

REACH. CONNECT. ENGAGE.

MOBILE

LIVE

DIGITAL

PRINT

LEADS

SOCIAL

RESULTS



2017 MEDIA PLANNER

Feed & Grain

INFORMATION TO GUIDE YOUR PROFIT AND GROWTH

Year-in, year-out, your challenge is constant: Optimize the value of your financial resources. When it comes to marketing communications, *Feed & Grain* is your partner in optimizing the value of every hard-earned dollar you invest.

THE RIGHT REACH

Based on our most recent audit, of the 15,700** qualified subscribers we reach with *Feed & Grain* magazine, nearly 59% – 9,196** people – say they are involved in corporate and general administration. Another 4,192** people – 26.7% of our audience – are in mill, plant or elevator operations management. That’s more than 13,000** feed and grain industry professionals – more than eight of every ten subscribers, in leadership roles.

Plus, more than 9,000** of these subscribers have provided this information within the past year; nearly 13,000** have updated their subscription information in just two years.

Feed & Grain digital media have long-leveraged the strength of our print product to target decision makers. *Feed & Grain* data, in our Total Audience Profile report, show:

- ▶ 15,637* subscribers access the digital version of the magazine
- ▶ 13,619* receive Industry Watch, our daily digital e-newsletter
- ▶ 13,745* receive email marketing messages from *Feed & Grain*

Of those accessing the digital version, 67% (10,465)* say they are in corporate and general administration, or mill, plant and elevator operations management. The e-newsletter data mirrors that percentage, with more than 9,220* saying they are in administration or management positions. Of those receiving email marketing messages, 8,880* – 64.6% – fit the same decision-maker decision.

Reach decision-makers. Optimize your marketing dollars. **Choose *Feed & Grain*.**

CONTENT THAT CONNECTS

Ever heard these terms? Information scent. Information foraging. Long-form content.

All describe some of the current trends in how people choose to access written, video or audio content. It requires that our editorial team and contributors write effectively for the medium being used. And we do.



*Publisher's own data/** June 2016 BPA audit statement

Of course, that's of limited value if the content – the information – you provide is not what your audience needs, wants and values. *Feed & Grain* delivers on the information needs our audience requires.

For example, our cover features provide important detail on the operational changes implemented by some of the top feed and grain professionals in the market. We go on-site and in-depth to highlight the steps progressive businesses are taking to improve their market position, customer service, throughput, quality and more. No one does that like *Feed & Grain!*

Optimize your investment. Wrap your marketing messages in content that connects. **Choose *Feed & Grain*.**

ENGAGE DECISION-MAKERS

Our subscriber data shows that the people we target want the information that *Feed & Grain* provides, with four out of every five subscribers requesting the magazine in the past 24 months.

Tour feedandgrain.com. Review our print issue. Access and read the digital edition. Take a look at our daily newsletter. You'll quickly see that the content we deliver has impact and value for the people we reach.

When you wrap your important marketing messages in our editorial products, you tap into that engagement, continuing to build your company's recognition as a market leader. You optimize the value of your marketing communications investment.

CUSTOM REPRINTS

Magazine print and digital reprints are a powerful way to connect with your audience, generate leads and engage customers. Promote awareness and credibility through our magazine reprints that are produced at the highest quality, with options for customization (such as adding the magazine cover, disclaimer text, and company logos).



WHITEPAPERS & INSERTS

Promote your product or service with the overall goal of generating sales leads, establishing thought leadership, making a business case, or informing and persuading prospective customers.



ADVERTORIALS

'Advertorials,' which are written in the house style of the host magazine, enable the advertiser to don the mantle, use the voice and sport the values of the magazine.

This intimacy brings added credibility to the brand, while readers appreciate the extra material for them to read.



SPONSORED CONTENT

Use the power of the internet to get your message to over 44,000* page views per month on FeedandGrain.com. Your company's hot topics can reach an even greater audience of more than 13,000* people each day!

