

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
 15,712 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)	15,712	-	15,712

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	2
Advertiser and Agency	428
Allocated for Trade Shows and Conventions	250
All Other	253
TOTAL	933

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	15,712	100.0	15,712	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,712	100.0	15,712	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019 Issue	Total Qualified
June/July	15,756
August/September	15,693
October/November	15,700
December	15,700

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2019
 This issue is 0.1% or 16 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)
GRAIN/FEED BUSINESSES						
Grain Elevator (Country or Terminal) (Note 5)	4,297	27.4	2,030	1,933	21	313
BOTH Grain Elevator and Feed Mixer/Dealer	1,342	8.5	707	463	21	151
Feed Mixer/Dealer (Note 6)	4,919	31.3	3,544	974	31	370
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	1,023	6.5	615	279	44	85
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	925	5.9	646	194	38	47
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	1,046	6.7	625	139	35	247
CONTRACTORS/ENGINEERS						
Millwright	802	5.1	523	211	1	67
Plant Builder and/or Designer	272	1.7	140	47	11	74
PROCESSORS						
Soybean or Corn Processor	239	1.5	132	67	12	28
Seed or Peanut Processor	173	1.1	97	34	6	36
Rice or Flour Mill (Note 10)	203	1.3	112	80	4	7
Brewery or Distillery (Note 11)	172	1.1	100	56	3	13
ALLIED BUSINESSES						
Aquaculture	231	1.5	155	42	11	23
Biofuel Producer	56	0.4	25	15	4	12
Other	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,700	100.0	9,451	4,534	242	1,473
PERCENT	100.0		60.2	28.9	1.5	9.4

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 2019

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	8,888	2,769	-	11,657	74.2
II. Request from recipient's company:	-	-	-	-	-
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:	4,043	-	-	4,043	25.8
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,931	2,769	-	15,700	100.0
PERCENT	82.4	17.6	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2019

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 BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January - June 2017	July - December 2017	January - June 2018	July - December 2018	January - June 2019	July - December 2019*
Total Audit Average Qualified:	15,700	15,712	15,683	15,760	15,700	15,712
Qualified Non-Paid:	15,700	15,712	15,683	15,760	15,700	15,712
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 2019 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 2019

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	40		Kentucky	267	
New Hampshire	39		Tennessee	264	
Vermont	29		Alabama	231	
Massachusetts	74		Mississippi	174	
Rhode Island	8		EAST SO. CENTRAL	936	6.0
Connecticut	54		Arkansas	257	
NEW ENGLAND	244	1.6	Louisiana	183	
New York	306		Oklahoma	336	
New Jersey	97		Texas	1,001	
Pennsylvania	447		WEST SO. CENTRAL	1,777	11.3
MIDDLE ATLANTIC	850	5.4	Montana	192	
Ohio	650		Idaho	166	
Indiana	566		Wyoming	50	
Illinois	1,012		Colorado	274	
Michigan	357		New Mexico	61	
Wisconsin	487		Arizona	101	
EAST NO. CENTRAL	3,072	19.6	Utah	66	
Minnesota	847		Nevada	36	
Iowa	1,142		MOUNTAIN	946	6.0
Missouri	578		Alaska	17	
North Dakota	447		Washington	298	
South Dakota	415		Oregon	184	
Nebraska	647		California	720	
Kansas	785		Hawaii	27	
WEST NO. CENTRAL	4,861	31.0	PACIFIC	1,246	7.9
Delaware	34		UNITED STATES	15,694	100.0
Maryland	128		U.S. Territories	6	
Washington, DC	4		Canada	-	
Virginia	206		Mexico	-	
West Virginia	52		Other International	-	
North Carolina	396		APO/FPO	-	
South Carolina	170				
Georgia	333				
Florida	439				
SOUTH ATLANTIC	1,762	11.2			
			TOTAL QUALIFIED CIRCULATION	15,700	100.0

ADDITIONAL DATA

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 4,043 copies or 25.8%, 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 15, 2020
State	Wisconsin
County	Jefferson
Received by BPA Worldwide	January 15, 2020
Type	BJ
ID Number	F020B0D9

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.