

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

## 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  
15,700 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)	15,700	-	15,700

## AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	23
Advertiser and Agency	287
Allocated for Trade Shows and Conventions	275
All Other	335
<b>TOTAL</b>	<b>920</b>

## 1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

	Total Qualified		Qualified Non-Paid		Qualified Paid	
QUALIFIED CIRCULATION	Copies	Percent	Copies	Percent	Copies	Percent
Individual	15,700	100.0	15,700	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,700</b>	<b>100.0</b>	<b>15,700</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

## 2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2014 Issue	Total Qualified
June/July	15,700
August/ September	15,700
October/ November	15,700
December	15,700

## 3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2014

This issue is equal to the average of the other 3 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY JOB TITLE			
			Corporate & General Administration (Note 1)	Mill, Plant or Elevator Operations Management (Note 2)	Nutrition, Research & Development (Note 3)	Sales and/or Marketing (Note 4)
GRAIN/FEED BUSINESSES						
Grain Elevator (Country or Terminal) (Note 5)	4,490	28.6	2,049	2,076	19	346
BOTH Grain Elevator and Feed Mixer/Dealer	2,137	13.6	1,172	691	34	240
Feed Mixer/Dealer (Note 6)	3,701	23.6	2,517	704	31	449
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	1,456	9.3	946	321	54	135
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	674	4.3	476	111	36	51
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	1,202	7.7	729	140	15	318
CONTRACTORS/ENGINEERS						
Millwright	248	1.6	173	28	4	43
Plant Builder and/or Designer	286	1.8	172	40	8	66
PROCESSORS						
Soybean or Corn Processor	317	2.0	190	74	5	48
Seed or Peanut Processor	195	1.2	115	45	-	35
Rice or Flour Mill (Note 10)	243	1.5	164	74	3	2
Brewery or Distillery (Note 11)	99	0.6	75	15	1	8
ALLIED BUSINESSES						
Aquaculture	501	3.2	309	88	15	89
Biofuel Producer	151	1.0	66	57	3	25
Other	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,700	100.0	9,153	4,464	228	1,855
PERCENT	100.0		58.3	28.4	1.5	11.8

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&amp;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 2014

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	1,922	8,778	2,541	13,241	84.3
II. Request from recipient's company:	31	10	-	41	0.3
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. <b>TOTAL</b> – Sources other than above (listed alphabetically):	2,418	-	-	2,418	15.4
Association rosters and directories	-	-	-	-	-
*Business directories	2,418	-	-	2,418	15.4
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-
Other sources	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>4,371</b>	<b>8,788</b>	<b>2,541</b>	<b>15,700</b>	<b>100.0</b>
<b>PERCENT</b>	<b>27.8</b>	<b>56.0</b>	<b>16.2</b>	<b>100.0</b>	

\*See Additional Data

### 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2014

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 2012	July – December 2012	January – June 2013	July – December 2013	January – June 2014	July – December 2014*
Total Audit Average Qualified:	15,706	14,992	14,993	14,950	15,700	15,700
Qualified Non-Paid:	15,706	14,992	14,993	14,950	15,700	15,700
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 2014 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	36		Kentucky	308	
New Hampshire	44		Tennessee	251	
Vermont	43		Alabama	175	
Massachusetts	66		Mississippi	151	
Rhode Island	12		EAST SO. CENTRAL	885	5.6
Connecticut	51		Arkansas	241	
NEW ENGLAND	252	1.6	Louisiana	181	
New York	248		Oklahoma	301	
New Jersey	75		Texas	853	
Pennsylvania	441		WEST SO. CENTRAL	1,576	10.0
MIDDLE ATLANTIC	764	4.9	Montana	179	
Ohio	791		Idaho	178	
Indiana	710		Wyoming	52	
Illinois	1,108		Colorado	229	
Michigan	451		New Mexico	51	
Wisconsin	528		Arizona	102	
EAST NO. CENTRAL	3,588	22.9	Utah	64	
Minnesota	806		Nevada	21	
Iowa	1,279		MOUNTAIN	876	5.6
Missouri	610		Alaska	7	
North Dakota	483		Washington	310	
South Dakota	412		Oregon	152	
Nebraska	695		California	522	
Kansas	790		Hawaii	8	
WEST NO. CENTRAL	5,075	32.3	PACIFIC	999	6.4
Delaware	42		UNITED STATES	15,696	100.0
Maryland	140		U.S. Territories	4	
Washington, DC	7		Canada	-	
Virginia	210		Mexico	-	
West Virginia	63		Other International	-	
North Carolina	399		APO/FPO	-	
South Carolina	172				
Georgia	340				
Florida	308				
SOUTH ATLANTIC	1,681	10.7			
			TOTAL QUALIFIED CIRCULATION	15,700	100.0

**PARAGRAPH 3b:**

## PUBLISHER'S AFFIDAVIT

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.bpawww.com](http://www.bpawww.com) for the latest audit reports, membership information and publishing and advertising industry news.