

REPORT

TOTAL AUDIENCE PROFILE



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For Period of July-September 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: July - September 2015	Frequency	Qualified/ Delivered Distribution
Feed & Grain		
Print Version (BPA audited) - April/May 2015 edition	7	15,700
Digital Version (Non-audited)	6	14,891
E-Newsletters		
Industry Watch	5x/week	13,145
Email Marketing		
Email Marketing		12,588

WEBSITE METRICS

www.feedandgrain.com	Visits	Visitors	Pageviews	Avg Time on Site
July 2015	31,840	15,027	54,249	0:03:35
August 2015	31,799	15,899	56,576	0:03:37
September 2015	34,011	16,989	60,715	0:03:14
Average for Period	32,550	15,972	57,180	0:03:29

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)	4,654	29.6%	2,072	2,083	34	465
BOTH Grain Elevator and Feed Mixer/Dealer	1,853	11.8%	976	604	28	245
Feed Mixer/Dealer (Note 6)	4,166	26.5%	2,636	830	48	652
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	1,239	7.9%	773	290	45	131
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	892	5.7%	668	137	32	55
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	1,187	7.6%	691	161	19	316
CONTRACTORS/ENGINEERS:						
Millwright	237	1.5%	171	30	3	33
Plant Builder and/or Designer	251	1.6%	154	36	3	58
PROCESSORS:						
Soybean or Corn Processor	290	1.8%	180	60	8	42
Seed or Peanut Processor	205	1.3%	106	56	3	40
Rice or Flour Mill (Note 10)	249	1.6%	159	84	3	3
Brewery or Distillery (Note 11)	81	0.5%	56	13	2	10
ALLIED BUSINESSES:						
Aquaculture	298	1.9%	192	44	9	53
Biofuel Producer	98	0.6%	39	33	3	23
Total Qualified Circulation	15,700	100.0%	8,873	4,461	240	2,126
Percent	100.0%		56.5%	28.4%	1.5%	13.5%



Source: June 2015 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)	3,304	22.3%	1,254	1,447	39	418	146
BOTH Grain Elevator and Feed Mixer/Dealer	1,789	11.9%	767	634	60	200	128
Feed Mixer/Dealer (Note 6)	2,402	16.2%	1,410	471	47	341	133
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	949	6.5%	462	186	88	118	95
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	864	5.7%	453	176	55	54	126
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	1,007	6.8%	515	103	24	286	79
CONTRACTORS/ENGINEERS:							
Millwright	288	1.9%	168	43	4	41	32
Plant Builder and/or Designer	383	2.5%	167	51	8	104	53
PROCESSORS:							
Soybean or Corn Processor	279	1.8%	129	60	15	38	37
Seed or Peanut Processor	184	1.3%	87	38	6	36	17
Rice or Flour Mill (Note 10)	253	1.7%	89	111	5	20	28
Brewery or Distillery (Note 11)	119	0.9%	74	14	3	9	19
ALLIED BUSINESSES:							
Aquaculture	267	1.7%	140	42	20	48	17
Biofuel Producer	132	0.9%	52	37	1	24	18
Others Allied to the Field	2,671	18.0%	389	100	51	324	1,807
Total Qualified Circulation	14,891	100.1%	6,156	3,513	426	2,061	2,735
Percent	100.0%		41.3%	23.6%	2.9%	13.8%	18.4%



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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						
	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)	2,996	22.8%	1,114	1,335	30	380	137
BOTH Grain Elevator and Feed Mixer/Dealer	1,614	12.3%	696	578	49	180	111
Feed Mixer/Dealer (Note 6)	2,055	15.6%	1,210	409	41	280	115
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	805	6.1%	374	160	80	102	89
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	732	5.6%	367	164	45	45	111
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	865	6.6%	443	89	20	245	68
CONTRACTORS/ENGINEERS:							
Millwright	253	1.9%	145	40	4	40	24
Plant Builder and/or Designer	311	2.4%	138	45	7	77	44
PROCESSORS:							
Soybean or Corn Processor	243	1.8%	108	53	14	34	34
Seed or Peanut Processor	157	1.2%	73	32	5	32	15
Rice or Flour Mill (Note 10)	229	1.7%	74	104	5	19	27
Brewery or Distillery (Note 11)	93	0.7%	58	11	2	8	14
ALLIED BUSINESSES:							
Aquaculture	216	1.6%	108	34	20	40	14
Biofuel Producer	107	0.8%	44	30	1	19	13
Others Allied to the Field	2,469	18.8%	311	80	41	236	1,801
Total Qualified Circulation	13,145	100.0%	5,263	3,164	364	1,737	2,405
Percent	100.0%		40.0%	24.1%	2.8%	13.2%	18.3%

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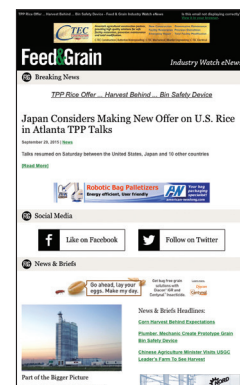
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EMAIL MARKETING

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)	2,783	22.1%	1,021	1,233	34	355	140
BOTH Grain Elevator and Feed Mixer/Dealer	1,549	12.3%	633	568	50	177	121
Feed Mixer/Dealer (Note 6)	2,076	16.5%	1,194	418	36	300	128
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	754	6.0%	360	149	61	94	90
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	715	5.7%	355	149	42	47	122
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	869	6.9%	432	95	16	251	75
CONTRACTORS/ENGINEERS:							
Millwright	233	1.9%	136	35	4	29	29
Plant Builder and/or Designer	303	2.4%	129	43	7	77	47
PROCESSORS:							
Soybean or Corn Processor	228	1.8%	98	52	11	31	36
Seed or Peanut Processor	158	1.3%	72	30	7	33	16
Rice or Flour Mill (Note 10)	217	1.7%	74	94	5	16	28
Brewery or Distillery (Note 11)	102	0.8%	63	12	1	8	18
ALLIED BUSINESSES:							
Aquaculture	236	1.9%	120	40	18	42	16
Biofuel Producer	104	0.8%	40	31	-	18	15
Others Allied to the Field	2,261	18.0%	289	78	40	236	1,618
Total Qualified Circulation	12,588	100.0%	5,016	3,027	332	1,714	2,499
Percent	100.0%		39.8%	24.0%	2.6%	13.6%	19.9%

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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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