

REPORT

TOTAL AUDIENCE PROFILE



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For Period of APRIL-JUNE 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: April - May 2018	Frequency	Qualified/Delivered Distribution
Feed & Grain		
Print Version (BPA audited) - Oct/Nov 2017 edition	7	15,672
Digital Version (Non-audited)	6	14,684
E-Newsletters		
Industry News	5x/week	13,295
Email Marketing		
Email Marketing		12,271

WEBSITE METRICS

www.feedandgrain.com	Visits	Visitors	Pageviews	Avg Time on Site
April 2018	48,226	31,974	84,837	1:50:00
May 2018	45,400	28,921	78,550	1:51:00
June 2018	47,224	28,695	83,041	1:53:00
Average for Period	46,950	29,863	82,143	1:51:20

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

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)	5,205	33.2%	2,328	2,554	18	305
BOTH Grain Elevator and Feed Mixer/Dealer	1,546	9.9%	820	513	21	192
Feed Mixer/Dealer (Note 6)	4,788	30.6%	2,842	1,452	32	462
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	1,001	6.4%	662	204	42	93
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	664	4.2%	476	119	29	40
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	1,083	6.9%	622	138	33	290
CONTRACTORS/ENGINEERS:						
Millwright	215	1.4%	148	31	4	32
Plant Builder and/or Designer	266	1.7%	136	50	10	70
PROCESSORS:						
Soybean or Corn Processor	227	1.4%	132	50	11	34
Seed or Peanut Processor	182	1.2%	93	38	6	45
Rice or Flour Mill (Note 10)	157	1.0%	86	60	4	7
Brewery or Distillery (Note 11)	44	0.3%	34	2	1	7
ALLIED BUSINESSES:						
Aquaculture	227	1.4%	159	36	8	24
Biofuel Producer	67	0.4%	30	17	6	14
Total Qualified Circulation	15,672	100.0%	8,568	5,264	225	1,615
Percent	100.0%		54.7%	33.6%	1.4%	10.3%

Source: June 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)	3,299	22.5%	1,307	1,584	33	366	9
BOTH Grain Elevator and Feed Mixer/Dealer	1,500	10.2%	678	546	53	189	34
Feed Mixer/Dealer (Note 6)	2,694	18.3%	1,672	647	36	334	5
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	932	6.3%	494	241	84	111	2
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	649	4.4%	404	140	52	40	13
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	928	6.3%	523	110	35	255	5
CONTRACTORS/ENGINEERS:							
Millwright	249	1.7%	153	43	6	45	2
Plant Builder and/or Designer	356	2.4%	163	66	11	111	5
PROCESSORS:							
Soybean or Corn Processor	208	1.4%	97	53	18	37	3
Seed or Peanut Processor	141	1.0%	70	36	2	32	1
Rice or Flour Mill (Note 10)	224	1.5%	99	102	8	10	5
Brewery or Distillery (Note 11)	111	0.8%	66	27	2	13	3
ALLIED BUSINESSES:							
Aquaculture	178	1.2%	102	29	13	31	3
Biofuel Producer	91	0.6%	47	24	7	12	1
Others Allied to the Field	3,124	21.3%	-	-	-	-	3,124
Total Qualified Circulation	14,684	100.0%	5,875	3,648	360	1,586	3,215
Percent	100.0%		40.0%	24.8%	2.5%	10.8%	21.9%



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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)	3,130	23.5%	1,195	1,509	27	351	48
BOTH Grain Elevator and Feed Mixer/Dealer	1,384	10.4%	614	509	43	169	49
Feed Mixer/Dealer (Note 6)	2,270	17.1%	1,372	564	27	282	25
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	865	6.5%	444	227	69	103	22
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	569	4.3%	313	145	37	39	35
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	778	5.9%	411	97	35	212	23
CONTRACTORS/ENGINEERS:							
Millwright	218	1.6%	124	41	5	41	7
Plant Builder and/or Designer	334	2.5%	141	63	11	98	21
PROCESSORS:							
Soybean or Corn Processor	212	1.6%	94	52	18	34	14
Seed or Peanut Processor	136	1.0%	63	33	2	30	8
Rice or Flour Mill (Note 10)	225	1.7%	95	99	6	14	11
Brewery or Distillery (Note 11)	98	0.7%	50	29	3	11	5
ALLIED BUSINESSES:							
Aquaculture	146	1.1%	78	25	12	27	4
Biofuel Producer	89	0.7%	36	21	8	19	5
Others Allied to the Field	2,841	21.4%	280	392	39	225	1,905
Total Qualified Circulation	13,295	100.0%	5,310	3,806	342	1,655	2,182
Percent	100.0%		39.9%	28.6%	2.6%	12.4%	16.4%

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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)	2,863	23.3%	1,121	1,397	28	309	8
BOTH Grain Elevator and Feed Mixer/Dealer	1,342	10.9%	601	495	45	169	32
Feed Mixer/Dealer (Note 6)	2,378	19.4%	1,484	564	26	300	4
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	788	6.4%	414	219	62	91	2
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	531	4.3%	325	121	41	35	9
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	818	6.7%	460	104	31	218	5
CONTRACTORS/ENGINEERS:							
Millwright	211	1.7%	125	40	6	38	2
Plant Builder and/or Designer	285	2.3%	131	51	11	87	5
PROCESSORS:							
Soybean or Corn Processor	177	1.4%	82	45	15	32	3
Seed or Peanut Processor	122	1.0%	59	28	3	31	1
Rice or Flour Mill (Note 10)	202	1.6%	87	96	7	7	5
Brewery or Distillery (Note 11)	102	0.8%	61	27	2	10	2
ALLIED BUSINESSES:							
Aquaculture	159	1.3%	87	28	12	29	3
Biofuel Producer	74	0.6%	37	20	6	11	-
Others Allied to the Field	2,219	18.1%	195	185	30	152	1,657
Total Qualified Circulation	12,271	100.0%	5,269	3,420	325	1,519	1,738
Percent	100.0%		42.9%	27.9%	2.6%	12.4%	14.2%

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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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