

REPORT

TOTAL AUDIENCE PROFILE



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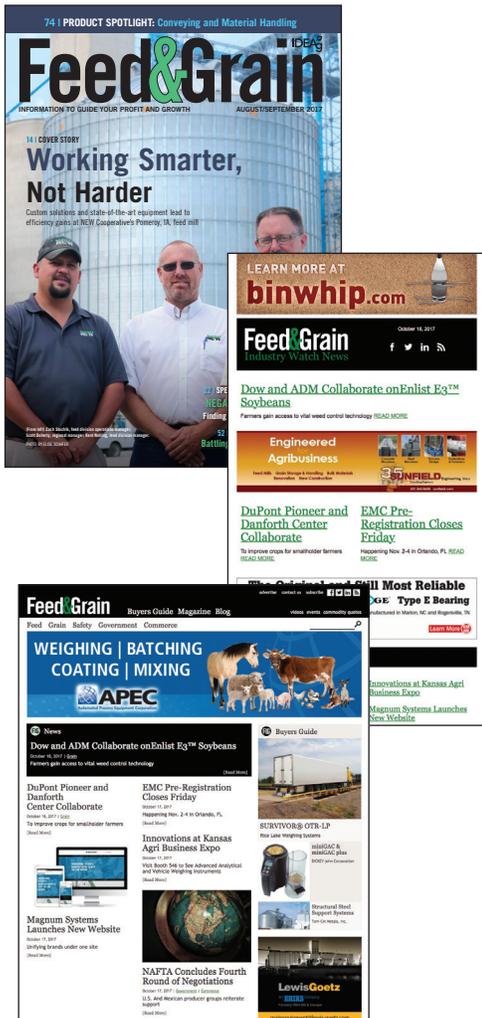
For Period of JULY-SEPTEMBER 2017

Feed & Grain

INFORMATION TO GUIDE YOUR PROFIT AND GROWTH

PROFILE OF MARKET SERVED:

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



Audience Profile for Quarterly Period: July - September 2017	Frequency	Qualified/ Delivered Distribution
Feed & Grain		
Print Version (BPA audited) - April/May 2017 edition	7	15,700
Digital Version (Non-audited)	6	16,111
E-Newsletters		
Industry News	5x/week	13,651
Email Marketing		
Email Marketing		13,882

WEBSITE METRICS

www.feedandgrain.com	Visits	Visitors	Pageviews	Avg Time on Site
July 2017	31,082	16,493	54,088	2:32:00
August 2017	37,540	19,965	65,448	2:25:00
September 2017	32,348	18,835	55,411	2:30:00
Average for Period	33,657	18,431	58,316	2:29:00

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.



PRINT ISSUE DISTRIBUTION

Business and Industry	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)
GRAIN/FEED BUSINESSES:						
Grain Elevator (Country or Terminal) (Note 5)	4,947	31.5%	2,674	1,884	27	362
BOTH Grain Elevator and Feed Mixer/Dealer	1,827	11.6%	927	626	32	242
Feed Mixer/Dealer (Note 6)	4,483	28.6%	3,019	830	45	589
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	1,085	6.9%	714	227	46	98
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	703	4.5%	490	138	25	50
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	1,178	7.5%	641	147	30	360
CONTRACTORS/ENGINEERS:						
Millwright	268	1.7%	184	36	4	44
Plant Builder and/or Designer	254	1.6%	135	45	8	66
PROCESSORS:						
Soybean or Corn Processor	234	1.5%	134	50	12	38
Seed or Peanut Processor	201	1.3%	104	44	6	47
Rice or Flour Mill (Note 10)	174	1.1%	90	74	2	8
Brewery or Distillery (Note 11)	43	0.3%	32	2	2	7
ALLIED BUSINESSES:						
Aquaculture	220	1.4%	154	37	9	20
Biofuel Producer	83	0.5%	38	17	4	24
Total Qualified Circulation	15,700	100.0%	9,336	4,157	252	1,955
Percent	100.0%		59.5%	26.5%	1.6%	12.5%



