

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

**FEED & GRAIN** helps readers increase productivity by featuring the equipment and processes that can help them do their job more efficiently.

**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.

**FIELD SERVED**

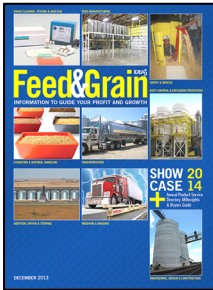
**FEED & GRAIN** serves grain elevators (country or terminal), feed mixer/dealers, feed/premix manufacturers, manufacturers of livestock/poultry feed for own use, pet food manufacturers, distributors/brokers of feed or animal health additives/ingredients, millwrights, plant builders and/or designers, biofuel producers, soybean/corn/seed or peanut processors, rice or flour mills, breweries or distilleries, aquaculture and others allied to the field served.

**DEFINITION OF RECIPIENT QUALIFICATION**

Qualified recipients are: corporate and general administration, mill/plant/elevator operations management, nutrition, research and development, sales and/or marketing, and related personnel in the field served.

## CHANNELS

### FEED & GRAIN MAGAZINE



4 Issues in the period  
 14,950 average circulation

## EXECUTIVE SUMMARY

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

|   | Non-Paid | Paid | Average |
|---|----------|------|---------|
| <b>FEED &amp; GRAIN MAGAZINE</b> (4 issues in the period) | 14,950   | -    | 14,950  |

**AVERAGE NON-QUALIFIED CIRCULATION**

| NON-QUALIFIED<br>Not Included Elsewhere      | Copies     |
|--|------------|
| Other Paid Circulation                       | 33         |
| Advertiser and Agency                        | 378        |
| Allocated for Trade Shows<br>and Conventions | 344        |
| All Other                                    | 218        |
| <b>TOTAL</b>                                 | <b>973</b> |

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD**

|  | Total<br>Qualified |              | Qualified<br>Non-Paid |              | Qualified<br>Paid |          |
|--|--------------------|--------------|-----------------------|--------------|-------------------|----------|
| QUALIFIED<br>CIRCULATION               | Copies             | Percent      | Copies                | Percent      | Copies            | Percent  |
| Individual                             | 14,950             | 100.0        | 14,950                | 100.0        | -                 | -        |
| Sponsored Individually<br>Addressed    | -                  | -            | -                     | -            | -                 | -        |
| Membership Benefit                     | -                  | -            | -                     | -            | -                 | -        |
| Multi-Copy Same<br>Addressee           | -                  | -            | -                     | -            | -                 | -        |
| Single Copy Sales                      | -                  | -            | -                     | -            | -                 | -        |
| <b>TOTAL QUALIFIED<br/>CIRCULATION</b> | <b>14,950</b>      | <b>100.0</b> | <b>14,950</b>         | <b>100.0</b> | <b>-</b>          | <b>-</b> |

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

| 2013 Issue       | Number<br>Removed | Number<br>Added | Total<br>Qualified |
|------------------|-------------------|-----------------|--------------------|
| June/July        | 141               | 852             | 15,700             |
| August/September | 3,964             | 964             | 12,700             |
| October/November | 71                | 3,071           | 15,700             |
| December         | 87                | 87              | 15,700             |
| <b>TOTAL</b>     | <b>4,263</b>      | <b>4,974</b>    |                    |

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2013**

This issue is 6.8% or 1,000 copies above the average of the other 3 issues reported in Paragraph 2.

