

REPORT

TOTAL AUDIENCE PROFILE



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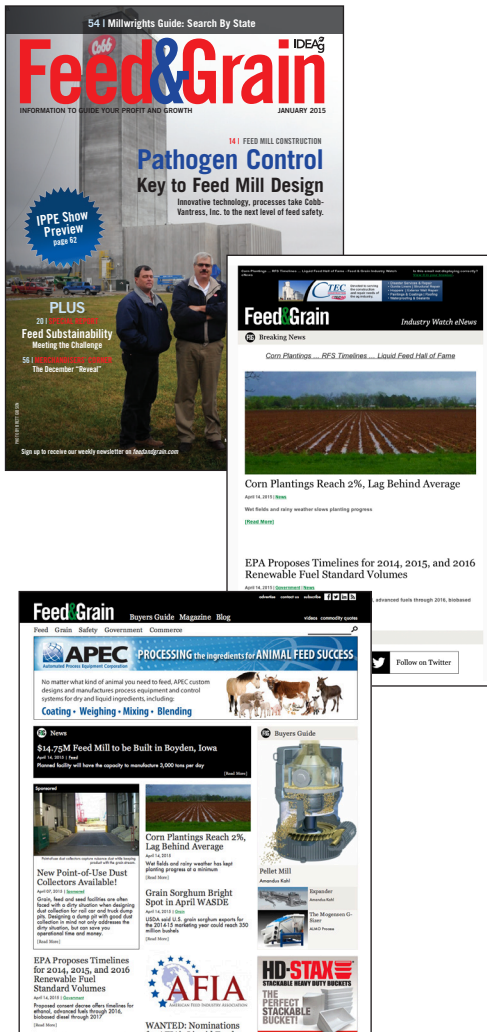
For Period of January - March 2015

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: January - March 2015	Frequency	Qualified/ Delivered Distribution
Feed & Grain		
Print Version (BPA audited) - October/November 2014 Issue	7	15,700
Digital Version (Non-audited) - October/November 2014 Issue	6	15,648
E-Newsletters		
Industry Watch	5x/week	13,852
Email Marketing		
Email Marketing		14,107

WEBSITE METRICS

www.feedandgrain.com	Visits	Visitors	Pageviews	Avg Time on Site
January 2015	29,184	14,282	57,692	0:03:08
February 2015	26,729	13,300	50,585	0:03:18
March 2015	32,775	15,710	60,129	0:03:21
Average for Period	29,563	14,431	56,135	0:03:16

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

October/November 2014 Print Version	Classification By Title					
Business and Industry	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)	4,490	28.6%	2,049	2,076	19	346
BOTH Grain Elevator and Feed Mixer/Dealer	2,137	13.6%	1,172	691	34	240
Feed Mixer/Dealer (Note 6)	3,701	23.6%	2,517	704	31	449
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	1,456	9.3%	946	321	54	135
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	674	4.3%	476	111	36	51
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	1,202	7.7%	729	140	15	318
CONTRACTORS/ENGINEERS:						
Millwright	248	1.6%	173	28	4	43
Plant Builder and/or Designer	286	1.8%	172	40	8	66
PROCESSORS:						
Soybean or Corn Processor	317	2.0%	190	74	5	48
Seed or Peanut Processor	195	1.2%	115	45	0	35
Rice or Flour Mill (Note 10)	243	1.5%	164	74	3	2
Brewery or Distillery (Note 11)	99	0.6%	75	15	1	8
ALLIED BUSINESSES:						
Aquaculture	501	3.2%	309	88	15	89
Biofuel Producer	151	1.0%	66	57	3	25
Total Qualified Circulation	15,700	100.0%	9,153	4,464	228	1,855
Percent	100.0%		58.3%	28.4%	1.5%	11.8%

