

# TOTAL AUDIENCE PROFILE



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For Period of October-December 2015

# 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-December 2015	Frequency	Qualified/Delivered Distribution
<b>Feed &amp; Grain</b>		
Print Version (BPA audited) - October/November 2015 edition	7	15,700
Digital Version (Non-audited)	6	14,830
<b>E-Newsletters</b>		
Industry Watch	5x/week	12,795
<b>Email Marketing</b>		
Email Marketing		12,584

## WEBSITE METRICS

www.feedandgrain.com	Visits	Visitors	Pageviews	Avg Time on Site
October 2015	33,345	16,120	59,496	0:03:24
November 2015	31,052	15,926	57,579	0:03:05
December 2015	36,406	16,518	61,238	0:02:39
<b>Average for Period</b>	<b>33,601</b>	<b>16,188</b>	<b>59,438</b>	<b>0:03:03</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)	4,556	29.0%	2,001	2,059	36	460
BOTH Grain Elevator and Feed Mixer/Dealer	1,878	12.0%	986	622	31	239
Feed Mixer/Dealer (Note 6)	4,297	27.4%	2,608	1,001	45	643
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	1,167	7.4%	716	269	53	129
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	880	5.6%	640	146	35	59
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	1,171	7.5%	679	152	19	321
<b>CONTRACTORS/ENGINEERS:</b>						
Millwright	251	1.6%	178	33	2	38
Plant Builder and/or Designer	260	1.7%	157	34	5	64
<b>PROCESSORS:</b>						
Soybean or Corn Processor	296	1.9%	180	65	10	41
Seed or Peanut Processor	212	1.4%	106	60	3	43
Rice or Flour Mill (Note 10)	251	1.6%	147	95	2	7
Brewery or Distillery (Note 11)	77	0.5%	55	9	3	10
<b>ALLIED BUSINESSES:</b>						
Aquaculture	300	1.9%	193	45	12	50
Biofuel Producer	104	0.7%	40	38	3	23
<b>Total Qualified Circulation</b>	<b>15,700</b>	<b>100.0%</b>	<b>8,686</b>	<b>4,628</b>	<b>259</b>	<b>2,127</b>
<b>Percent</b>	<b>100.0%</b>		<b>55.3%</b>	<b>29.5%</b>	<b>1.6%</b>	<b>13.5%</b>

Source: December 2015 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)	3,284	22.1%	1,251	1,444	38	413	138
BOTH Grain Elevator and Feed Mixer/Dealer	1,789	12.1%	765	640	60	198	126
Feed Mixer/Dealer (Note 6)	2,373	16.0%	1,391	463	50	338	131
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	953	6.4%	468	187	91	115	92
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	878	5.9%	456	183	57	53	129
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	996	6.7%	501	106	21	291	77
<b>CONTRACTORS/ENGINEERS:</b>							
Millwright	293	2.0%	169	45	4	43	32
Plant Builder and/or Designer	383	2.6%	170	52	10	101	50
<b>PROCESSORS:</b>							
Soybean or Corn Processor	281	1.9%	134	56	14	41	36
Seed or Peanut Processor	186	1.3%	91	37	5	36	17
Rice or Flour Mill (Note 10)	254	1.7%	85	114	7	20	28
Brewery or Distillery (Note 11)	120	0.8%	73	14	4	10	19
<b>ALLIED BUSINESSES:</b>							
Aquaculture	267	1.8%	139	42	20	48	18
Biofuel Producer	136	0.9%	52	39	1	26	18
Others Allied to the Field	2,637	17.8%	390	99	51	321	1,776
<b>Total Qualified Circulation</b>	<b>14,830</b>	<b>100.0%</b>	<b>6,135</b>	<b>3,521</b>	<b>433</b>	<b>2,054</b>	<b>2,687</b>
<b>Percent</b>	<b>100.0%</b>		<b>41.4%</b>	<b>23.7%</b>	<b>2.9%</b>	<b>13.9%</b>	<b>18.1%</b>