| BUSINESS AND INDUSTRY  | TOTAL<br>QUALIFIED | PERCENT<br>OF TOTAL | CLASSIFICATION BY JOB TITLE                          |  |   |                                       |
|--|--------------------|---------------------|--|--|---|---------------------------------------|
|  |                    |                     | Corporate &<br>General<br>Administration<br>(Note 1) | Mill, Plant or<br>Elevator<br>Operations<br>Management<br>(Note 2) | Nutrition,<br>Research &<br>Development<br>(Note 3) | Sales and/or<br>Marketing<br>(Note 4) |
| <b>GRAIN/FEED BUSINESSES</b>   |                    |                     |  |  |   |                                       |
| Grain Elevator (Country or Terminal) (Note 5)                              | 5,171              | 32.9                | 2,645  | 2,265  | 15  | 246                                   |
| BOTH Grain Elevator and Feed Mixer/Dealer                                  | 2,497              | 15.9                | 1,539  | 740  | 33  | 185                                   |
| Feed Mixer/Dealer (Note 6)   | 2,750              | 17.5                | 2,031  | 429  | 29  | 261                                   |
| Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)                   | 1,475              | 9.4                 | 922  | 357  | 60  | 136                                   |
| Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)                | 544                | 3.5                 | 346  | 113  | 45  | 40                                    |
| Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9) | 938                | 6.0                 | 567  | 136  | 17  | 218                                   |
| <b>CONTRACTORS/ENGINEERS</b>   |                    |                     |  |  |   |                                       |
| Millwright   | 198                | 1.3                 | 133  | 26   | 5   | 34                                    |
| Plant Builder and/or Designer  | 286                | 1.8                 | 181  | 33   | 9   | 63                                    |
| <b>PROCESSORS</b>  |                    |                     |  |  |   |                                       |
| Soybean or Corn Processor  | 319                | 2.0                 | 227  | 51   | 3   | 38                                    |
| Seed or Peanut Processor   | 236                | 1.5                 | 146  | 45   | 3   | 42                                    |
| Rice or Flour Mill (Note 10)   | 487                | 3.1                 | 365  | 110  | 3   | 9                                     |
| Brewery or Distillery (Note 11)  | 207                | 1.3                 | 182  | 20   | 1   | 4                                     |
| <b>ALLIED BUSINESSES</b>   |                    |                     |  |  |   |                                       |
| Aquaculture  | 513                | 3.3                 | 298  | 120  | 19  | 76                                    |
| Biofuel Producer   | 79                 | 0.5                 | 47   | 21   | 3   | 8                                     |
| Other  | -                  | -                   | -  | -  | -   | -                                     |
| <b>TOTAL QUALIFIED CIRCULATION</b>   | <b>15,700</b>      | <b>100.0</b>        | <b>9,629</b>   | <b>4,466</b>   | <b>245</b>  | <b>1,360</b>                          |
| <b>PERCENT</b>   | <b>100.0</b>       |                     | <b>61.3</b>  | <b>28.4</b>  | <b>1.6</b>  | <b>8.7</b>                            |

Note 1: Corporate and General Administration (Includes president, owner, CEO, CFO, general manager, vice president and related personnel).

Note 2: Mill, Plant or Elevator Operations Management (Includes director, manager, supervisor and related personnel.)

Note 3: Nutrition, Research and Development (Includes nutritionist, quality control manager, R&D manager, technician, veterinarian and related personnel.)

Note 4: Sales and/or Marketing (Includes sales and/or marketing vice president/director/ manager and related personnel.)

Note 5: Includes Crop Preparation Services.

Note 6: Includes Farm Supplies.

Note 7: Includes Feed/Premix Manufacturer Selling to Others.

Note 8: Includes Beef Cattle Feedlots, Hogs, Poultry Hatcheries, Poultry and Eggs, General Livestock, Sheep and Goats, Turkey and Turkey Eggs.

Note 9: Also includes Manufacturers.

Note 10: Includes Flour and Other Grain Mill Products.

Note 11: Includes Malt and Malt By-Products.

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2013**

| QUALIFICATION SOURCE  | Qualified Within |              |            | Total Qualified | Percent      |
|---|------------------|--------------|------------|-----------------|--------------|
|   | 1 Year           | 2 Years      | 3 Years    |                 |              |
| I. Direct Request:  | <b>8,970</b>     | <b>2,235</b> | <b>692</b> | <b>11,897</b>   | <b>75.8</b>  |
| II. Request from recipient's company:   | <b>13</b>        | -            | -          | <b>13</b>       | <b>0.1</b>   |
| III. Membership Benefit:  | -                | -            | -          | -               | -            |
| IV. Communication from recipient or recipient's company (other than request): | <b>54</b>        | -            | -          | <b>54</b>       | <b>0.3</b>   |
| V. <b>TOTAL</b> – Sources other than above (listed alphabetically):           | <b>3,044</b>     | <b>692</b>   | -          | <b>3,736</b>    | <b>23.8</b>  |
| Association rosters and directories   | -                | -            | -          | -               | -            |
| *Business directories   | 3,044            | 692          | -          | 3,736           | 23.8         |
| Manufacturer's, distributor's, and wholesaler's lists                         | -                | -            | -          | -               | -            |
| Other sources   | -                | -            | -          | -               | -            |
| VI. Single Copy Sales:  | -                | -            | -          | -               | -            |
| <b>TOTAL QUALIFIED CIRCULATION</b>  | <b>12,081</b>    | <b>2,927</b> | <b>692</b> | <b>15,700</b>   | <b>100.0</b> |
| <b>PERCENT</b>  | <b>77.0</b>      | <b>18.6</b>  | <b>4.4</b> | <b>100.0</b>    |              |

