

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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Scan for publisher's contact information

Published seven times a year, **FEED & GRAIN** reaches 15,700 individuals involved in the feed, grain and allied grain processing marketplace. Known as the "operator's manual for the feed and grain industry", editorial coverage consists of facility profiles, operations management, industry trends, regulations, equipment selection, application and maintenance, as well as industry news. Feed & Grain provides leading-edge mobile, digital and interactive products including an iPad app, mobile site and the industry's most comprehensive Online Buyer's Guide.

### FIELD SERVED

**FEED & GRAIN** serves grain elevators (country or terminal), feed mixer/dealers, feed/premix manufacturers, manufacturers of livestock/poultry feed for own use, pet food manufacturers, distributors/brokers of feed or animal health additives/ingredients, millwrights, plant builders and/or designers, biofuel producers, soybean/corn/seed or peanut processors, rice or flour mills, breweries or distilleries, aquaculture and others allied to the field served.

### DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are corporate and general administration; mill/plant/elevator operations management; nutrition, research and development, sales and/or marketing and related personnel in the field served.

## CHANNELS

### FEED & GRAIN MAGAZINE



3 Issues in the period  
 15,700 average circulation

## EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
<b>FEED &amp; GRAIN MAGAZINE</b> (3 issues in the period)	15,700	-	15,700

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	13
Advertiser and Agency	350
Allocated for Trade Shows and Conventions	383
All Other	254
<b>TOTAL</b>	<b>1,001</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

	Total Qualified		Qualified Non-Paid		Qualified Paid	
QUALIFIED CIRCULATION	Copies	Percent	Copies	Percent	Copies	Percent
Individual	15,700	100.0	15,700	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,700</b>	<b>100.0</b>	<b>15,700</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2016 Issue	Total Qualified
January	15,700
February/ March	15,700
April/May	15,700

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2016**  
This issue is equal to the average of the other 2 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY JOB TITLE			
			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)	4,603	29.3	2,307	1,820	31	445
BOTH Grain Elevator and Feed Mixer/Dealer	1,823	11.6	928	621	28	246
Feed Mixer/Dealer (Note 6)	4,320	27.5	2,801	879	43	597
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	1,332	8.5	912	252	59	109
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	813	5.2	567	157	31	58
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	1,158	7.4	648	142	24	344
<b>CONTRACTORS/ENGINEERS</b>						
Millwright	263	1.7	190	32	2	39
Plant Builder and/or Designer	245	1.6	137	41	6	61
<b>PROCESSORS</b>						
Soybean or Corn Processor	286	1.8	171	59	11	45
Seed or Peanut Processor	188	1.2	98	45	4	41
Rice or Flour Mill (Note 10)	223	1.4	125	91	2	5
Brewery or Distillery (Note 11)	60	0.4	40	3	3	14
<b>ALLIED BUSINESSES</b>						
Aquaculture	304	1.9	233	27	11	33
Biofuel Producer	82	0.5	39	23	1	19
Other	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,700</b>	<b>100.0</b>	<b>9,196</b>	<b>4,192</b>	<b>256</b>	<b>2,056</b>
<b>PERCENT</b>	<b>100.0</b>		<b>58.6</b>	<b>26.7</b>	<b>1.6</b>	<b>13.1</b>

Note 1: Corporate and General Administration (Includes president, owner, CEO, CFO, general manager, vice president and related personnel).  
 Note 2: Mill, Plant or 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, Hogs, Poultry Hatcheries, Poultry and Eggs, 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.

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2016**

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	9,077	3,878	-	12,955	82.5
II. Request from recipient's company:	33	-	-	33	0.2
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	2,712	-	-	2,712	17.3
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>11,822</b>	<b>3,878</b>	<b>-</b>	<b>15,700</b>	<b>100.0</b>
<b>PERCENT</b>	<b>75.3</b>	<b>24.7</b>	<b>-</b>	<b>100.0</b>	

\*See Additional Data

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2016**

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	15,700	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,700</b>	<b>100.0</b>

**AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July - December 2013	January - June 2014	July - December 2014	January - June 2015	July - December 2015*	January - June 2016*
Total Audit Average Qualified:	14,950	15,700	15,700	15,700	15,700	15,700
Qualified Non-Paid:	14,950	15,700	15,700	15,700	15,700	15,700
Qualified Paid:	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

\*NOTE: July 2015 - June 2016 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2016**

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	37		Kentucky	275	
New Hampshire	28		Tennessee	272	
Vermont	32		Alabama	214	
Massachusetts	71		Mississippi	183	
Rhode Island	8		<b>EAST SO. CENTRAL</b>	<b>944</b>	<b>6.0</b>
Connecticut	39		Arkansas	251	
<b>NEW ENGLAND</b>	<b>215</b>	<b>1.4</b>	Louisiana	174	
New York	237		Oklahoma	299	
New Jersey	60		Texas	896	
Pennsylvania	459		<b>WEST SO. CENTRAL</b>	<b>1,620</b>	<b>10.3</b>
<b>MIDDLE ATLANTIC</b>	<b>756</b>	<b>4.8</b>	Montana	195	
Ohio	711		Idaho	184	
Indiana	657		Wyoming	49	
Illinois	1,046		Colorado	248	
Michigan	415		New Mexico	53	
Wisconsin	529		Arizona	101	
<b>EAST NO. CENTRAL</b>	<b>3,358</b>	<b>21.4</b>	Utah	62	
Minnesota	870		Nevada	25	
Iowa	1,278		<b>MOUNTAIN</b>	<b>917</b>	<b>5.8</b>
Missouri	612		Alaska	15	
North Dakota	508		Washington	286	
South Dakota	426		Oregon	161	
Nebraska	669		California	593	
Kansas	770		Hawaii	11	
<b>WEST NO. CENTRAL</b>	<b>5,133</b>	<b>32.8</b>	<b>PACIFIC</b>	<b>1,066</b>	<b>6.8</b>
Delaware	36		<b>UNITED STATES</b>	<b>15,696</b>	<b>100.0</b>
Maryland	129		U.S. Territories	4	
Washington, DC	3		Canada	-	
Virginia	225		Mexico	-	
West Virginia	58		Other International	-	
North Carolina	388		APO/FPO	-	
South Carolina	166				
Georgia	359				
Florida	323				
<b>SOUTH ATLANTIC</b>	<b>1,687</b>	<b>10.7</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,700</b>	<b>100.0</b>

**ADDITIONAL DATA**

**PARAGRAPH 3b:**

Business directories include 1 source of circulation for a quantity of 2,712 copies or 17.3%, including Info USA.

**PUBLISHER'S AFFIDAVIT**

We hereby make oath and say that all data set forth in this statement are true.

Marie Escobar, Audience Development Manager  
 Arlette Sambs, Publisher

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

**IMPORTANT NOTE:**

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed	July 25, 2016
State	Wisconsin
County	Jefferson
Received by BPA Worldwide	July 25, 2016
Type	BJ
ID Number	F020B0J6

**About BPA Worldwide:**

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.