

TOTAL AUDIENCE PROFILE



45 South Water Street East
P.O. Box 788
Fort Atkinson, WI 53538-0788
920.397.3828
www.feedandgrain.com

For Period of January-March 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: January - March 2014	Frequency	Qualified/Delivered Distribution
Feed & Grain		
Print Version (BPA audited) - October/November 2013 Issue	7	15,700
Digital Version (Non-audited) - October/November 2013 Issue	6	14,047
E-Newsletters		
Industry Watch	3x/week	13,456
Email Marketing		
Email Marketing		13,206

SOCIAL INTERACTION

Social Media Period Ending March 2014	
Facebook Likes	312
LinkedIn Group Members	40
Twitter Followers	2,074

WEBSITE METRICS

www.feedandgrain.com	Visits	Visitors	Pageviews	Avg Time on Site
January 2014	34,216	24,420	60,709	0:01:28
February 2014	27,601	20,737	47,069	0:01:22
March 2014	26,621	20,206	47,594	0:01:21
Average for Period	29,479	21,788	51,791	0:01:24

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 2013 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)	5,171	32.9%	2,645	2,265	15	246
BOTH Grain Elevator and Feed Mixer/Dealer	2,497	15.9%	1,539	740	33	185
Feed Mixer/Dealer (Note 6)	2,750	17.5%	2,031	429	29	261
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	1,475	9.4%	922	357	60	136
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	544	3.5%	346	113	45	40
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	938	6.0%	567	136	17	218
CONTRACTORS/ENGINEERS:						
Millwright	198	1.3%	133	26	5	34
Plant Builder and/or Designer	286	1.8%	181	33	9	63
PROCESSORS:						
Soybean or Corn Processor	319	2.0%	227	51	3	38
Seed or Peanut Processor	236	1.5%	146	45	3	42
Rice or Flour Mill (Note 10)	487	3.1%	365	110	3	9
Brewery or Distillery (Note 11)	207	1.3%	182	20	1	4
ALLIED BUSINESSES:						
Aquaculture	513	3.3%	298	120	19	76
Biofuel Producer	79	0.5%	47	21	3	8
Total Qualified Circulation	15,700	100.0%	9,629	4,466	245	1,360
Percent	100.0%		61.3%	28.4%	1.6%	8.7%

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

October/November 2013 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)	2,945	21.0%	1,059	1,309	31	360	186
BOTH Grain Elevator and Feed Mixer/Dealer	1,724	12.3%	716	624	60	151	173
Feed Mixer/Dealer (Note 6)	1,742	12.4%	1,062	291	36	179	174
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	967	6.9%	456	189	84	112	126
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	763	5.4%	369	161	50	38	145
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	917	6.5%	443	103	28	225	118
CONTRACTORS/ENGINEERS:							
Millwright	262	1.9%	142	35	7	44	34
Plant Builder and/or Designer	336	2.4%	146	34	9	84	63
PROCESSORS:							
Soybean or Corn Processor	229	1.6%	97	48	10	29	45
Seed or Peanut Processor	191	1.4%	100	36	5	30	20
Rice or Flour Mill (Note 10)	239	1.7%	88	97	4	17	33
Brewery or Distillery (Note 11)	121	0.9%	72	16	2	3	28
ALLIED BUSINESSES:							
Aquaculture	251	1.8%	127	39	15	43	27
Biofuel Producer	118	0.8%	51	26	2	16	23
Others Allied to the Field	3,242	23.1%	347	70	54	343	2,428
Total Qualified Circulation	14,047	100.0%	5,275	3,078	397	1,674	3,623
Percent	100.0%		37.6%	21.9%	2.8%	11.9%	25.8%



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- 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.
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- Note 10:** Includes Flour and Other Grain Mill Products.
- Note 11:** Includes Malt and Malt By-Products.

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)	2,968	22.1%	1,078	1,322	29	371	168
BOTH Grain Elevator and Feed Mixer/Dealer	1,757	13.1%	722	653	54	173	155
Feed Mixer/Dealer (Note 6)	1,893	14.1%	1,145	322	31	238	157
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	852	6.3%	410	161	65	99	117
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	689	5.1%	337	141	41	40	130
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	930	6.9%	472	97	26	233	102
CONTRACTORS/ENGINEERS:							
Millwright	243	1.8%	133	32	4	41	33
Plant Builder and/or Designer	306	2.3%	142	28	7	73	56
PROCESSORS:							
Soybean or Corn Processor	229	1.7%	103	51	8	28	39
Seed or Peanut Processor	166	1.2%	86	30	3	26	21
Rice or Flour Mill (Note 10)	207	1.5%	74	80	4	17	32
Brewery or Distillery (Note 11)	106	0.8%	64	14	1	5	22
ALLIED BUSINESSES:							
Aquaculture	244	1.8%	122	37	14	47	24
Biofuel Producer	108	0.8%	45	28	2	13	20
Others Allied to the Field	2,758	20.5%	311	79	43	279	2,046
Total Qualified Circulation	13,456	100.0%	5,244	3,075	332	1,683	3,122
Percent	100.0%		39.0%	22.9%	2.5%	12.5%	23.2%

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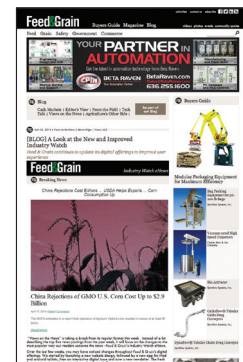
Note 7: Includes Feed/Premix Manufacturer Selling to Others.

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EMAIL MARKETING

Email Marketing	Classification By Title						
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Business and Industry							
GRAIN/FEED BUSINESSES:							
Grain Elevator (Country or Terminal) (Note 5)	2,783	21.1%	984	1,233	33	357	176
BOTH Grain Elevator and Feed Mixer/Dealer	1,693	12.8%	675	625	53	172	168
Feed Mixer/Dealer (Note 6)	1,844	14.0%	1,099	319	23	234	169
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	806	6.1%	375	157	55	93	126
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	671	5.1%	326	125	40	36	144
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	906	6.9%	450	101	19	224	112
CONTRACTORS/ENGINEERS:							
Millwright	231	1.7%	124	33	4	35	35
Plant Builder and/or Designer	289	2.2%	127	29	6	68	59
PROCESSORS:							
Soybean or Corn Processor	213	1.6%	87	47	6	29	44
Seed or Peanut Processor	164	1.2%	83	28	5	25	23
Rice or Flour Mill (Note 10)	195	1.5%	69	74	4	15	33
Brewery or Distillery (Note 11)	120	0.9%	73	15	1	4	27
ALLIED BUSINESSES:							
Aquaculture	256	1.9%	132	38	13	47	26
Biofuel Producer	108	0.8%	42	28	1	15	22
Others Allied to the Field	2,927	22.2%	306	78	47	284	2,212
Total Qualified Circulation	13,206	100.0%	4,952	2,930	310	1,638	3,376
Percent	100.0%		37.5%	22.2%	2.3%	12.4%	25.6%

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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
 IDEAg Group LLC
 45 South Water Street East, P.O. Box 788, Fort Atkinson WI 53538-0788
 920.397.3828
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Unless otherwise noted, all data reported is publisher's own data.