

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 over 15,700 individuals involved in the grain, feed and allied grain processing marketplace. The "operator's manual for the feed and grain industry," its editorial coverage consists of facility profiles; operations management; industry trends, regulations, equipment selection, application and maintenance along with industry news. Feed & Grain provides leading-edge mobile, digital and interactive products including an iPad app, a 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
FEED & GRAIN MAGAZINE (3 issues in the period)	15,700	-	15,700

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	23
Advertiser and Agency	324
Allocated for Trade Shows and Conventions	375
All Other	422
TOTAL	1,143

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	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,700	100.0	15,700	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2015 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 2015
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)	
GRAIN/FEED BUSINESSES							
Grain Elevator (Country or Terminal) (Note 5)	4,654	29.7	2,072	2,083	34	465	
BOTH Grain Elevator and Feed Mixer/Dealer	1,853	11.8	976	604	28	245	
Feed Mixer/Dealer (Note 6)	4,166	26.5	2,636	830	48	652	
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	1,239	7.9	773	290	45	131	
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	892	5.7	668	137	32	55	
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	1,187	7.6	691	161	19	316	
CONTRACTORS/ENGINEERS							
Millwright	237	1.5	171	30	3	33	
Plant Builder and/or Designer	251	1.6	154	36	3	58	
PROCESSORS							
Soybean or Corn Processor	290	1.8	180	60	8	42	
Seed or Peanut Processor	205	1.3	106	56	3	40	
Rice or Flour Mill (Note 10)	249	1.6	159	84	3	3	
Brewery or Distillery (Note 11)	81	0.5	56	13	2	10	
ALLIED BUSINESSES							
Aquaculture	298	1.9	192	44	9	53	
Biofuel Producer	98	0.6	39	33	3	23	
Other	-	-	-	-	-	-	
TOTAL QUALIFIED CIRCULATION	15,700	100.0	8,873	4,461	240	2,126	
PERCENT	100.0		56.5	28.4	1.5	13.6	

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 2015

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	11,079	2,959	-	14,038	89.4
II. Request from recipient's company:	58	4	-	62	0.4
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:	1,600	-	-	1,600	10.2
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,737	2,963	-	15,700	100.0
PERCENT	81.1	18.9	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2015

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	-	-
TOTAL QUALIFIED CIRCULATION	15,700	100.0

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 2012	January - June 2013	July - December 2013	January - June 2014	July - December 2014*	January - June 2015*
Total Audit Average Qualified:	14,992	14,993	14,950	15,700	15,700	15,700
Qualified Non-Paid:	14,992	14,993	14,950	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 2014 - June 2015 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 2015

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	28		Kentucky	302	
New Hampshire	36		Tennessee	269	
Vermont	34		Alabama	192	
Massachusetts	67		Mississippi	165	
Rhode Island	11		EAST SO. CENTRAL	928	5.9
Connecticut	36		Arkansas	239	
NEW ENGLAND	212	1.3	Louisiana	166	
New York	229		Oklahoma	287	
New Jersey	66		Texas	840	
Pennsylvania	467		WEST SO. CENTRAL	1,532	9.8
MIDDLE ATLANTIC	762	4.8	Montana	185	
Ohio	756		Idaho	175	
Indiana	688		Wyoming	51	
Illinois	1,111		Colorado	250	
Michigan	427		New Mexico	53	
Wisconsin	527		Arizona	93	
EAST NO. CENTRAL	3,509	22.4	Utah	56	
Minnesota	869		Nevada	21	
Iowa	1,375		MOUNTAIN	884	5.6
Missouri	606		Alaska	8	
North Dakota	541		Washington	278	
South Dakota	443		Oregon	141	
Nebraska	702		California	468	
Kansas	779		Hawaii	9	
WEST NO. CENTRAL	5,315	33.9	PACIFIC	904	5.8
Delaware	39		UNITED STATES	15,696	100.0
Maryland	131		U.S. Territories	4	
Washington, DC	6		Canada	-	
Virginia	226		Mexico	-	
West Virginia	56		Other International	-	
North Carolina	404		APO/FPO	-	
South Carolina	153				
Georgia	348				
Florida	287				
SOUTH ATLANTIC	1,650	10.5			
			TOTAL QUALIFIED CIRCULATION	15,700	100.0

ADDITIONAL DATA

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 1,600 copies or 10.2%, including Info USA.

PUBLISHER'S AFFIDAVIT

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

Arlette Sams, Publisher
Cheryl Gross, Program Manager

(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	June 25, 2015
State	Wisconsin
County	Jefferson
Received by BPA Worldwide	June 25, 2015
Type	BJ
ID Number	F020B0J5

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 for the latest audit reports, membership information and publishing and advertising industry news.