Source: December 2014 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

October/November 2014 Digital Version			Classification By Title				
Business and Industry	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
GRAIN/FEED BUSINESSES:							
Grain Elevator (Country or Terminal) (Note 5)	3,424	21.9%	1,266	1,509	39	426	184
BOTH Grain Elevator and Feed Mixer/Dealer	1,931	12.4%	791	715	62	194	169
Feed Mixer/Dealer (Note 6)	2,133	13.6%	1,279	362	42	279	171
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	1,047	6.7%	496	207	89	128	127
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	825	5.3%	413	169	53	44	146
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	1,054	6.8%	528	105	26	283	112
CONTRACTORS/ENGINEERS:							
Millwright	301	1.9%	172	42	4	46	37
Plant Builder and/or Designer	391	2.5%	177	43	8	99	64
PROCESSORS:							
Soybean or Corn Processor	269	1.7%	115	62	12	37	43
Seed or Peanut Processor	194	1.2%	101	38	4	28	23
Rice or Flour Mill (Note 10)	239	1.5%	83	100	6	17	33
Brewery or Distillery (Note 11)	135	0.9%	83	18	1	9	24
ALLIED BUSINESSES:							
Aquaculture	272	1.7%	144	40	15	46	27
Biofuel Producer	130	0.8%	52	35	2	18	23
Others Allied to the Field	3,303	21.1%	403	102	63	381	2,354
Total Qualified Circulation	15,648	100.0%	6,103	3,547	426	2,035	3,537
Percent	100.0%		39.0%	22.7%	2.7%	13.0%	22.6%

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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				
			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	Total	% of Total					
GRAIN/FEED BUSINESSES:							
Grain Elevator (Country or Terminal) (Note 5)	3,156	22.8%	1,172	1,389	30	405	160
BOTH Grain Elevator and Feed Mixer/Dealer	1,690	12.2%	715	607	45	188	135
Feed Mixer/Dealer (Note 6)	2,213	16.0%	1,304	398	43	323	145
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	874	6.3%	416	170	75	107	106
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	741	5.3%	379	155	43	43	121
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	970	7.0%	484	101	23	270	92
CONTRACTORS/ENGINEERS:							
Millwright	256	1.8%	152	37	3	36	28
Plant Builder and/or Designer	320	2.3%	148	41	6	77	48
PROCESSORS:							
Soybean or Corn Processor	241	1.7%	105	55	13	31	37
Seed or Peanut Processor	173	1.2%	83	34	5	32	19
Rice or Flour Mill (Note 10)	222	1.6%	75	96	6	15	30
Brewery or Distillery (Note 11)	103	0.7%	62	13	1	8	19
ALLIED BUSINESSES:							
Aquaculture	236	1.7%	125	33	17	43	18
Biofuel Producer	109	0.8%	47	26	2	18	16
Others Allied to the Field	2,548	18.4%	357	86	50	269	1,786
Total Qualified Circulation	13,852	100.0%	5,624	3,241	362	1,865	2,760
Percent	100.0%		40.6%	23.4%	2.6%	13.5%	19.9%

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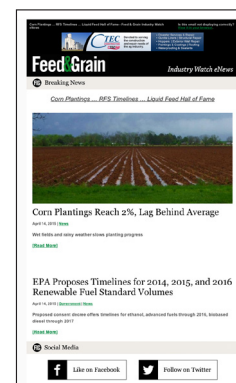
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EMAIL MARKETING

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)	3,181	22.5%	1,108	1,424	40	438	171
BOTH Grain Elevator and Feed Mixer/Dealer	1,717	12.2%	675	648	51	188	155
Feed Mixer/Dealer (Note 6)	2,207	15.6%	1,262	411	38	332	164
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	854	6.1%	403	164	62	106	119
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	715	5.1%	358	141	40	41	135
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	987	7.0%	477	112	18	269	111
CONTRACTORS/ENGINEERS:							
Millwright	243	1.7%	142	36	4	29	32
Plant Builder and/or Designer	304	2.2%	130	36	6	74	58
PROCESSORS:							
Soybean or Corn Processor	237	1.7%	98	54	11	33	41
Seed or Peanut Processor	177	1.3%	84	32	7	33	21
Rice or Flour Mill (Note 10)	209	1.5%	73	84	6	13	33
Brewery or Distillery (Note 11)	107	0.8%	63	14	1	7	22
ALLIED BUSINESSES:							
Aquaculture	258	1.8%	136	40	15	45	22
Biofuel Producer	112	0.8%	44	28	2	19	19
Others Allied to the Field	2,799	19.8%	345	85	54	281	2,034
Total Qualified Circulation	14,107	100.0%	5,398	3,309	355	1,908	3,137
Percent	100.0%		38.3%	23.5%	2.5%	13.5%	22.2%

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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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