- ▶ Displayed on the *Feed & Grain* home page, news page, "More Articles" list under each news story, and in the Industry Watch eNewsletter for one week
- ▶ Limited space available (first-come/first-serve basis)
- ▶ Features your image/logo, headline, teaser, article and a link to your site

\$350/per month



CONTENT MARKETING

Custom Publishing is a service that provides a simple and quick way to purchase publications you want assembled, using articles you create or we create for you. You may choose your product delivery in high-quality print or electronic format.



Contact us today to request a quote and take advantage of these marketing opportunities.

Effective marketing communications has never had so many diverse opportunities . . . or confusing options. Digital? Print? Live? Email campaigns? *Feed & Grain* will help you make sense of it all.

REACH

When you work with *Feed & Grain*, you target your message to decision-makers. Annual investment in audience development helps ensure that we deliver information to the people who help guide the purchase.

CONNECT

Take a look at feedandgrain.com; make sure you review several issues of *Industry Watch*, our daily e-newsletter. You'll quickly see that our editorial focus covers the industry's critical issues.

ENGAGE

Develop the right content. Craft that content for each format the audience will access. Deliver it to decision makers.



2017 EDITORIAL CALENDAR

	ISSUE EMPHASIS	PRODUCT SPOTLIGHTS	BONUS DISTRIBUTION
<p>JANUARY</p> <p>Close: 11/23/16 Art Due: 12/01/16</p>	<p>FEED INDUSTRY TRENDS</p>	<ul style="list-style-type: none"> • Dust control & explosion prevention • Design, construction & remodeling • Maintenance, motors & generators 	<p>International Production & Processing Expo (IPPE) Jan. 31-Feb. 2 Atlanta, GA</p>
<p>FEBRUARY/MARCH</p> <p>Close: 01/11/17 Art Due: 01/18/17</p>	<p>GRAIN HANDLING SAFETY</p>	<ul style="list-style-type: none"> • Storage (including fumigation & pest control) • Drying & aeration • Safety & rescue equipment 	<p>GEAPS Exchange Feb. 26-28 Kansas City, MO</p> <p>NGFA Annual Convention Mar. 19-21 New Orleans, LA</p>
<p>APRIL/MAY</p> <p>Close: 02/28/17 Art Due: 03/07/17</p>	<p>TRANSPORTATION</p>	<ul style="list-style-type: none"> • Operations management (including financial products/services & plant automation) • Transportation-related products • Renovation & bin cleaning 	
<p>JUNE/JULY</p> <p>Close: 05/04/17 Art Due: 05/11/17</p>	<p>GRAIN QUALITY</p>	<ul style="list-style-type: none"> • Cleaning equipment & magnets • Grain testing & analysis • Weighing 	
<p>AUGUST/SEPTEMBER</p> <p>Close: 06/29/17 Art Due: 07/06/17</p>	<p>FACILITY MANAGEMENT</p>	<ul style="list-style-type: none"> • Conveying & material handling • Bags, bagging & palletizing 	
<p>OCTOBER/NOVEMBER</p> <p>Close: 08/29/17 Art Due: 09/05/17</p>	<p>FEED MANAGEMENT</p>	<ul style="list-style-type: none"> • Mixing & batching • Milling & grinding • Automated control systems 	<p>NGFA Country Elevator/Feed Industry Conference Dec. 3-5 Louisville, KY</p>
<p>SHOWCASE 2018</p> <p>Close: 10/13/17 Art Due: 10/20/17</p>	<p>ANNUAL BUYER'S GUIDE</p>	<ul style="list-style-type: none"> • Most comprehensive listings and buyer's index for the industry • Hundreds of full color product listings • Buyer's Guide • Product/Service Directory • Inquiries processed year-round 	<p>Distribution at ALL major shows & meetings throughout the year!</p>



