

REPORT

TOTAL AUDIENCE PROFILE



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For Period of April-June 2014

Feed & Grain

INFORMATION TO GUIDE YOUR PROFIT AND GROWTH

PROFILE OF MARKET SERVED:

Feed & Grain serves corporate and operating management, general administration, nutrition and research and development personnel in the commercial feed, grain and allied processing industries.



Audience Profile for Quarterly Period: April - June 2014	Frequency	Qualified/ Delivered Distribution
Feed & Grain		
Print Version (BPA audited) - April/May 2014 Issue	7	15,700
Digital Version (Non-audited) - April/May 2014 Issue	7	15,601
E-Newsletters		
Industry Watch	3x/week	13,408
Email Marketing		
Email Marketing		12,949

SOCIAL INTERACTION

Social Media Period Ending March 2014	
Facebook Likes	347
LinkedIn Group Members	41
Twitter Followers	2,308

WEBSITE METRICS

www.feedandgrain.com	Visits	Visitors	Pageviews	Avg Time on Site
April 2014	23,116	17,613	38,685	0:01:42
May 2014	20,184	15,731	32,740	0:01:02
June 2014	23,820	17,530	38,251	0:01:08
Average for Period	22,373	16,958	36,559	0:01:17

Source: Google Analytics

Visits: Total number of visits to the site.

Visitors: The total number of unique people who visited the site, based on browser and/or device combinations.

Pageviews: The total number of pages viewed on the site

Average Time on Site: The average time a person spends on the website each visit, otherwise known as Average Visit Duration.

*Source: Publisher's Own Data



PRINT ISSUE DISTRIBUTION

April/May 2014 Print Version	Classification By Title					
	Total	% of Total	Corporate & General Administration (Note 1)	Mill, Plant or Elevator Operations Management (Note 2)	Nutrition, Research & Development (Note 3)	Sales and/or Marketing (Note 4)
Business and Industry						
GRAIN/FEED BUSINESSES:						
Grain Elevator (Country or Terminal) (Note 5)	4,813	30.7%	2,199	2,254	19	341
BOTH Grain Elevator and Feed Mixer/Dealer	2,155	13.7%	1,199	687	32	237
Feed Mixer/Dealer (Note 6)	3,203	20.4%	2,202	530	26	445
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	1,349	8.6%	871	293	51	134
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	709	4.5%	510	106	39	54
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	1,215	7.7%	736	145	22	312
CONTRACTORS/ENGINEERS:						
Millwright	232	1.5%	160	28	4	40
Plant Builder and/or Designer	280	1.8%	179	31	9	61
PROCESSORS:						
Soybean or Corn Processor	386	2.5%	262	74	4	46
Seed or Peanut Processor	197	1.3%	112	47	0	38
Rice or Flour Mill (Note 10)	396	2.5%	302	86	2	6
Brewery or Distillery (Note 11)	106	0.7%	82	16	1	7
ALLIED BUSINESSES:						
Aquaculture	510	3.2%	316	88	14	92
Biofuel Producer	149	0.9%	65	56	3	25
Total Qualified Circulation	15,700	100.0%	9,195	4,441	226	1,838
Percent	100.0%		58.6%	28.3%	1.4%	11.7%

Source: December 2013 BPA Statement

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

Note 2: Mill, Plant and 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.

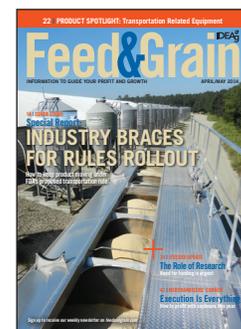
Note 7: Includes Feed/Premix Manufacturer Selling to Others.

Note 8: Includes Beef Cattle Feedlots, Hog Farms, Poultry Hatcheries, Poultry & Egg, 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.



DIGITAL ISSUE DISTRIBUTION

April/May 2014 Digital Version	Classification By Title						
	Total	% of Total	Corporate & General Administration (Note 1)	Mill, Plant or Elevator Operations Management (Note 2)	Nutrition, Research & Development (Note 3)	Sales and/or Marketing (Note 4)	Other Titled & Non-Titled Personnel
Business and Industry							
GRAIN/FEED BUSINESSES:							
Grain Elevator (Country or Terminal) (Note 5)	3,317	21.3%	1,216	1,476	35	408	182
BOTH Grain Elevator and Feed Mixer/Dealer	1,956	12.5%	813	711	63	196	173
Feed Mixer/Dealer (Note 6)	2,128	13.6%	1,284	370	37	265	172
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	1,012	6.5%	481	193	87	123	128
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	828	5.3%	416	162	55	47	148
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	1,066	6.8%	532	114	29	279	112
CONTRACTORS/ENGINEERS:							
Millwright	294	1.9%	165	41	5	45	38
Plant Builder and/or Designer	376	2.4%	172	36	9	93	66
PROCESSORS:							
Soybean or Corn Processor	271	1.7%	123	57	12	35	44
Seed or Peanut Processor	197	1.3%	103	37	4	30	23
Rice or Flour Mill (Note 10)	242	1.6%	87	95	6	20	34
Brewery or Distillery (Note 11)	138	0.9%	84	20	1	5	28
ALLIED BUSINESSES:							
Aquaculture	272	1.7%	144	40	14	47	27
Biofuel Producer	134	0.8%	53	36	2	20	23
Others Allied to the Field	3,370	21.6%	408	102	59	385	2,416
Total Qualified Circulation	15,601	100.0%	6,081	3,490	418	1,998	3,614
Percent	100.0%		39.0%	22.4%	2.7%	12.8%	23.2%

