

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 a digital edition, 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  
 15,683 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)	15,683	-	15,683

**AVERAGE NON-QUALIFIED CIRCULATION**

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	3
Advertiser and Agency	360
Allocated for Trade Shows and Conventions	383
All Other	197
<b>TOTAL</b>	<b>943</b>

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

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	15,683	100.0	15,683	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,683</b>	<b>100.0</b>	<b>15,683</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

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

2018 Issue	Total Qualified
January	15,700
February/ March	15,676
April/ May	15,672

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2018**  
 This issue is 0.1% or 16 copies below 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)	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	
<b>CONTRACTORS/ENGINEERS</b>							
Millwright	215	1.4	148	31	4	32	
Plant Builder and/or Designer	266	1.7	136	50	10	70	
<b>PROCESSORS</b>							
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	
<b>ALLIED BUSINESSES</b>							
Aquaculture	227	1.4	159	36	8	24	
Biofuel Producer	67	0.4	30	17	6	14	
Other	-	-	-	-	-	-	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,672</b>	<b>100.0</b>	<b>8,568</b>	<b>5,264</b>	<b>225</b>	<b>1,615</b>	
<b>PERCENT</b>	<b>100.0</b>		<b>54.7</b>	<b>33.6</b>	<b>1.4</b>	<b>10.3</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 2018

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	8,701	2,825	-	11,526	73.5
II. Request from recipient's company:	3	24	-	27	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:	4,119	-	-	4,119	26.3
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,823</b>	<b>2,849</b>	<b>-</b>	<b>15,672</b>	<b>100.0</b>
<b>PERCENT</b>	<b>81.8</b>	<b>18.2</b>	<b>-</b>	<b>100.0</b>	

\*See Additional Data

### 3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2018

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	15,672	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>15,672</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 2015	January – June 2016	July – December 2016	January – June 2017	July – December 2017*	January – June 2018*
Total Audit Average Qualified:	15,700	15,700	15,700	15,700	15,712	15,683
Qualified Non-Paid:	15,700	15,700	15,700	15,700	15,712	15,683
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 2017 – June 2018 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 2018**

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	43		Kentucky	251	
New Hampshire	32		Tennessee	286	
Vermont	24		Alabama	231	
Massachusetts	64		Mississippi	185	
Rhode Island	12		<b>EAST SO. CENTRAL</b>	<b>953</b>	<b>6.1</b>
Connecticut	44		Arkansas	293	
<b>NEW ENGLAND</b>	<b>219</b>	<b>1.4</b>	Louisiana	192	
New York	235		Oklahoma	339	
New Jersey	66		Texas	949	
Pennsylvania	423		<b>WEST SO. CENTRAL</b>	<b>1,773</b>	<b>11.3</b>
<b>MIDDLE ATLANTIC</b>	<b>724</b>	<b>4.6</b>	Montana	194	
Ohio	645		Idaho	167	
Indiana	550		Wyoming	48	
Illinois	1,049		Colorado	260	
Michigan	351		New Mexico	57	
Wisconsin	500		Arizona	112	
<b>EAST NO. CENTRAL</b>	<b>3,095</b>	<b>19.7</b>	Utah	50	
Minnesota	833		Nevada	27	
Iowa	1,165		<b>MOUNTAIN</b>	<b>915</b>	<b>5.8</b>
Missouri	596		Alaska	21	
North Dakota	473		Washington	305	
South Dakota	457		Oregon	185	
Nebraska	664		California	722	
Kansas	837		Hawaii	13	
<b>WEST NO. CENTRAL</b>	<b>5,025</b>	<b>32.2</b>	<b>PACIFIC</b>	<b>1,246</b>	<b>8.0</b>
Delaware	33		<b>UNITED STATES</b>	<b>15,665</b>	<b>100.0</b>
Maryland	117		U.S. Territories	7	
Washington, DC	3		Canada	-	
Virginia	217		Mexico	-	
West Virginia	52		Other International	-	
North Carolina	397		APO/FPO	-	
South Carolina	165				
Georgia	349				
Florida	382				
<b>SOUTH ATLANTIC</b>	<b>1,715</b>	<b>10.9</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,672</b>	<b>100.0</b>

**ADDITIONAL DATA**

**PARAGRAPH 3b:**

Business directories include 1 source of circulation for a quantity of 4,119 copies or 26.3%, including Info USA.

**PUBLISHER'S AFFIDAVIT**

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

Ariette Sams, Publisher  
 Marie Escobar, Production & Audience Coordinator

(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 2, 2018  
 State Wisconsin  
 County Jefferson  
 Received by BPA Worldwide July 2, 2018  
 Type BJ  
 ID Number F020B0J8

**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.