

REPORT

TOTAL AUDIENCE PROFILE



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For Period of October-December 2013

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: October-December 2013	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	7	14,047
E-Newsletters		
Industry Watch	3x/week	12,262
Email Marketing		
Email Marketing		11,911

SOCIAL INTERACTION

Social Media		
Facebook Likes		287
LinkedIn Group Members		40
Twitter Followers		1,891

WEBSITE METRICS

www.feedandgrain.com	Visits	Visitors	Pageviews	Avg Time on Site	Registered/ Identified Users*
October 2013	27,915	21,134	48,165	0:01:30	10,630
November 2013	23,769	19,217	41,734	0:01:19	10,794
December 2013	23,359	18,569	40,700	0:01:17	10,951
Average for Period	25,014	19,640	43,533	0:01:22	10,792

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 view 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

Registered/Identified Users: A user has signed up for an account and/or taken an action on a website.



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 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 2013 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)	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 7: Includes Feed/Premix Manufacturer Selling to Others.

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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)	2,648	21.6%	949	1,177	26	321	175
BOTH Grain Elevator and Feed Mixer/Dealer	1,553	12.7%	638	570	52	136	157
Feed Mixer/Dealer (Note 6)	1,578	12.9%	960	262	30	162	164
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	832	6.8%	383	169	65	97	118
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	648	5.3%	307	144	38	28	131
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	795	6.5%	390	86	23	186	110
CONTRACTORS/ENGINEERS:							
Millwright	219	1.8%	118	29	5	37	30
Plant Builder and/or Designer	280	2.3%	122	29	7	67	55
PROCESSORS:							
Soybean or Corn Processor	193	1.6%	81	41	7	23	41
Seed or Peanut Processor	165	1.3%	84	30	5	27	19
Rice or Flour Mill (Note 10)	211	1.7%	78	84	3	15	31
Brewery or Distillery (Note 11)	95	0.8%	54	14	1	3	23
ALLIED BUSINESSES:							
Aquaculture	226	1.8%	107	37	15	42	25
Biofuel Producer	97	0.8%	44	20	2	11	20
Others Allied to the Field	2,722	22.2%	268	55	39	255	2,105
Total Qualified Circulation	12,262	100.0%	4,583	2,747	318	1,410	3,204
Percent	100.0%		37.4%	22.4%	2.6%	11.5%	26.1%

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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)	2,446	20.5%	844	1,077	29	315	181
BOTH Grain Elevator and Feed Mixer/Dealer	1,482	12.4%	582	548	50	133	169
Feed Mixer/Dealer (Note 6)	1,472	12.4%	877	248	23	152	172
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	772	6.5%	347	157	56	86	126
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	623	5.2%	292	123	38	27	143
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	769	6.5%	368	89	17	176	119
CONTRACTORS/ENGINEERS:							
Millwright	206	1.7%	107	31	4	33	31
Plant Builder and/or Designer	257	2.2%	104	30	6	60	57
PROCESSORS:							
Soybean or Corn Processor	180	1.5%	67	39	5	24	45
Seed or Peanut Processor	162	1.4%	80	29	6	26	21
Rice or Flour Mill (Note 10)	195	1.6%	70	75	3	14	33
Brewery or Distillery (Note 11)	108	0.9%	64	13	1	3	27
ALLIED BUSINESSES:							
Aquaculture	239	2.0%	118	39	14	41	27
Biofuel Producer	96	0.8%	40	21	1	12	22
Others Allied to the Field	2,904	24.4%	265	54	43	271	2,271
Total Qualified Circulation	11,911	100.0%	4,225	2,573	296	1,373	3,444
Percent	100.0%		35.5%	21.6%	2.5%	11.5%	28.9%

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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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