

REPORT

TOTAL AUDIENCE PROFILE



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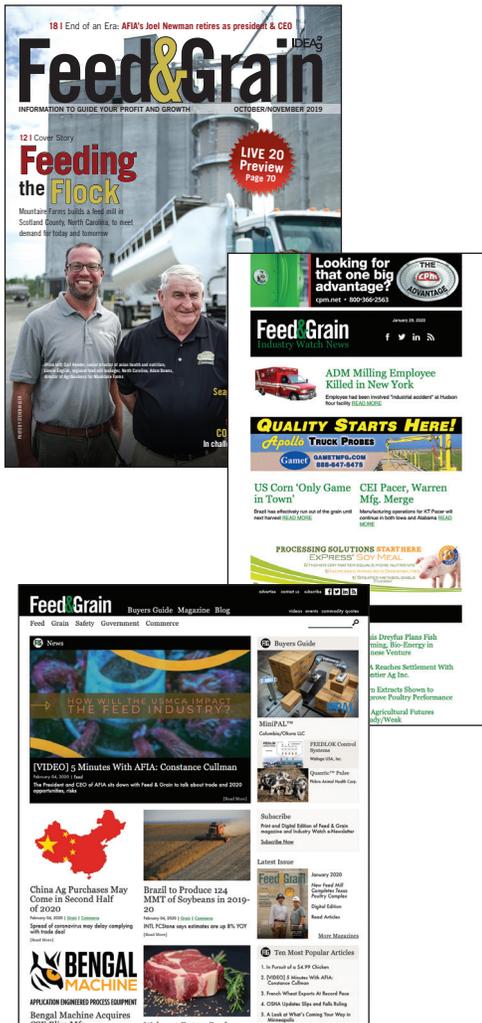
For Period of **OCTOBER-NOVEMBER 2019**

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: October/November 2019	Frequency	Qualified/Delivered Distribution
Feed & Grain		
Print Version (BPA audited) - October/November 2019 edition	7	15,700
Digital Version (Non-audited)	6	16,271
E-Newsletters		
Industry News	5x/week	13,991
Email Marketing		
Email Marketing		13,145

WEBSITE METRICS

www.feedandgrain.com	Visits	Visitors	Pageviews	Avg Time on Site
October 2019	70,211	54,476	106,664	1:55:00
November 2019	69,380	54,078	105,221	1:52:00
December 2019	55,245	43,423	83,614	1:57:00
Average for Period	64,945	50,659	98,500	1:54:40

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)	4,297	27.4%	2,030	1,933	21	313
BOTH Grain Elevator and Feed Mixer/Dealer	1,342	8.5%	707	463	21	151
Feed Mixer/Dealer (Note 6)	4,919	31.3%	3,544	974	31	370
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	1,023	6.5%	615	279	44	85
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	925	5.9%	646	194	38	47
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	1,046	6.7%	625	139	35	247
CONTRACTORS/ENGINEERS:						
Millwright	802	5.1%	523	211	1	67
Plant Builder and/or Designer	272	1.7%	140	47	11	74
PROCESSORS:						
Soybean or Corn Processor	239	1.5%	132	67	12	28
Seed or Peanut Processor	173	1.1%	97	34	6	36
Rice or Flour Mill (Note 10)	203	1.3%	112	80	4	7
Brewery or Distillery (Note 11)	172	1.1%	100	56	3	13
ALLIED BUSINESSES:						
Aquaculture	231	1.5%	155	42	11	23
Biofuel Producer	56	0.4%	25	15	4	12
Total Qualified Circulation	15,700	100.0%	9,451	4,534	242	1,473
Percent	100.0%		60.2%	28.9%	1.5%	9.4%

