:

4 1/6" x 4 7/8"

1/3 PAGE VERTICAL:

2 3/16" x 10"

1/4 PAGE STANDARD:

3 3/8" x 4 7/8"



Page trim size is 77/8" wide by 1034" high. Keep essential matter 3/8" inside trim dimensions on all four sides. (All sizes are width x height.)

MORE PRINT OPPORTUNITIES

- Supplements
- Custom Publications
- Ride-Alongs
- List Rentals
- Stickers
- Unique Covers
- Specialty Ad Positions

CONTACT US TODAY FOR DETAILS.

Classified Ad Rates

Ads sold per column inch. Ad can be 1-4 columns wide by 1-10 inches high.

1 COLUMN INCH

1.75 in. wide x 1 in. high  
 1x=\$175 4x=\$170 7x=\$165

2 COLUMN INCH

1.75 in. wide x 2 in. high  
 1x=\$305 4x=\$295 7x=\$275

3 COLUMN INCH

1.75 in. wide x 3 in. high  
 1x=\$450 4x=\$430 7x=\$410

4 COLUMN INCH (2X2)

3.625 in. wide x 2 in. high  
 1x=\$580 4x=\$560 7x=\$520

5 COLUMN INCH

1.75 in. wide x 5 in. high  
 1x=\$715 4x=\$660 7x=\$640

6 COLUMN INCH (2X3)

3.625 in. wide x 3 in. high  
 1x=\$860 4x=\$825 7x=\$765



# 2019 ONLINE ADVERTISING OPPORTUNITIES

## Web Banner Ads\* (net)

Position 1 Banner 970 x 250 300 x 77 (mobile)**	\$840
Position 2 Banner 300 x 250	\$715
Position 3 Banner 300 x 250	\$635
Position 4 Banner 300 x 600	\$560

(3-month commitment required) \*Rotates with other advertisers  
\*\*Both sizes are needed to ensure visibility on all devices

## High Impact Advertising Units\* (net)

Hello Ad 300 x 250 (mobile)** 550 x 480	\$450 per week
Page Peel	\$450 per month
Wallpaper Ad	\$2,500 per month

\*\*Both sizes are needed to ensure visibility on all devices

\*Exclusives only

## Buyer's Guide\*

Category sponsorships provide maximum exposure for generating leads.

- 3 banners in your product category  
970 x 250 Top leaderboard & 300 X 77 (mobile)\*\*  
300 x 250 medium rectangle  
300 x 600 skyscraper
- Company listing in all categories that apply
- 150-200 words describing your company and products
- Product releases with image and copy
- Company logo
- Listed as a "Featured Company" in the Buyer's Guide



**\$1595 FOR 12 MONTHS (NET)**

\*Rotates with other advertisers

\*\*Both sizes are needed to ensure visibility on all devices

## More Digital Opportunities

- |                       |                                  |
|-----------------------|----------------------------------|
| ■ Webinars            | ■ Digital Edition                |
| ■ Custom eNewsletters | ■ eNewsletter Banner Advertising |
| ■ Sponsored Content   | ■ Online Buyer's Guide           |
| ■ Email Marketing     | ■ Show Daily eNewsletters        |

### CONTACT US TODAY:

Arlette Sambs | 920.397.3828 | arlette.sambs@feedandgrain.com  
Jill Draeger | 920.397.3835 | jill.draeger@feedandgrain.com

Send Materials for Digital Display Advertising to:

**Lisa Cleaver**

lisa.cleaver@feedandgrain.com  
920-397-3834

- .jpg, .gif or png files accepted
- Max file size 200kb
- Unlimited animation



# 2019 DIGITAL ADVERTISING OPPORTUNITIES



## eNewsletters

Reach over 13,000+ subscribers\* by sponsoring one of *Feed & Grain's* daily newsletters. Generate measurable traffic to your company's website as well as build your company's brand.

- Limited space available (first-come/first-serve basis)
- 3-month commitment required
- Different advertisers each day (4-5 exposures per month)

### eNewsletter Banner Ads\* (net)

Position 1 Banner 600 X 155	\$840 per month
Position 2 Banner 600 X 155	\$765 per month
Position 3 Banner 600 X 155	\$715 per month
Position 4 Banner 600 X 155	\$685 per month
Position 5 Banner 300 x 250	\$605 per month

\*Exclusives only



## Show Daily eNewsletter

Custom newsletters designed for Daily GEAPS or IPPE Daily breaking news.

- Limited space available (first-come/first-serve basis)

### Show Daily eNewsletter Banner Ads\* (net)

Position 1 Banner 600 X 155	\$750
Position 2 Banner 600 X 155	\$600
Position 3 Banner 600 X 155	\$550
Position 4 Banner 600 X 155	\$450
Position 5 Banner 300 x 250	\$400
Position 6 Banner 300 X 250	\$350
Position 7 Banner 300 x 250	\$350

\*Exclusives only

PRICING IS PER SHOW NEWSLETTER

## Product Watch E-Newsletter

Each newsletter will focus on a specific product category and will offer key features, photos and links to more information. Product Watch is delivered the third Wednesday of each month.

