

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

Published seven times a year, **FEED & GRAIN** reaches 15,700 individuals involved in the feed, grain and allied grain processing marketplace. Known as the "operator's manual for the feed and grain industry", editorial coverage consists of facility profiles, operations management, industry trends, regulations, equipment selection, application and maintenance, as well as industry news. Feed & Grain provides leading-edge mobile, digital and interactive products including an iPad app, mobile site and the industry's most comprehensive Online Buyer's Guide.

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
FEED & GRAIN MAGAZINE (4 issues in the period)	15,700	-	15,700

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	10
Advertiser and Agency	369
Allocated for Trade Shows and Conventions	300
All Other	235
TOTAL	913

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	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,700	100.0	15,700	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2016 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 2016
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)	4,664	29.7	2,343	1,842	31	448
BOTH Grain Elevator and Feed Mixer/Dealer	1,779	11.3	882	629	33	235
Feed Mixer/Dealer (Note 6)	4,477	28.5	2,920	914	46	597
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	1,236	7.9	820	252	58	106
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	787	5.0	542	154	31	60
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	1,158	7.4	638	141	26	353
CONTRACTORS/ENGINEERS						
Millwright	269	1.7	199	32	2	36
Plant Builder and/or Designer	247	1.6	128	43	6	70
PROCESSORS						
Soybean or Corn Processor	281	1.8	164	61	15	41
Seed or Peanut Processor	190	1.2	99	46	4	41
Rice or Flour Mill (Note 10)	208	1.3	112	88	2	6
Brewery or Distillery (Note 11)	60	0.4	39	4	4	13
ALLIED BUSINESSES						
Aquaculture	257	1.6	178	36	11	32
Biofuel Producer	87	0.6	42	22	-	23
Other	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,700	100.0	9,106	4,264	269	2,061
PERCENT	100.0		58.0	27.2	1.7	13.1

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 2016

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	9,077	3,878	-	12,955	82.5
II. Request from recipient's company:	33	-	-	33	0.2
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	2,712	-	-	2,712	17.3
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	11,822	3,878	-	15,700	100.0
PERCENT	75.3	24.7	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2016

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	-	-
TOTAL QUALIFIED CIRCULATION	15,700	100.0

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 2014	July - December 2014	January - June 2015	July - December 2015	January - June 2016	July - December 2016*
Total Audit Average Qualified:	15,700	15,700	15,700	15,700	15,700	15,700
Qualified Non-Paid:	15,700	15,700	15,700	15,700	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 2015 - June 2016 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 2016

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	40		Kentucky	276	
New Hampshire	32		Tennessee	280	
Vermont	29		Alabama	227	
Massachusetts	72		Mississippi	175	
Rhode Island	9		EAST SO. CENTRAL	958	6.1
Connecticut	41		Arkansas	260	
NEW ENGLAND	223	1.4	Louisiana	183	
New York	240		Oklahoma	308	
New Jersey	62		Texas	881	
Pennsylvania	450		WEST SO. CENTRAL	1,632	10.4
MIDDLE ATLANTIC	752	4.8	Montana	189	
Ohio	693		Idaho	165	
Indiana	640		Wyoming	46	
Illinois	1,053		Colorado	240	
Michigan	403		New Mexico	51	
Wisconsin	537		Arizona	109	
EAST NO. CENTRAL	3,326	21.2	Utah	61	
Minnesota	874		Nevada	25	
Iowa	1,275		MOUNTAIN	886	5.6
Missouri	609		Alaska	15	
North Dakota	505		Washington	290	
South Dakota	436		Oregon	163	
Nebraska	647		California	631	
Kansas	759		Hawaii	9	
WEST NO. CENTRAL	5,105	32.5	PACIFIC	1,108	7.1
Delaware	36		UNITED STATES	15,695	100.0
Maryland	125		U.S. Territories	5	
Washington, DC	3		Canada	-	
Virginia	220		Mexico	-	
West Virginia	55		Other International	-	
North Carolina	395		APO/FPO	-	
South Carolina	167				
Georgia	358				
Florida	346				
SOUTH ATLANTIC	1,705	10.9			
			TOTAL QUALIFIED CIRCULATION	15,700	100.0

ADDITIONAL DATA

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 2,712 copies or 17.3%, including InfoUSA.

PUBLISHER'S AFFIDAVIT

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

Marie Escobar, Audience Development Manager
 Arlette Sambs, Publisher

(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 January 11, 2017
 State Wisconsin
 County Jefferson
 Received by BPA Worldwide January 11, 2017
 Type BJ
 ID Number F020B0D6

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 for the latest audit reports, membership information and publishing and advertising industry news.