

REPORT

TOTAL AUDIENCE PROFILE



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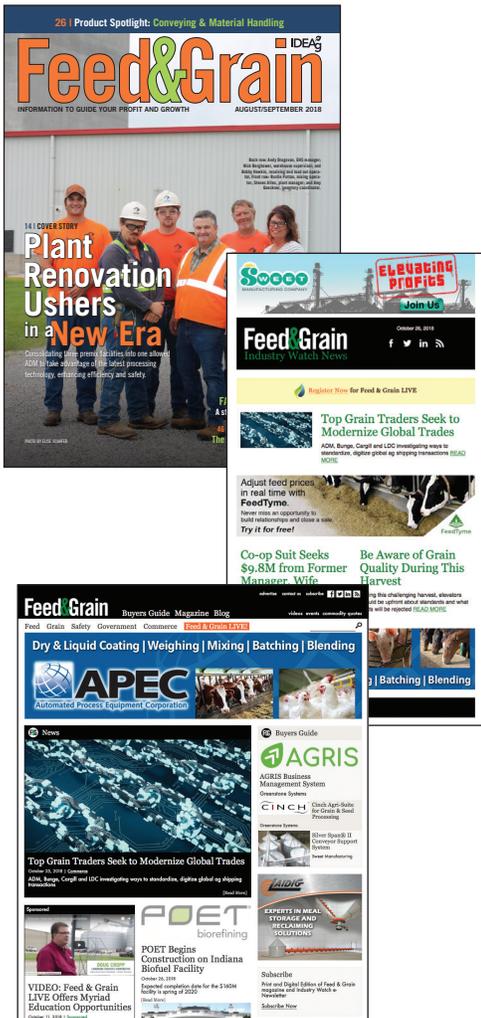
For Period of JULY-SEPTEMBER 2018

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: July - September 2018	Frequency	Qualified/Delivered Distribution
Feed & Grain		
Print Version (BPA audited) - Oct/Nov 2017 edition	7	15,672
Digital Version (Non-audited)	6	14,383
E-Newsletters		
Industry News	5x/week	13,145
Email Marketing		
Email Marketing		12,157

WEBSITE METRICS

www.feedandgrain.com	Visits	Visitors	Pageviews	Avg Time on Site
July 2018	48,634	28,842	85,716	1:52:00
August 2018	57,960	35,475	105,016	1:46:00
September 2018	56,072	36,478	99,540	1:45:00
Average for Period	54,222	33,598	96,757	1:47:40

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)	5,205	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)	3,222	22.4%	1,288	1,550	29	346	9
BOTH Grain Elevator and Feed Mixer/Dealer	1,467	10.2%	668	536	50	179	34
Feed Mixer/Dealer (Note 6)	2,650	18.4%	1,660	637	33	315	5
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	889	6.2%	484	231	74	98	2
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	627	4.4%	398	130	48	38	13
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	904	6.3%	519	105	30	245	5
CONTRACTORS/ENGINEERS:							
Millwright	247	1.7%	153	41	6	45	2
Plant Builder and/or Designer	350	2.4%	163	60	11	111	5
PROCESSORS:							
Soybean or Corn Processor	194	1.3%	87	50	17	37	3
Seed or Peanut Processor	135	0.9%	68	32	2	32	1
Rice or Flour Mill (Note 10)	209	1.5%	88	98	8	10	5
Brewery or Distillery (Note 11)	103	0.7%	60	25	2	13	3
ALLIED BUSINESSES:							
Aquaculture	174	1.2%	100	27	13	31	3
Biofuel Producer	88	0.6%	45	23	7	12	1
Others Allied to the Field	3,124	21.7%	-	-	-	-	3,124
Total Qualified Circulation	14,383	100.0%	5,781	3,545	330	1,512	3,215
Percent	100.0%		40.2%	24.6%	2.3%	10.5%	22.4%



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Note 7: Includes Feed/Premix Manufacturer Selling to Others.

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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
Business and Industry							
GRAIN/FEED BUSINESSES:							
Grain Elevator (Country or Terminal) (Note 5)	3,105	23.6%	1,195	1,484	29	349	48
BOTH Grain Elevator and Feed Mixer/Dealer	1,390	10.6%	622	508	46	165	49
Feed Mixer/Dealer (Note 6)	2,212	16.8%	1,332	551	23	278	28
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	846	6.4%	437	217	73	98	21
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	578	4.4%	315	144	43	41	35
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	780	5.9%	416	99	36	206	23
CONTRACTORS/ENGINEERS:							
Millwright	214	1.6%	122	41	5	39	7
Plant Builder and/or Designer	337	2.6%	138	64	12	102	21
PROCESSORS:							
Soybean or Corn Processor	226	1.7%	102	57	17	36	14
Seed or Peanut Processor	133	1.0%	65	33	1	26	8
Rice or Flour Mill (Note 10)	217	1.7%	96	91	5	14	11
Brewery or Distillery (Note 11)	95	0.7%	50	28	4	8	5
ALLIED BUSINESSES:							
Aquaculture	148	1.1%	80	25	12	26	5
Biofuel Producer	90	0.7%	36	21	8	19	6
Others Allied to the Field	2,774	21.1%	277	382	41	218	1,856
Total Qualified Circulation	13,145	100.0%	5,283	3,745	355	1,625	2,137
Percent	100.0%		40.2%	28.5%	2.7%	12.4%	16.3%

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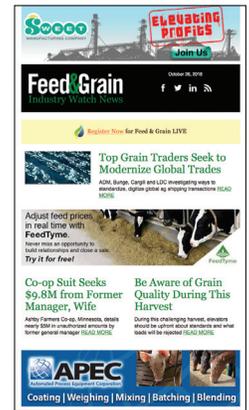
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EMAIL MARKETING

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)	2,900	23.9%	1,149	1,394	31	321	5
BOTH Grain Elevator and Feed Mixer/Dealer	1,389	11.4%	630	505	49	179	26
Feed Mixer/Dealer (Note 6)	2,357	19.4%	1,460	557	28	306	6
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	812	6.7%	420	215	79	95	3
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	582	4.8%	353	136	46	39	8
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	842	6.9%	473	102	37	225	5
CONTRACTORS/ENGINEERS:							
Millwright	228	1.9%	134	42	6	41	5
Plant Builder and/or Designer	318	2.6%	138	56	13	100	11
PROCESSORS:							
Soybean or Corn Processor	203	1.7%	92	53	16	34	8
Seed or Peanut Processor	128	1.1%	61	32	3	28	4
Rice or Flour Mill (Note 10)	207	1.7%	93	92	5	7	10
Brewery or Distillery (Note 11)	108	0.9%	62	31	4	7	4
ALLIED BUSINESSES:							
Aquaculture	166	1.4%	92	26	14	29	5
Biofuel Producer	77	0.6%	36	22	6	12	1
Others Allied to the Field	1,840	15.1%	254	387	37	207	955
Total Qualified Circulation	12,157	100.0%	5,447	3,650	374	1,630	1,056
Percent	100.0%		44.8%	30.0%	3.1%	13.4%	8.7%

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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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