

# REPORT

## TOTAL AUDIENCE PROFILE



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

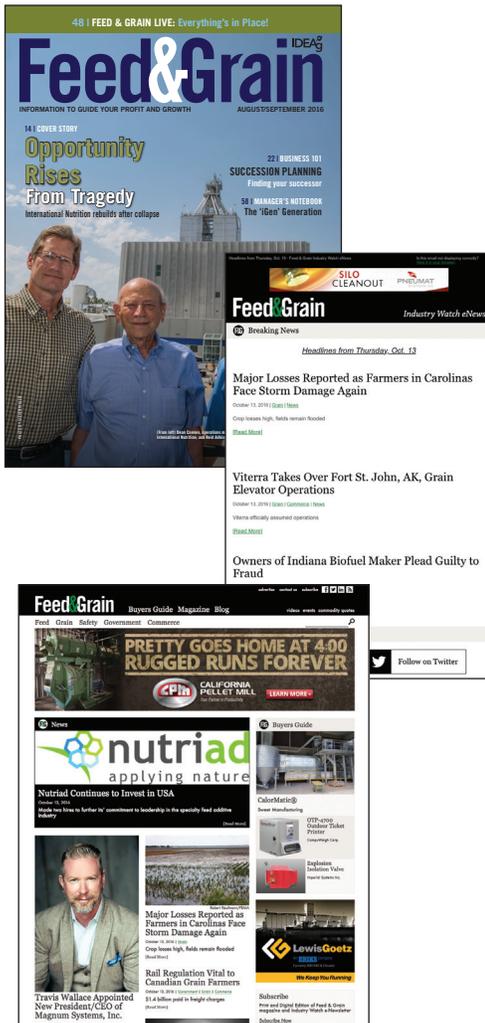
For Period of JULY-SEPTEMBER 2016

# 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 2016 | Frequency | Qualified/Delivered Distribution |
|--|-----------|----------------------------------|
| <b>Feed &amp; Grain</b>                                    |           |                                  |
| Print Version (BPA audited) - April/May 2016 edition       | 7         | 15,700                           |
| Digital Version (Non-audited)                              | 6         | 15,937                           |
| <b>E-Newsletters</b>                                       |           |                                  |
| Industry News  | 5x/week   | 13,745                           |
| <b>Email Marketing</b>                                     |           |                                  |
| Email Marketing  |           | 13,705                           |

### WEBSITE METRICS

| www.feedandgrain.com      | Visits        | Visitors      | Pageviews     | Avg Time on Site |
|---------------------------|---------------|---------------|---------------|------------------|
| July 2016                 | 24,684        | 15,362        | 47,080        | 1:43:00          |
| August 2016               | 30,453        | 18,194        | 56,420        | 1:44:00          |
| September 2016            | 28,253        | 17,156        | 53,730        | 1:37:00          |
| <b>Average for Period</b> | <b>27,797</b> | <b>16,904</b> | <b>52,410</b> | <b>1:41:20</b>   |

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) |
| <b>GRAIN/FEED BUSINESSES:</b>  |                         |               |   |  |  |                                 |
| Grain Elevator (Country or Terminal) (Note 5)                              | 4,603                   | 29.3%         | 2,307                                       | 1,820  | 31   | 445                             |
| BOTH Grain Elevator and Feed Mixer/Dealer                                  | 1,823                   | 11.6%         | 928   | 621  | 28   | 246                             |
| Feed Mixer/Dealer (Note 6)   | 4,320                   | 27.5%         | 2,801                                       | 879  | 43   | 597                             |
| Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)                   | 1,332                   | 8.5%          | 912   | 252  | 59   | 109                             |
| Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)                | 813                     | 5.2%          | 567   | 157  | 31   | 58                              |
| Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9) | 1,158                   | 7.4%          | 648   | 142  | 24   | 344                             |
| <b>CONTRACTORS/ENGINEERS:</b>  |                         |               |   |  |  |                                 |
| Millwright   | 263                     | 1.7%          | 190   | 32   | 2  | 39                              |
| Plant Builder and/or Designer  | 245                     | 1.6%          | 137   | 41   | 6  | 61                              |
| <b>PROCESSORS:</b>   |                         |               |   |  |  |                                 |
| Soybean or Corn Processor  | 286                     | 1.8%          | 171   | 59   | 11   | 45                              |
| Seed or Peanut Processor   | 188                     | 1.2%          | 98  | 45   | 4  | 41                              |
| Rice or Flour Mill (Note 10)   | 223                     | 1.4%          | 125   | 91   | 2  | 5                               |
| Brewery or Distillery (Note 11)  | 60                      | 0.4%          | 40  | 3  | 3  | 14                              |
| <b>ALLIED BUSINESSES:</b>  |                         |               |   |  |  |                                 |
| Aquaculture  | 304                     | 1.9%          | 233   | 27   | 11   | 33                              |
| Biofuel Producer   | 82                      | 0.5%          | 39  | 23   | 1  | 19                              |
| <b>Total Qualified Circulation</b>   | <b>15,700</b>           | <b>100.0%</b> | <b>9,196</b>                                | <b>4,192</b>   | <b>256</b>                                 | <b>2,056</b>                    |
| <b>Percent</b>   | <b>100.0%</b>           |               | <b>58.6%</b>                                | <b>26.7%</b>   | <b>1.6%</b>                                | <b>13.1%</b>                    |

