

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 a digital edition, 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  
 15,760 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)	15,760	-	15,760

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	2
Advertiser and Agency	383
Allocated for Trade Shows and Conventions	331
All Other	212
<b>TOTAL</b>	<b>928</b>

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

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	15,760	100.0	15,760	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,760</b>	<b>100.0</b>	<b>15,760</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

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

2018 Issue	Total Qualified
June/ July	15,916
August/ September	15,721
October/ November	15,700
December	15,701

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2018**  
 This issue is 0.5% or 79 copies below 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)
<b>GRAIN/FEED BUSINESSES</b>						
Grain Elevator (Country or Terminal) (Note 5)	5,111	32.6	2,364	2,391	22	334
BOTH Grain Elevator and Feed Mixer/Dealer	1,621	10.3	864	542	26	189
Feed Mixer/Dealer (Note 6)	4,513	28.7	2,721	1,287	32	473
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	1,029	6.6	674	210	51	94
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	759	4.8	531	141	38	49
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	1,155	7.4	681	144	34	296
<b>CONTRACTORS/ENGINEERS</b>						
Millwright	230	1.5	157	32	4	37
Plant Builder and/or Designer	294	1.9	151	52	11	80
<b>PROCESSORS</b>						
Soybean or Corn Processor	259	1.6	149	59	13	38
Seed or Peanut Processor	196	1.2	106	40	7	43
Rice or Flour Mill (Note 10)	172	1.1	98	63	3	8
Brewery or Distillery (Note 11)	48	0.3	35	2	3	8
<b>ALLIED BUSINESSES</b>						
Aquaculture	247	1.6	172	40	10	25
Biofuel Producer	66	0.4	30	17	6	13
Other	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,700</b>	<b>100.0</b>	<b>8,733</b>	<b>5,020</b>	<b>260</b>	<b>1,687</b>
<b>PERCENT</b>	<b>100.0</b>		<b>55.6</b>	<b>32.0</b>	<b>1.7</b>	<b>10.7</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 2018**

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	8,717	2,830	-	11,547	73.5
II. Request from recipient's company:	3	24	-	27	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:	4,126	-	-	4,126	26.3
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,846</b>	<b>2,854</b>	<b>-</b>	<b>15,700</b>	<b>100.0</b>
<b>PERCENT</b>	<b>81.8</b>	<b>18.2</b>	<b>-</b>	<b>100.0</b>	

\*See Additional Data

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2018**

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 BRAND REPORTS**

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January - June 2016	July - December 2016	January - June 2017	July - December 2017	January - June 2018	July - December 2018*
Total Audit Average Qualified:	15,700	15,700	15,700	15,712	15,683	15,760
Qualified Non-Paid:	15,700	15,700	15,700	15,712	15,683	15,760
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 2018 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 2018**

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	41		Kentucky	254	
New Hampshire	30		Tennessee	279	
Vermont	21		Alabama	230	
Massachusetts	64		Mississippi	184	
Rhode Island	12		<b>EAST SO. CENTRAL</b>	<b>947</b>	<b>6.0</b>
Connecticut	45		Arkansas	289	
<b>NEW ENGLAND</b>	<b>213</b>	<b>1.4</b>	Louisiana	188	
New York	234		Oklahoma	339	
New Jersey	71		Texas	916	
Pennsylvania	437		<b>WEST SO. CENTRAL</b>	<b>1,732</b>	<b>11.1</b>
<b>MIDDLE ATLANTIC</b>	<b>742</b>	<b>4.7</b>	Montana	202	
Ohio	655		Idaho	168	
Indiana	561		Wyoming	48	
Illinois	1,058		Colorado	270	
Michigan	356		New Mexico	56	
Wisconsin	498		Arizona	112	
<b>EAST NO. CENTRAL</b>	<b>3,128</b>	<b>19.9</b>	Utah	52	
Minnesota	844		Nevada	30	
Iowa	1,194		<b>MOUNTAIN</b>	<b>938</b>	<b>6.0</b>
Missouri	608		Alaska	18	
North Dakota	468		Washington	298	
South Dakota	456		Oregon	186	
Nebraska	658		California	712	
Kansas	853		Hawaii	12	
<b>WEST NO. CENTRAL</b>	<b>5,081</b>	<b>32.4</b>	<b>PACIFIC</b>	<b>1,226</b>	<b>7.8</b>
Delaware	36		<b>UNITED STATES</b>	<b>15,693</b>	<b>100.0</b>
Maryland	120		U.S. Territories	7	
Washington, DC	3		Canada	-	
Virginia	212		Mexico	-	
West Virginia	49		Other International	-	
North Carolina	399		APO/FPO	-	
South Carolina	159				
Georgia	339				
Florida	369				
<b>SOUTH ATLANTIC</b>	<b>1,686</b>	<b>10.7</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,700</b>	<b>100.0</b>

**ADDITIONAL DATA**

**PARAGRAPH 3b:**

Business directories include 1 source of circulation for a quantity of 4,126 copies or 26.3%, including Info USA.

**PUBLISHER'S AFFIDAVIT**

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

Marie Escobar, Production & Audience Coordinator  
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 17, 2019
State	Wisconsin
County	Jefferson
Received by BPA Worldwide	January 17, 2019
Type	BJ
ID Number	F020B0D8

**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.