2017 RATES (GROSS)

Size	B/W	2-Color	4-Color
Full	\$4,405	\$4,845	\$5,500
2/3	3,480	3,915	4,580
1/2	2,715	3,145	3,805
1/3	2,010	2,340	3,100
1/4	1,500	1,935	2,600

FEED MART RATES

Get your product or service highlighted in this quick reference section.
4-color, 2-color or Black/White
Personalized url
Ad Size: **3 3/8" x 4 7/8"**



	Black/White or 2-color	4-Color
7X	\$815	\$915
3X	\$875	\$975
1X	\$950	\$1,050

All rates listed are NET rates per insertion. All special section advertising is pre-paid prior to closing. Applicable credit cards are MasterCard, Visa or American Express.

Feed & Grain's policy is for all first-time advertisers to prepay for the first ad insertion.



Send materials to:

Feed & Grain | 45 S. Water Street East | Fort Atkinson, WI 53538
Attn: Vicki Roth | vicki.roth@feedandgrain.com | 920.397.3834

PDF files preferred. Files may be emailed as long as they are less than 25 MB. To send files exceeding 25 MB, please use the following ftp site: <https://www.hightail.com/u/afbf-cs>

DIGITAL EDITION APP ADVERTISING

- ▶ Available to view online or on your tablet device
- ▶ Ads can be supplied or created to design requirements
- ▶ FREE interactive rich media included such as video, audio, slideshows, etc.



Sponsorship package includes cover logo and front forward ad in every issue.

Sponsorship Package — \$2,500 per year

Tablet Ad — \$100 per issue print advertiser/\$200 per issue non-print advertiser

AD SIZES

FULL PAGE

Bleed: 8 1/8" x 11"
Trim: 7 7/8" x 10 3/4"
Live area: 7" x 10"

2/3 PAGE VERTICAL 4 9/16" x 10"

1/2 PAGE VERTICAL 3 3/8" x 10"

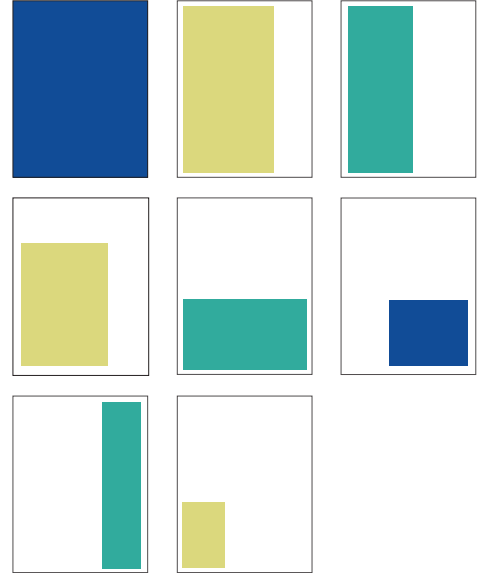
1/2 PAGE STANDARD 4 9/16" x 7 3/8"

1/2 PAGE HORIZONTAL 7" x 4 7/8"

1/3 PAGE STANDARD 4 9/16" x 4 7/8"

1/3 PAGE VERTICAL 2 3/16" x 10"

1/4 PAGE STANDARD 3 3/8" x 4 7/8"



Page trim size is 7 7/8" wide by 10 3/4" high. Keep essential matter 3/8" inside trim dimensions on all four sides. (All sizes are width x height.)

MORE PRINT OPPORTUNITIES

- ▶ Supplements
- ▶ Custom Publications
- ▶ Ride-Alongs
- ▶ List Rentals
- ▶ Stickers
- ▶ Unique Covers
- ▶ Specialty Ad Positions

Contact us today for details.



CLASSIFIED AD RATES

Ads sold per column inch. Ad can be 1-4 columns wide by 1-10 inches high.

