

TOTAL AUDIENCE PROFILE



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For Period of JANUARY-MARCH 2018

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: January - March 2018	Frequency	Qualified/ Delivered Distribution
Feed & Grain		
Print Version (BPA audited) - Oct/Nov 2017 edition	7	15,700
Digital Version (Non-audited)	6	16,758
E-Newsletters		
Industry News	5x/week	13,605
Email Marketing		
Email Marketing		14,978

WEBSITE METRICS

www.feedandgrain.com	Visits	Visitors	Pageviews	Avg Time on Site
January 2018	42,020	25,426	74,181	1:50:00
February 2018	35,578	23,060	61,883	1:51:00
March 2018	52,100	32,420	90,307	1:56:00
Average for Period	43,233	26,969	75,457	1:52:20

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

	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)	4,916	31.2%	2,613	1,929	24	350
BOTH Grain Elevator and Feed Mixer/Dealer	1,741	11.1%	883	594	33	231
Feed Mixer/Dealer (Note 6)	4,671	29.7%	3,123	962	43	543
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	1,091	6.9%	704	237	52	98
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	734	4.7%	509	144	29	52
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	1,111	7.1%	603	133	31	344
CONTRACTORS/ENGINEERS:						
Millwright	269	1.7%	187	37	2	43
Plant Builder and/or Designer	265	1.7%	139	48	10	68
PROCESSORS:						
Soybean or Corn Processor	243	1.5%	136	55	15	37
Seed or Peanut Processor	187	1.2%	91	42	6	48
Rice or Flour Mill (Note 10)	178	1.1%	93	77	2	6
Brewery or Distillery (Note 11)	50	0.3%	36	2	2	10
ALLIED BUSINESSES:						
Aquaculture	211	1.3%	147	34	10	20
Biofuel Producer	75	0.5%	34	17	3	21
Total Qualified Circulation	15,742	100.0%	9,298	4,311	262	1,871
Percent	100.0%		59.1%	27.4%	1.7%	11.9%

Source: December 2017 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)	3,728	22.2%	1,425	1,789	35	404	75
BOTH Grain Elevator and Feed Mixer/Dealer	1,703	10.2%	760	604	59	201	79
Feed Mixer/Dealer (Note 6)	2,991	17.9%	1,803	764	40	328	56
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	1,089	6.5%	547	279	92	125	46
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	743	4.4%	422	160	50	50	61
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	992	5.9%	543	135	40	230	44
CONTRACTORS/ENGINEERS:							
Millwright	297	1.8%	170	49	6	53	19
Plant Builder and/or Designer	421	2.5%	169	76	12	132	32
PROCESSORS:							
Soybean or Corn Processor	274	1.6%	115	67	24	43	25
Seed or Peanut Processor	171	1.0%	77	44	3	36	11
Rice or Flour Mill (Note 10)	252	1.5%	101	113	7	19	12
Brewery or Distillery (Note 11)	145	0.9%	85	36	4	12	8
ALLIED BUSINESSES:							
Aquaculture	225	1.3%	119	37	18	39	12
Biofuel Producer	119	0.7%	53	28	8	21	9
Others Allied to the Field	3,606	21.5%	345	299	55	302	2,605
Total Qualified Circulation	16,756	100.0%	6,734	4,480	453	1,995	3,094
Percent	100.0%		40.2%	26.7%	2.7%	11.9%	18.5%



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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)	3,271	24.0%	1,240	1,585	27	368	51
BOTH Grain Elevator and Feed Mixer/Dealer	1,429	10.5%	637	531	44	167	50
Feed Mixer/Dealer (Note 6)	2,399	17.6%	1,446	613	29	286	25
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	919	6.8%	471	251	73	101	23
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	551	4.0%	304	138	35	38	36
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	796	5.9%	417	100	36	219	24
CONTRACTORS/ENGINEERS:							
Millwright	224	1.6%	128	41	5	43	7
Plant Builder and/or Designer	336	2.5%	147	60	10	98	21
PROCESSORS:							
Soybean or Corn Processor	215	1.6%	96	51	18	34	16
Seed or Peanut Processor	140	1.0%	66	34	1	31	8
Rice or Flour Mill (Note 10)	220	1.6%	97	95	6	15	7
Brewery or Distillery (Note 11)	106	0.8%	58	32	3	9	4
ALLIED BUSINESSES:							
Aquaculture	154	1.1%	79	28	14	29	4
Biofuel Producer	93	0.7%	39	21	8	20	5
Others Allied to the Field	2,752	20.2%	268	291	40	217	1,936
Total Qualified Circulation	13,605	100.0%	5,493	3,871	349	1,675	2,217
Percent	100.0%		40.4%	28.5%	2.6%	12.3%	16.3%

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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)	3,326	22.2%	1,263	1,597	30	366	70
BOTH Grain Elevator and Feed Mixer/Dealer	1,555	10.4%	684	560	50	188	73
Feed Mixer/Dealer (Note 6)	2,741	18.3%	1,642	680	30	335	54
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	966	6.4%	487	265	74	103	37
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	644	4.3%	353	148	41	45	57
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	947	6.3%	496	123	38	249	41
CONTRACTORS/ENGINEERS:							
Millwright	264	1.8%	152	45	6	46	15
Plant Builder and/or Designer	362	2.4%	157	63	11	103	28
PROCESSORS:							
Soybean or Corn Processor	235	1.6%	99	58	18	37	23
Seed or Peanut Processor	148	1.0%	66	33	3	34	12
Rice or Flour Mill (Note 10)	235	1.6%	100	102	7	14	12
Brewery or Distillery (Note 11)	138	0.9%	82	34	3	11	8
ALLIED BUSINESSES:							
Aquaculture	202	1.3%	105	34	16	36	11
Biofuel Producer	96	0.6%	41	24	7	17	7
Others Allied to the Field	3,119	20.8%	250	270	45	230	2,324
Total Qualified Circulation	14,978	100.0%	5,977	4,036	379	1,814	2,772
Percent	100.0%		39.9%	26.9%	2.5%	12.1%	18.5%

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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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