Source: June 2016 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 |
| <b>Business and Industry</b>   |                         |               |   |  |  |                                 |                                     |
| <b>GRAIN/FEED BUSINESSES:</b>  |                         |               |   |  |  |                                 |                                     |
| Grain Elevator (Country or Terminal) (Note 5)                              | 3,596                   | 22.6%         | 1,371                                       | 1,624  | 40   | 468                             | 93                                  |
| BOTH Grain Elevator and Feed Mixer/Dealer                                  | 1,879                   | 11.8%         | 810   | 681  | 64   | 223                             | 101                                 |
| Feed Mixer/Dealer (Note 6)   | 2,636                   | 16.5%         | 1,532                                       | 587  | 48   | 380                             | 89                                  |
| Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)                   | 1,052                   | 6.6%          | 525   | 233  | 100  | 121                             | 73                                  |
| Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)                | 940                     | 5.9%          | 499   | 200  | 59   | 65                              | 117                                 |
| Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9) | 1,117                   | 7.0%          | 567   | 126  | 32   | 333                             | 59                                  |
| <b>CONTRACTORS/ENGINEERS:</b>  |                         |               |   |  |  |                                 |                                     |
| Millwright   | 326                     | 2.0%          | 189   | 50   | 4  | 51                              | 32                                  |
| Plant Builder and/or Designer  | 423                     | 2.7%          | 177   | 63   | 16   | 120                             | 47                                  |
| <b>PROCESSORS:</b>   |                         |               |   |  |  |                                 |                                     |
| Soybean or Corn Processor  | 323                     | 2.0%          | 149   | 72   | 19   | 50                              | 33                                  |
| Seed or Peanut Processor   | 200                     | 1.3%          | 98  | 43   | 6  | 38                              | 15                                  |
| Rice or Flour Mill (Note 10)   | 256                     | 1.6%          | 92  | 114  | 7  | 20                              | 23                                  |
| Brewery or Distillery (Note 11)  | 126                     | 0.8%          | 81  | 13   | 4  | 16                              | 12                                  |
| <b>ALLIED BUSINESSES:</b>  |                         |               |   |  |  |                                 |                                     |
| Aquaculture  | 267                     | 1.7%          | 141   | 38   | 22   | 47                              | 19                                  |
| Biofuel Producer   | 138                     | 0.9%          | 55  | 33   | 3  | 32                              | 15                                  |
| Others Allied to the Field   | 2,659                   | 16.7%         | 395   | 97   | 56   | 334                             | 1,777                               |
| <b>Total Qualified Circulation</b>   | <b>15,938</b>           | <b>100.0%</b> | <b>6,681</b>                                | <b>3,974</b>   | <b>480</b>                                 | <b>2,298</b>                    | <b>2,505</b>                        |
| <b>Percent</b>   | <b>100.0%</b>           |               | <b>41.9%</b>                                | <b>24.9%</b>   | <b>3.0%</b>                                | <b>14.4%</b>                    | <b>15.7%</b>                        |



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

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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.

**Note 9:** Also includes Manufacturers.

**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 |
| <b>Business and Industry</b>   |                         |               |   |  |  |                                 |                                     |
| <b>GRAIN/FEED BUSINESSES:</b>  |                         |               |   |  |  |                                 |                                     |
| Grain Elevator (Country or Terminal) (Note 5)                              | 3,252                   | 23.7%         | 1,230                                       | 1,482  | 32   | 425                             | 83                                  |
| BOTH Grain Elevator and Feed Mixer/Dealer                                  | 1,686                   | 12.3%         | 731   | 615  | 50   | 202                             | 88                                  |
| Feed Mixer/Dealer (Note 6)   | 2,246                   | 16.3%         | 1,295                                       | 508  | 43   | 321                             | 79                                  |
| Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)                   | 902                     | 6.6%          | 427   | 210  | 89   | 109                             | 67                                  |
| Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)                | 804                     | 5.8%          | 415   | 182  | 49   | 57                              | 101                                 |
| Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9) | 958                     | 7.0%          | 490   | 108  | 30   | 282                             | 48                                  |
| <b>CONTRACTORS/ENGINEERS:</b>  |                         |               |   |  |  |                                 |                                     |
| Millwright   | 285                     | 2.1%          | 163   | 45   | 4  | 49                              | 24                                  |
| Plant Builder and/or Designer  | 357                     | 2.6%          | 148   | 60   | 15   | 95                              | 39                                  |
| <b>PROCESSORS:</b>   |                         |               |   |  |  |                                 |                                     |
| Soybean or Corn Processor  | 283                     | 2.1%          | 125   | 64   | 18   | 45                              | 31                                  |
| Seed or Peanut Processor   | 173                     | 1.3%          | 88  | 35   | 5  | 34                              | 11                                  |
| Rice or Flour Mill (Note 10)   | 229                     | 1.7%          | 81  | 103  | 6  | 18                              | 21                                  |
| Brewery or Distillery (Note 11)  | 98                      | 0.7%          | 63  | 10   | 3  | 14                              | 8                                   |
| <b>ALLIED BUSINESSES:</b>  |                         |               |   |  |  |                                 |                                     |
| Aquaculture  | 215                     | 1.6%          | 107   | 33   | 20   | 39                              | 16                                  |
| Biofuel Producer   | 109                     | 0.8%          | 47  | 23   | 3  | 26                              | 10                                  |
| Others Allied to the Field   | 2,148                   | 15.6%         | 319   | 79   | 46   | 248                             | 1,456                               |
| <b>Total Qualified Circulation</b>   | <b>13,745</b>           | <b>100.0%</b> | <b>5,729</b>                                | <b>3,557</b>   | <b>413</b>                                 | <b>1,964</b>                    | <b>2,082</b>                        |
| <b>Percent</b>   | <b>100.0%</b>           |               | <b>41.7%</b>                                | <b>25.9%</b>   | <b>3.0%</b>                                | <b>14.3%</b>                    | <b>15.1%</b>                        |