\*See Additional Data

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2013**

| MAILING ADDRESS                               | Total Qualified | Percent      |
|---|-----------------|--------------|
| Individuals by name and title and/or function | 15,700          | 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>15,700</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         | Audited Data        | Circulation Claim     |
|---|---------------------|----------------------|---------------------|----------------------|---------------------|-----------------------|
|   | January – June 2011 | July - December 2011 | January – June 2012 | July – December 2012 | January – June 2013 | July – December 2013* |
| Total Audit Average Qualified:                              | 15,705              | 15,705               | 15,706              | 15,704               | 14,993              | 14,950                |
| Qualified Non-Paid:   | 15,705              | 15,705               | 15,706              | 15,704               | 14,993              | 14,950                |
| Qualified Paid:   | -                   | -                    | -                   | -                    | -                   | -                     |
| 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 – December 2013 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2013**

| State                   | Total Qualified | Percent     | State                              | Total Qualified | Percent      |
|-------------------------|-----------------|-------------|------------------------------------|-----------------|--------------|
| Maine                   | 42              |             | Kentucky                           | 236             |              |
| New Hampshire           | 30              |             | Tennessee                          | 202             |              |
| Vermont                 | 47              |             | Alabama                            | 140             |              |
| Massachusetts           | 74              |             | Mississippi                        | 114             |              |
| Rhode Island            | 9               |             | <b>EAST SO. CENTRAL</b>            | <b>692</b>      | <b>4.4</b>   |
| Connecticut             | 47              |             | Arkansas                           | 263             |              |
| <b>NEW ENGLAND</b>      | <b>249</b>      | <b>1.6</b>  | Louisiana                          | 181             |              |
| New York                | 261             |             | Oklahoma                           | 325             |              |
| New Jersey              | 69              |             | Texas                              | 927             |              |
| Pennsylvania            | 433             |             | <b>WEST SO. CENTRAL</b>            | <b>1,696</b>    | <b>10.8</b>  |
| <b>MIDDLE ATLANTIC</b>  | <b>763</b>      | <b>4.8</b>  | Montana                            | 185             |              |
| Ohio                    | 760             |             | Idaho                              | 183             |              |
| Indiana                 | 672             |             | Wyoming                            | 47              |              |
| Illinois                | 1,128           |             | Colorado                           | 227             |              |
| Michigan                | 442             |             | New Mexico                         | 52              |              |
| Wisconsin               | 524             |             | Arizona                            | 103             |              |
| <b>EAST NO. CENTRAL</b> | <b>3,526</b>    | <b>22.5</b> | Utah                               | 73              |              |
| Minnesota               | 832             |             | Nevada                             | 26              |              |
| Iowa                    | 1,230           |             | <b>MOUNTAIN</b>                    | <b>896</b>      | <b>5.7</b>   |
| Missouri                | 653             |             | Alaska                             | 5               |              |
| North Dakota            | 468             |             | Washington                         | 331             |              |
| South Dakota            | 401             |             | Oregon                             | 205             |              |
| Nebraska                | 746             |             | California                         | 534             |              |
| Kansas                  | 826             |             | Hawaii                             | 7               |              |
| <b>WEST NO. CENTRAL</b> | <b>5,156</b>    | <b>32.8</b> | <b>PACIFIC</b>                     | <b>1,082</b>    | <b>6.9</b>   |
| Delaware                | 37              |             | <b>UNITED STATES</b>               | <b>15,692</b>   | <b>99.9</b>  |
| Maryland                | 133             |             | U.S. Territories                   | 8               |              |
| Washington, DC          | 8               |             | Canada                             | -               |              |
| Virginia                | 198             |             | Mexico                             | -               |              |
| West Virginia           | 57              |             | Other International                | -               |              |
| North Carolina          | 404             |             | APO/FPO                            | -               |              |
| South Carolina          | 172             |             |                                    |                 |              |
| Georgia                 | 328             |             |                                    |                 |              |
| Florida                 | 295             |             |                                    |                 |              |
| <b>SOUTH ATLANTIC</b>   | <b>1,632</b>    | <b>10.4</b> |                                    |                 |              |
|                         |                 |             | <b>TOTAL QUALIFIED CIRCULATION</b> | <b>15,700</b>   | <b>100.0</b> |

**ADDITIONAL DATA**

**MAGAZINE:  
CHANGE IN OWNERSHIP:**

Effective with August/September 2013 issue, Feed & Grain was purchased by IDEAg Group LLC.

**PARAGRAPH 3b:**

Business directories include 1 source of circulation for a quantity of 3,736 copies or 23.8%, including InfoUSA.

**PUBLISHER'S AFFIDAVIT**

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

Ariette Sams, Publisher  
Cheryl Gross, Audience Development Manager

(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               | February 12, 2014 |
| State                     | Wisconsin         |
| County                    | Jefferson         |
| Received by BPA Worldwide | February 12, 2014 |
| Type                      | BD                |
| ID Number                 | F020B0D3          |

**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.