

REPORT

TOTAL AUDIENCE PROFILE



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For Period of **JANUARY - MARCH 2019**

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 2019	Frequency	Qualified/Delivered Distribution
Feed & Grain		
Print Version (BPA audited) - Oct/Nov 2018 edition	7	15,700
Digital Version (Non-audited)	6	15,811
E-Newsletters		
Industry News	5x/week	12,163
Email Marketing		
Email Marketing		13,079

WEBSITE METRICS

www.feedandgrain.com	Visits	Visitors	Pageviews	Avg Time on Site
January 2019	59,476	39,538	103,186	1:43:00
February 2019	52,579	36,680	87,619	1:56:00
March 2019	52,951	36,285	87,156	1:59:00
Average for Period	55,002	37,501	92,654	1:52:40

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)	5,111	32.6%	2,364	2,391	22	334
BOTH Grain Elevator and Feed Mixer/Dealer	1,621	10.3%	864	542	26	189
Feed Mixer/Dealer (Note 6)	4,513	28.7%	2,721	1,287	32	473
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	1,029	6.6%	674	210	51	94
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	759	4.8%	531	141	38	49
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	1,155	7.4%	681	144	34	296
CONTRACTORS/ENGINEERS:						
Millwright	230	1.5%	157	32	4	37
Plant Builder and/or Designer	294	1.9%	151	52	11	80
PROCESSORS:						
Soybean or Corn Processor	259	1.6%	149	59	13	38
Seed or Peanut Processor	196	1.2%	106	40	7	43
Rice or Flour Mill (Note 10)	172	1.1%	98	63	3	8
Brewery or Distillery (Note 11)	48	0.3%	35	2	3	8
ALLIED BUSINESSES:						
Aquaculture	247	1.6%	172	40	10	25
Biofuel Producer	66	0.4%	30	17	6	13
Total Qualified Circulation	15,700	100.0%	8,733	5,020	260	1,687
Percent	100.0%		55.6%	32.0%	1.7%	10.7%



Source: December 2018 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)	3,960	25.0%	1,624	1,834	32	403	67
BOTH Grain Elevator and Feed Mixer/Dealer	1,637	10.4%	732	561	59	211	74
Feed Mixer/Dealer (Note 6)	4,426	28.0%	2,456	1,486	39	392	53
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	1,139	7.2%	593	293	99	114	40
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	1,040	6.6%	624	246	60	51	59
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	1,076	6.8%	579	125	50	282	40
CONTRACTORS/ENGINEERS:							
Millwright	762	4.8%	462	198	5	82	15
Plant Builder and/or Designer	460	2.9%	195	79	14	142	30
PROCESSORS:							
Soybean or Corn Processor	295	1.9%	129	80	21	43	22
Seed or Peanut Processor	166	1.0%	79	40	5	32	10
Rice or Flour Mill (Note 10)	283	1.8%	123	120	6	18	16
Brewery or Distillery (Note 11)	213	1.3%	121	65	5	12	10
ALLIED BUSINESSES:							
Aquaculture	248	1.6%	144	42	16	36	10
Biofuel Producer	106	0.7%	49	26	7	19	5
Others Allied to the Field	-	0.0%	-	-	-	-	-
Total Qualified Circulation	15,811	100.0%	7,910	5,195	418	1,837	451
Percent	100.0%		50.0%	32.9%	2.6%	11.6%	2.9%



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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)	2,703	22.2%	1,093	1,246	23	296	45
BOTH Grain Elevator and Feed Mixer/Dealer	1,131	9.3%	505	391	44	149	42
Feed Mixer/Dealer (Note 6)	2,332	19.2%	1,399	659	25	226	23
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	750	6.2%	384	199	65	83	19
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	619	5.1%	354	163	38	33	31
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	653	5.4%	361	68	31	178	15
CONTRACTORS/ENGINEERS:							19
Millwright	389	3.2%	244	86	4	49	6
Plant Builder and/or Designer	313	2.6%	131	51	13	107	11
PROCESSORS:							4
Soybean or Corn Processor	196	1.6%	88	57	15	26	10
Seed or Peanut Processor	114	0.9%	57	29	1	21	6
Rice or Flour Mill (Note 10)	193	1.6%	85	82	4	12	10
Brewery or Distillery (Note 11)	99	0.8%	56	25	3	9	6
ALLIED BUSINESSES:							
Aquaculture	135	1.1%	81	21	12	18	3
Biofuel Producer	68	0.6%	30	14	5	15	4
Others Allied to the Field	2,468	20.3%	255	323	45	197	1,648
Total Qualified Circulation	12,163	100.0%	5,123	3,414	328	1,419	1,902
Percent	100.0%		42.1%	28.1%	2.7%	11.7%	15.6%

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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)	3,251	24.9%	1,340	1,526	29	331	25
BOTH Grain Elevator and Feed Mixer/Dealer	1,348	10.3%	611	472	49	174	42
Feed Mixer/Dealer (Note 6)	3,816	29.2%	2,119	1,319	28	331	19
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	912	7.0%	483	249	77	89	14
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	822	6.3%	511	206	44	40	21
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	877	6.7%	493	99	41	229	15
CONTRACTORS/ENGINEERS:							
Millwright	686	5.2%	418	184	5	74	5
Plant Builder and/or Designer	340	2.6%	150	58	14	107	11
PROCESSORS:							
Soybean or Corn Processor	213	1.6%	95	62	16	32	8
Seed or Peanut Processor	132	1.0%	63	31	4	30	4
Rice or Flour Mill (Note 10)	231	1.8%	103	106	5	7	10
Brewery or Distillery (Note 11)	180	1.4%	101	61	4	10	4
ALLIED BUSINESSES:							
Aquaculture	190	1.5%	112	34	14	26	4
Biofuel Producer	81	0.6%	35	22	5	18	1
Others Allied to the Field	-	0.0%					
Total Qualified Circulation	13,079	100.0%	6,634	4,429	335	1,498	183
Percent	100.0%		50.7%	33.9%	2.6%	11.5%	1.4%

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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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