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**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)	2,966	23.2%	1,112	1,324	29	373	128
BOTH Grain Elevator and Feed Mixer/Dealer	1,613	12.6%	696	581	49	177	110
Feed Mixer/Dealer (Note 6)	2,029	15.9%	1,191	398	45	282	113
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	805	6.3%	377	162	82	99	85
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	745	5.8%	372	169	47	44	113
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	860	6.7%	432	93	19	250	66
<b>CONTRACTORS/ENGINEERS:</b>							
Millwright	260	2.0%	148	42	4	42	24
Plant Builder and/or Designer	315	2.5%	140	48	9	77	41
<b>PROCESSORS:</b>							
Soybean or Corn Processor	244	1.9%	112	49	13	37	33
Seed or Peanut Processor	161	1.3%	79	31	4	32	15
Rice or Flour Mill (Note 10)	230	1.8%	71	106	7	19	27
Brewery or Distillery (Note 11)	95	0.7%	58	11	3	9	14
<b>ALLIED BUSINESSES:</b>							
Aquaculture	214	1.7%	106	34	20	39	15
Biofuel Producer	112	0.9%	46	31	1	21	13
Others Allied to the Field	2,146	16.8%	311	80	42	236	1,477
<b>Total Qualified Circulation</b>	<b>12,795</b>	<b>100.0%</b>	<b>5,251</b>	<b>3,159</b>	<b>374</b>	<b>1,737</b>	<b>2,405</b>
<b>Percent</b>	<b>100.0%</b>		<b>41.0%</b>	<b>24.7%</b>	<b>2.9%</b>	<b>13.6%</b>	<b>18.8%</b>

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**Note 5:** Includes Crop Preparation Services.

**Note 6:** Includes Farm Supplies

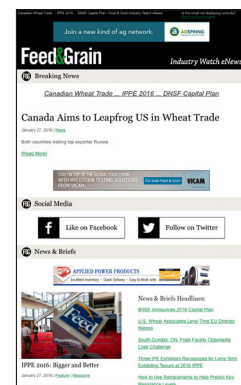
**Note 7:** Includes Feed/Premix Manufacturer Selling to Others.

**Note 8:** Includes Beef Cattle Feedlots, Hog Farms, Poultry Hatcheries, Poultry & Egg, General Livestock, Sheep and Goats, Turkey and Turkey Eggs.

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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)	2,767	22.0%	1,025	1,229	33	348	132
BOTH Grain Elevator and Feed Mixer/Dealer	1,557	12.4%	635	577	49	176	120
Feed Mixer/Dealer (Note 6)	2,066	16.4%	1,188	410	40	302	126
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	764	6.1%	366	152	66	93	87
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	733	5.8%	362	157	44	46	124
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	866	6.9%	427	98	16	252	73
<b>CONTRACTORS/ENGINEERS:</b>							
Millwright	238	1.9%	138	36	4	31	29
Plant Builder and/or Designer	305	2.4%	131	46	9	75	44
<b>PROCESSORS:</b>							
Soybean or Corn Processor	229	1.8%	103	47	10	34	35
Seed or Peanut Processor	164	1.3%	78	31	6	33	16
Rice or Flour Mill (Note 10)	219	1.7%	71	97	7	16	28
Brewery or Distillery (Note 11)	105	0.8%	64	12	2	9	18
<b>ALLIED BUSINESSES:</b>							
Aquaculture	237	1.9%	121	40	18	41	17
Biofuel Producer	109	0.9%	42	33	-	19	15
Others Allied to the Field	2,225	17.7%	290	78	40	235	1,582
<b>Total Qualified Circulation</b>	<b>12,584</b>	<b>100.0%</b>	<b>5,041</b>	<b>3,043</b>	<b>344</b>	<b>1,710</b>	<b>2,446</b>
<b>Percent</b>	<b>100.0%</b>		<b>40.1%</b>	<b>24.2%</b>	<b>2.7%</b>	<b>13.6%</b>	<b>19.4%</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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