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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, Hog Farms, Poultry Hatcheries, Poultry & Egg, General Livestock, Sheep and Goats, Turkey and Turkey Eggs.

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E-NEWSLETTER DISTRIBUTION

Industry News	Classification By Title						
	Total	% of Total	Corporate & General Administration (Note 1)	Mill, Plant or Elevator Operations Management (Note 2)	Nutrition, Research & Development (Note 3)	Sales and/or Marketing (Note 4)	Other Titled & Non-Titled Personnel
Business and Industry							
GRAIN/FEED BUSINESSES:							
Grain Elevator (Country or Terminal) (Note 5)	2,970	22.2%	1,077	1,334	28	363	168
BOTH Grain Elevator and Feed Mixer/Dealer	1,760	13.1%	719	654	55	179	153
Feed Mixer/Dealer (Note 6)	1,876	14.0%	1,127	328	28	235	158
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	861	6.4%	406	162	76	101	116
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	691	5.2%	331	149	45	38	128
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	922	6.9%	465	95	25	236	101
CONTRACTORS/ENGINEERS:							
Millwright	249	1.9%	141	34	4	38	32
Plant Builder and/or Designer	312	2.3%	144	29	7	76	56
PROCESSORS:							
Soybean or Corn Processor	228	1.7%	99	50	10	30	39
Seed or Peanut Processor	167	1.2%	88	28	3	26	22
Rice or Flour Mill (Note 10)	214	1.6%	75	84	5	18	32
Brewery or Distillery (Note 11)	105	0.8%	64	15	1	3	22
ALLIED BUSINESSES:							
Aquaculture	228	1.7%	114	34	14	42	24
Biofuel Producer	106	0.8%	44	28	2	13	19
Others Allied to the Field	2,719	20.3%	307	79	44	279	2,010
Total Qualified Circulation	13,408	100.0%	5,201	3,103	347	1,677	3,080
Percent	100.0%		38.8%	23.1%	2.6%	12.5%	23.0%

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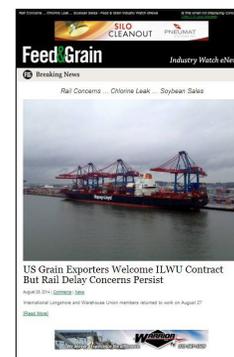
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EMAIL MARKETING

Email Marketing	Classification By Title						
	Total	% of Total	Corporate & General Administration (Note 1)	Mill, Plant or Elevator Operations Management (Note 2)	Nutrition, Research & Development (Note 3)	Sales and/or Marketing (Note 4)	Other Titled & Non-Titled Personnel
Business and Industry							
GRAIN/FEED BUSINESSES:							
Grain Elevator (Country or Terminal) (Note 5)	2,748	21.2%	963	1,232	31	349	173
BOTH Grain Elevator and Feed Mixer/Dealer	1,676	12.9%	657	624	54	175	166
Feed Mixer/Dealer (Note 6)	1,807	14.0%	1,065	321	21	232	168
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	781	6.0%	360	151	57	91	122
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	654	5.1%	310	129	39	35	141
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	894	6.9%	443	99	18	224	110
CONTRACTORS/ENGINEERS:							
Millwright	228	1.8%	126	32	3	33	34
Plant Builder and/or Designer	287	2.2%	124	30	6	68	59
PROCESSORS:							
Soybean or Corn Processor	210	1.6%	84	46	7	30	43
Seed or Peanut Processor	162	1.3%	83	26	5	25	23
Rice or Flour Mill (Note 10)	193	1.5%	69	74	4	14	32
Brewery or Distillery (Note 11)	116	0.9%	69	16	1	3	27
ALLIED BUSINESSES:							
Aquaculture	238	1.8%	123	35	13	41	26
Biofuel Producer	104	0.8%	41	28	1	13	21
Others Allied to the Field	2,851	22.0%	298	77	47	276	2,153
Total Qualified Circulation	12,949	100.0%	4,815	2,920	307	1,609	3,298
Percent	100.0%		37.2%	22.6%	2.4%	12.4%	25.5%

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The data reflected within this report is provided in good faith as an accurate representation of the audience served for *Feed & Grain*.

Arlette Sambs, Publisher

Total Audience Profile report provided by
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Unless otherwise noted, all data reported is publisher's own data.