Source: December 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
Business and Industry							
GRAIN/FEED BUSINESSES:							
Grain Elevator (Country or Terminal) (Note 5)	4,114	25.3%	1,671	1,949	33	416	45
BOTH Grain Elevator and Feed Mixer/Dealer	1,605	9.9%	731	568	49	207	50
Feed Mixer/Dealer (Note 6)	4,592	28.2%	2,675	1,453	38	377	49
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	1,155	7.1%	642	280	88	111	34
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	1,073	6.6%	639	258	63	57	56
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	1,107	6.8%	619	138	47	300	3
CONTRACTORS/ENGINEERS:							
Millwright	865	5.3%	517	221	5	91	31
Plant Builder and/or Designer	446	2.7%	196	77	17	144	12
PROCESSORS:							
Soybean or Corn Processor	263	1.6%	123	78	21	40	1
Seed or Peanut Processor	174	1.1%	85	36	3	31	19
Rice or Flour Mill (Note 10)	309	1.9%	133	149	8	13	6
Brewery or Distillery (Note 11)	235	1.4%	127	74	3	18	13
ALLIED BUSINESSES:							
Aquaculture	232	1.4%	142	40	15	33	2
Biofuel Producer	101	0.6%	46	29	8	15	3
Others Allied to the Field	-	0.0%	-	-	-	-	-
Total Qualified Circulation	16,271	100.0%	8,346	5,350	398	1,853	324
Percent	100.0%		51.3%	32.9%	2.4%	11.4%	2.0%



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

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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)	3,483	24.9%	1,327	1,752	29	362	13
BOTH Grain Elevator and Feed Mixer/Dealer	1,289	9.2%	517	514	45	187	26
Feed Mixer/Dealer (Note 6)	3,652	26.1%	1,905	1,355	31	357	4
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	1,001	7.2%	530	289	75	102	5
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	820	5.9%	492	227	44	48	9
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	899	6.4%	481	114	39	261	4
CONTRACTORS/ENGINEERS:							
Millwright	634	4.5%	391	164	4	72	3
Plant Builder and/or Designer	350	2.5%	156	62	16	111	5
PROCESSORS:							
Soybean or Corn Processor	236	1.7%	108	73	17	33	5
Seed or Peanut Processor	124	0.9%	67	31	2	24	-
Rice or Flour Mill (Note 10)	281	2.0%	117	138	6	13	7
Brewery or Distillery (Note 11)	171	1.2%	92	58	2	16	3
ALLIED BUSINESSES:							
Aquaculture	166	1.2%	96	31	11	26	2
Biofuel Producer	83	0.6%	35	24	7	16	1
Others Allied to the Field	802	5.7%	218	153	5	176	250
Total Qualified Circulation	13,991	100.0%	6,532	4,985	333	1,804	337
Percent	100.0%		46.7%	35.6%	2.4%	12.9%	2.4%

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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)	3,311	25.2%	1,370	1,530	26	350	35
BOTH Grain Elevator and Feed Mixer/Dealer	1,429	10.9%	650	470	39	220	50
Feed Mixer/Dealer (Note 6)	3,847	29.3%	2,100	1,370	27	330	20
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	961	7.3%	478	286	80	99	18
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	892	6.8%	529	249	50	34	30
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	792	6.0%	415	99	39	210	29
CONTRACTORS/ENGINEERS:							
Millwright	478	3.6%	279	120	9	61	9
Plant Builder and/or Designer	353	2.7%	146	60	20	115	12
PROCESSORS:							
Soybean or Corn Processor	222	1.7%	99	65	18	31	9
Seed or Peanut Processor	147	1.1%	80	30	5	23	9
Rice or Flour Mill (Note 10)	313	2.4%	150	130	6	7	20
Brewery or Distillery (Note 11)	133	1.0%	77	34	5	8	9
ALLIED BUSINESSES:							
Aquaculture	194	1.5%	120	27	11	27	9
Biofuel Producer	73	0.6%	28	20	5	12	8
Others Allied to the Field	-	0.0%					
Total Qualified Circulation	13,145	100.0%	6,521	4,490	340	1,527	267
Percent	100.0%		49.6%	34.2%	2.6%	11.6%	2.0%

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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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Unless otherwise noted, all data reported is publisher's own data.