Source: June 2017 BPA Brand Report

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

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)	3,465	21.5%	1,290	1,651	34	420	70
BOTH Grain Elevator and Feed Mixer/Dealer	1,797	11.2%	784	638	66	226	83
Feed Mixer/Dealer (Note 6)	2,598	16.1%	1,463	664	43	367	61
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	938	5.8%	472	215	88	113	50
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	749	4.6%	412	171	48	51	67
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	1,010	6.3%	508	118	40	302	42
CONTRACTORS/ENGINEERS:							
Millwright	309	1.9%	179	52	4	55	19
Plant Builder and/or Designer	398	2.5%	172	65	14	117	30
PROCESSORS:							
Soybean or Corn Processor	268	1.7%	113	62	23	45	25
Seed or Peanut Processor	172	1.1%	82	38	5	35	12
Rice or Flour Mill (Note 10)	222	1.4%	90	99	5	16	12
Brewery or Distillery (Note 11)	96	0.6%	65	8	3	12	8
ALLIED BUSINESSES:							
Aquaculture	197	1.2%	107	31	15	33	11
Biofuel Producer	120	0.7%	55	29	4	22	10
Others Allied to the Field	3,772	23.4%	361	329	52	323	2,707
Total Qualified Circulation	16,111	100.0%	6,153	4,170	444	2,137	3,207
Percent	100.0%		38.2%	25.9%	2.8%	13.3%	19.9%



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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)	2,992	21.9%	1,005	1,279	27	315	366
BOTH Grain Elevator and Feed Mixer/Dealer	1,507	11.0%	608	507	44	169	179
Feed Mixer/Dealer (Note 6)	2,029	14.9%	1,027	479	31	250	242
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	759	5.6%	320	151	57	83	148
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	567	4.2%	265	120	29	34	119
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	795	5.8%	354	87	29	212	113
CONTRACTORS/ENGINEERS:							
Millwright	239	1.8%	116	39	4	39	41
Plant Builder and/or Designer	310	2.3%	124	44	12	66	64
PROCESSORS:							
Soybean or Corn Processor	222	1.6%	76	41	16	33	56
Seed or Peanut Processor	141	1.0%	61	25	2	25	28
Rice or Flour Mill (Note 10)	184	1.3%	61	66	2	8	47
Brewery or Distillery (Note 11)	66	0.5%	28	2	2	9	25
ALLIED BUSINESSES:							
Aquaculture	144	1.1%	62	23	9	19	31
Biofuel Producer	95	0.7%	42	19	4	14	16
Others Allied to the Field	3,601	26.4%	185	44	32	120	3,220
Total Qualified Circulation	13,651	100.0%	4,334	2,926	300	1,396	4,695
Percent	100.0%		31.7%	21.4%	2.2%	10.2%	34.4%

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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)	2,922	21.0%	1,074	1,407	28	348	65
BOTH Grain Elevator and Feed Mixer/Dealer	1,582	11.4%	677	570	54	203	78
Feed Mixer/Dealer (Note 6)	2,252	16.2%	1,260	582	34	317	59
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	762	5.5%	377	189	64	92	40
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	631	4.5%	334	154	34	46	63
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	867	6.2%	438	106	32	250	41
CONTRACTORS/ENGINEERS:							
Millwright	256	1.8%	143	46	4	48	15
Plant Builder and/or Designer	327	2.4%	143	54	13	91	26
PROCESSORS:							
Soybean or Corn Processor	225	1.6%	91	52	20	39	23
Seed or Peanut Processor	149	1.1%	69	29	5	33	13
Rice or Flour Mill (Note 10)	188	1.4%	75	82	5	13	13
Brewery or Distillery (Note 11)	82	0.6%	54	7	1	12	8
ALLIED BUSINESSES:							
Aquaculture	175	1.3%	92	30	14	29	10
Biofuel Producer	93	0.7%	42	23	3	18	7
Others Allied to the Field	3,371	24.3%	265	310	43	245	2,508
Total Qualified Circulation	13,882	100.0%	5,134	3,641	354	1,784	2,969
Percent	100.0%		37.0%	26.2%	2.6%	12.9%	21.4%

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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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