- Sends: Monthly 14,000+ subscribers

### Product Watch eNewsletter Banner Ads\* (net)

Position 1 Banner 600 X 155	\$600
Position 2 Banner 600 X 155	\$500
Position 3 Banner 600 X 155	\$400
Position 4 Banner 600 X 155	\$300

\*Exclusives only

PRICING IS PER MONTH NEWSLETTER

BRAND NEW OFFERING FOR 2019!



## Email Marketing

Select from the *Feed & Grain* database of over 13,000 email subscribers\*. Your targeted email blast can be used for new product promotion, lead generation and to drive website traffic.

**\$250 PER 1,000 EMAILS**

\*Publisher's own data

Send Materials for eNewsletter Advertising to:

**Lisa Cleaver**

lisa.cleaver@feedandgrain.com  
920-397-3834

- .jpg and .gif files
- Max file size 100kb
- Animation available at no extra charge. Inquire for more information.





#### OUR PLATFORM ADVANTAGE

The IDEAg Publications Group is located in Fort Atkinson, Wisconsin. IDEAg publishes Feed & Grain Magazine, the leading business-to-business publication serving the American grain storage, milling and grain handling sector, and features a turn-key, custom publishing platform.

IDEAg features a veteran, award-winning staff of editors, writers, designers, production managers and advertising specialists. IDEAg offers communications solutions for multiple platforms, including print, digital, web and app-based publishing. IDEAg also features in-house capabilities such as circulation management, mail administration and advertising sales and tracking.

The flagship publication of IDEAg is Feed & Grain Magazine. With more than 15,000 qualified subscribers, Feed & Grain serves customers across the feed and grain production chain. Each issue provides authoritative journalism for industry professionals. Advertisers are drawn to Feed & Grain's diverse print, digital, web and app-based solutions to reach a top-tier business-to-business audience.

#### OUR STAFF ADVANTAGE

The IDEAg Publications team is comprised of skilled and award-winning editors, writers, production specialists, digital technicians and design professionals. We specialize in taking your stories and images, or producing those with your approval, and crafting them into communications vehicles that carry your messages to specific audiences. You will be working with senior level pros to accomplish your mission.

#### OUR LEADERSHIP ADVANTAGE

Arlette Sambs is Publisher for IDEAg Publications. Arlette has more than 30 years of experience in magazine publishing and management. In addition to leading the IDEAg Publications staff at their base office in Fort Atkinson, Wisconsin, her areas of expertise range from magazine production and marketing to digital and print management.

#### OUR TECHNICAL ADVANTAGE

In addition, IDEAg Publications includes experts in the fields of writing, print and digital production, design, web management, social media, marketing and ad sales. We supplement our team by including talented specialists from our parent organization, the American Farm Bureau Federation, with emphases in areas such as technology, broadcast production, public policy writing, print management and events.

We also have strong and established relationships with a hand-selected group of trusted and proven consultants in the areas of publishing, magazine management and production.

#### OUR CONTENT ADVANTAGE

Our writing and expertise make a difference. Whether it's a hard hitting issues story, a polished company or service profile, a heartfelt feature story or a rural lifestyle story, we excel at sharing the stories of the Feed and Grain sector, dynamic agribusinesses, America's farm and ranch families and their rural communities; it's ingrained in our mission. We believe factual and timely content and engaging writing matters and, we are able to draw from relationships we have with numerous sources in the Feed and Grain, agriculture and food sectors, from numerous allied organizations, groups and associations.

Our content expertise is strengthened by our ability to engage staff experts from AFBF, and from throughout the Feed and Grain sector, who are recognized experts in their fields, ranging from agricultural policy and rural development to economics and rural lifestyle issues.

#### OUR RELATIONSHIP ADVANTAGE

The American Farm Bureau Federation owns IDEAg. AFBF is the nation's recognized Voice of Agriculture.

#### WHY US?

Overall, the IDEAg team will ensure that the content for your publication is factual and interesting and that the design and appearance of your product will attract the reader's eyes and command their attention. We can also deploy the power of technology and digital publishing to extend the reach of your effort and we can even help you measure the reach and impact of your communications platforms. Our team, our platforms, our know-how and our relationships offer a focused and collaborative solution. Our solution will help you build comprehensive success for the content, look, feel and effectiveness of your publication and your business.



**ARLETTE SAMBS**  
Publisher  
arlette.sambs@feedandgrain.com  
920.397.3828



**ELISE SCHAFFER**  
Editor  
elise.schafer@feedandgrain.com  
920.397.3831



**JILL DRAEGER**  
Senior Account Services Manager  
jill.draeger@feedandgrain.com  
920.397.3835



**STEVEN KILGER**  
Associate Editor  
steven.kilger@feedandgrain.com  
920.397.3833



**MARIE ESCOBAR**  
Audience Development & Digital  
Operations Coordinator  
marie.escobar@feedandgrain.com  
920.397.3829



**LISA CLEAVER**  
Online Content Specialist  
lisa.cleaver@feedandgrain.com  
920-397-3834



45 S. WATER STREET EAST | FORT ATKINSON, WI 53538 | 920.397.3830  
WWW.FEEDANDGRAIN.COM