

# REPORT

## TOTAL AUDIENCE PROFILE



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For Period of APRIL - JUNE 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: April - June 2019	Frequency	Qualified/Delivered Distribution
<b>Feed &amp; Grain</b>		
Print Version (BPA audited) - Oct/Nov 2018 edition	7	15,700
Digital Version (Non-audited)	6	15,698
<b>E-Newsletters</b>		
Industry News	5x/week	12,239
<b>Email Marketing</b>		
Email Marketing		12,876

### WEBSITE METRICS

www.feedandgrain.com	Visits	Visitors	Pageviews	Avg Time on Site
April 2019	51,285	34,812	83,737	1:56:00
May 2019	51,486	35,686	83,869	1:53:00
June 2019	51,496	36,865	80,136	1:52:00
<b>Average for Period</b>	<b>51,422</b>	<b>35,788</b>	<b>82,581</b>	<b>1:53:40</b>

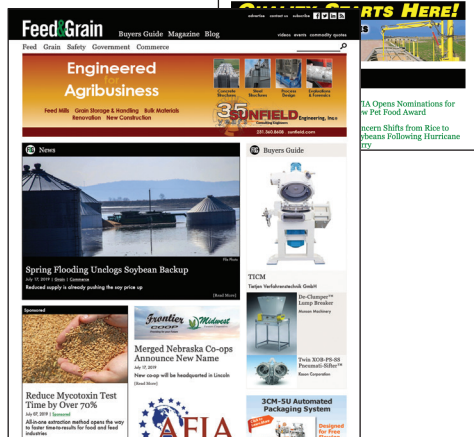
Source: Google Analytics

**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)	4,079	26.0%	1,932	1,842	287	18
BOTH Grain Elevator and Feed Mixer/Dealer	1,323	8.4%	706	446	152	19
Feed Mixer/Dealer (Note 6)	5,078	32.3%	3,676	993	383	26
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	1,047	6.7%	634	283	85	45
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	932	5.9%	650	203	44	35
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	1,048	6.7%	629	138	246	35
<b>CONTRACTORS/ENGINEERS:</b>						
Millwright	837	5.3%	540	225	71	1
Plant Builder and/or Designer	272	1.7%	143	45	75	9
<b>PROCESSORS:</b>						
Soybean or Corn Processor	235	1.5%	130	64	29	12
Seed or Peanut Processor	177	1.1%	98	35	38	6
Rice or Flour Mill (Note 10)	208	1.3%	115	83	7	3
Brewery or Distillery (Note 11)	177	1.1%	104	57	13	3
<b>ALLIED BUSINESSES:</b>						
Aquaculture	229	1.5%	156	41	22	10
Biofuel Producer	58	0.4%	26	16	12	4
<b>Total Qualified Circulation</b>	<b>15,700</b>	<b>100.0%</b>	<b>9,539</b>	<b>4,471</b>	<b>1,464</b>	<b>226</b>
<b>Percent</b>	<b>100.0%</b>		<b>60.8%</b>	<b>28.5%</b>	<b>9.3%</b>	<b>1.4%</b>



Source: June 2019 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)	3,948	25.1%	1,631	1,811	33	406	67
BOTH Grain Elevator and Feed Mixer/Dealer	1,645	10.5%	734	571	57	210	73
Feed Mixer/Dealer (Note 6)	4,364	27.8%	2,423	1,463	42	383	53
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	1,130	7.2%	584	295	99	112	40
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	1,049	6.7%	627	250	63	49	60
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	1,043	6.6%	575	126	48	288	6
<b>CONTRACTORS/ENGINEERS:</b>							
Millwright	774	4.9%	451	198	5	84	36
Plant Builder and/or Designer	448	2.9%	192	81	16	144	15
<b>PROCESSORS:</b>							
Soybean or Corn Processor	280	1.8%	128	83	21	43	5
Seed or Peanut Processor	176	1.1%	79	38	5	32	22
Rice or Flour Mill (Note 10)	275	1.8%	119	120	8	18	10
Brewery or Distillery (Note 11)	218	1.4%	121	65	5	11	16
<b>ALLIED BUSINESSES:</b>							
Aquaculture	246	1.6%	143	41	16	36	10
Biofuel Producer	102	0.6%	48	24	7	18	5
Others Allied to the Field	-	0.0%	-	-	-	-	-
<b>Total Qualified Circulation</b>	<b>15,698</b>	<b>100.0%</b>	<b>7,855</b>	<b>5,166</b>	<b>425</b>	<b>1,834</b>	<b>418</b>
<b>Percent</b>	<b>100.0%</b>		<b>50.0%</b>	<b>32.9%</b>	<b>2.7%</b>	<b>11.7%</b>	<b>2.7%</b>