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

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**Note 6:** Includes Farm Supplies

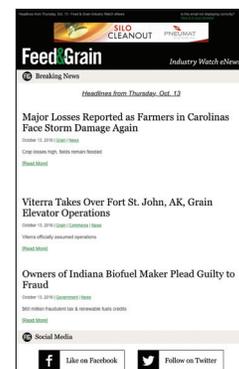
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**Note 9:** Also includes Manufacturers.

**Note 10:** Includes Flour and Other Grain Mill Products.

**Note 11:** Includes Malt and Malt By-Products.



## 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 |
| <b>Business and Industry</b>   |                         |               |   |  |  |                                 |                                     |
| <b>GRAIN/FEED BUSINESSES:</b>  |                         |               |   |  |  |                                 |                                     |
| Grain Elevator (Country or Terminal) (Note 5)                              | 3,067                   | 22.4%         | 1,145                                       | 1,396  | 34   | 404                             | 88                                  |
| BOTH Grain Elevator and Feed Mixer/Dealer                                  | 1,666                   | 12.2%         | 698   | 613  | 56   | 202                             | 97                                  |
| Feed Mixer/Dealer (Note 6)   | 2,318                   | 16.9%         | 1,332                                       | 522  | 39   | 339                             | 86                                  |
| Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)                   | 861                     | 6.3%          | 422   | 197  | 74   | 100                             | 68                                  |
| Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)                | 804                     | 5.9%          | 409   | 176  | 47   | 57                              | 115                                 |
| Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9) | 982                     | 7.2%          | 491   | 116  | 27   | 291                             | 57                                  |
| <b>CONTRACTORS/ENGINEERS:</b>  |                         |               |   |  |  |                                 |                                     |
| Millwright   | 272                     | 2.0%          | 155   | 42   | 4  | 42                              | 29                                  |
| Plant Builder and/or Designer  | 345                     | 2.5%          | 139   | 56   | 15   | 94                              | 41                                  |
| <b>PROCESSORS:</b>   |                         |               |   |  |  |                                 |                                     |
| Soybean or Corn Processor  | 276                     | 2.0%          | 121   | 61   | 17   | 45                              | 32                                  |
| Seed or Peanut Processor   | 178                     | 1.3%          | 86  | 36   | 7  | 34                              | 15                                  |
| Rice or Flour Mill (Note 10)   | 223                     | 1.6%          | 78  | 98   | 7  | 17                              | 23                                  |
| Brewery or Distillery (Note 11)  | 113                     | 0.8%          | 73  | 10   | 2  | 15                              | 13                                  |
| <b>ALLIED BUSINESSES:</b>  |                         |               |   |  |  |                                 |                                     |
| Aquaculture  | 236                     | 1.7%          | 120   | 36   | 20   | 42                              | 18                                  |
| Biofuel Producer   | 108                     | 0.8%          | 41  | 27   | 2  | 26                              | 12                                  |
| Others Allied to the Field   | 2,256                   | 16.5%         | 300   | 78   | 45   | 253                             | 1,580                               |
| <b>Total Qualified Circulation</b>   | <b>13,705</b>           | <b>100.0%</b> | <b>5,610</b>                                | <b>3,464</b>   | <b>396</b>                                 | <b>1,961</b>                    | <b>2,274</b>                        |
| <b>Percent</b>   | <b>100.0%</b>           |               | <b>40.9%</b>                                | <b>25.3%</b>   | <b>2.9%</b>                                | <b>14.3%</b>                    | <b>16.6%</b>                        |

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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  
 www.feedandgrain.com