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**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)	2,707	22.1%	1,100	1,240	23	299	45
BOTH Grain Elevator and Feed Mixer/Dealer	1,154	9.4%	514	406	42	149	43
Feed Mixer/Dealer (Note 6)	2,359	19.3%	1,406	671	27	232	23
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	739	6.0%	378	195	66	80	20
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	643	5.3%	368	169	41	33	32
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	655	5.4%	354	70	30	183	18
<b>CONTRACTORS/ENGINEERS:</b>							
Millwright	391	3.2%	238	89	4	54	6
Plant Builder and/or Designer	325	2.7%	129	55	14	107	20
<b>PROCESSORS:</b>							
Soybean or Corn Processor	198	1.6%	88	59	15	26	10
Seed or Peanut Processor	114	0.9%	57	29	1	21	6
Rice or Flour Mill (Note 10)	196	1.6%	84	84	6	12	10
Brewery or Distillery (Note 11)	99	0.8%	56	26	3	8	6
<b>ALLIED BUSINESSES:</b>							
Aquaculture	132	1.1%	77	20	12	20	3
Biofuel Producer	58	0.5%	25	13	5	15	
Others Allied to the Field	2,469	20.2%	235	287	43	193	1,711
<b>Total Qualified Circulation</b>	<b>12,239</b>	<b>100.0%</b>	<b>5,109</b>	<b>3,413</b>	<b>332</b>	<b>1,432</b>	<b>1,953</b>
<b>Percent</b>	<b>100.0%</b>		<b>41.7%</b>	<b>27.9%</b>	<b>2.7%</b>	<b>11.7%</b>	<b>16.0%</b>

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**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.

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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
<b>Business and Industry</b>							
<b>GRAIN/FEED BUSINESSES:</b>							
Grain Elevator (Country or Terminal) (Note 5)	3,220	25.0%	1,332	1,504	29	328	27
BOTH Grain Elevator and Feed Mixer/Dealer	1,355	10.5%	615	478	47	173	42
Feed Mixer/Dealer (Note 6)	3,728	29.0%	2,061	1,294	31	323	19
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	892	6.9%	469	246	79	84	14
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	821	6.4%	505	207	47	40	22
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	871	6.8%	482	100	40	234	15
<b>CONTRACTORS/ENGINEERS:</b>							
Millwright	649	5.0%	391	173	5	75	5
Plant Builder and/or Designer	337	2.6%	143	59	16	109	10
<b>PROCESSORS:</b>							
Soybean or Corn Processor	214	1.7%	94	65	16	31	8
Seed or Peanut Processor	129	1.0%	62	29	4	30	4
Rice or Flour Mill (Note 10)	227	1.8%	99	105	7	7	9
Brewery or Distillery (Note 11)	173	1.3%	97	59	4	9	4
<b>ALLIED BUSINESSES:</b>							
Aquaculture	186	1.4%	108	33	14	27	4
Biofuel Producer	74	0.6%	34	20	5	11	4
Others Allied to the Field	-	0.0%					
<b>Total Qualified Circulation</b>	<b>12,876</b>	<b>100.0%</b>	<b>6,492</b>	<b>4,372</b>	<b>344</b>	<b>1,481</b>	<b>187</b>
<b>Percent</b>	<b>100.0%</b>		<b>50.4%</b>	<b>34.0%</b>	<b>2.7%</b>	<b>11.5%</b>	<b>1.5%</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  
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