1 column inch

1.75 in. wide x 1 in. high
1x = \$165/4x = \$160/7x = \$155

2 column inch

1.75 in. wide x 2 in. high
1x = \$295/4x = \$285/7x = \$265

3 column inch

1.75 in. wide x 3 in. high
1x = \$440/4x = \$420/7x = \$400

4 column inch (2x2)

3.625 in. wide x 2 in. high
1x = \$570/4x = \$550/7x = \$510

5 column inch

1.75 in. wide x 5 in. high
1x = \$705/4x = \$650/7x = \$630

6 column inch (2x3)

3.625 in. wide x 3 in. high
1x = \$850/4x = \$815/7x = \$755

THE ONLINE HOME OF FEED & GRAIN DECISION-MAKERS

Look beyond traditional media for new ways to connect with your audience, generate leads and engage customers.



WEB BANNER ADS* (NET)

Position 1 Banner 970 x 250 & 300 x 77 (mobile)**	\$775
Position 2 Banner 300 x 250	\$660
Position 3 Banner 300 x 250	\$585
Position 4 Banner 300 x 600	\$515

(3-month commitment required) * Rotates with other advertisers
** Both sizes are needed to ensure visibility on all devices

HIGH IMPACT ADVERTISING UNITS*

Welcome Ad	\$435 per week
Page Peel	\$435 per month
Wallpaper Ad	\$2,500 per month

* Excludes only

Send materials for digital display advertising on FeedandGrain.com to:
Attn: Marie Escobar | marie.escobar@feedandgrain.com | 920-397-3829
.jpg, .gif, or png files accepted. Max file size 200kb. Unlimited animation.

MORE DIGITAL OPPORTUNITIES

- ▶ Webinars
- ▶ Custom eNewsletters
- ▶ Sponsored Content
- ▶ Email Marketing
- ▶ Digital Edition App
- ▶ eNewsletter Banner Advertising
- ▶ Online Buyer's Guide

Contact us today for details.



Contact us today for details.

Arlette Sams | 920.397.3828
arlette.sams@feedandgrain.com

Jonathan Franks | 920.397.3835
jonathan.franks@feedandgrain.com

NEWSLETTERS

Newsletters are one of the most popular forms of generating sales leads online. Reach over 13,000 subscribers* by sponsoring one of *Feed & Grain's* daily newsletters. Generate measurable traffic to your company's website as well as build your company's brand.

- ▶ Limited space available (first-come/first-serve basis)
- ▶ 3-month commitment required
- ▶ Different advertisers each day (4-5 exposures per month)

NEWSLETTER BANNER ADS* (NET)

Position 1 Banner 970 x 250	\$775 per month
Position 2 Banner 970 x 250	\$710 per month
Position 3 Banner 970 x 250	\$660 per month
Position 4 Banner 970 x 250	\$630 per month
Position 5 Banner 300 x 250	\$560 per month

*Exclusives only

Send materials for digital display advertising on Industry Watch eNews to:

Attn: Marie Escobar | marie.escobar@feedandgrain.com | 920-397-3829
.jpg and .gif files accepted. Max file size 100kb. No animation

EMAIL CAMPAIGNS

Select from the *Feed and Grain* database of over 14,000 email subscribers*. Your targeted email blast can be used for new product promotion, lead generation and to drive website traffic.

\$250 per 1,000 emails

*Publisher's Own Data



BUYER'S GUIDE*

Category sponsorships provide maximum exposure for generating leads.

- ▶ 3 banners in your product category
970 x 250 Top leaderboard & 300 X 77 (mobile)**
300 x 250 medium rectangle
300 x 600 skyscraper
- ▶ Company listing in all categories that apply
- ▶ 150-200 words describing your company and products
- ▶ Product releases with image and copy
- ▶ Company logo
- ▶ Listed as a "Featured Company" in the Buyer's Guide

\$1,495 per year

**Both sizes are needed to ensure visibility on all devices



*Rotates with other advertisers

970 X 250 Position 1



Notice this! It is an editors note. It has italics. It is centered. This is a link.



Soybeans correct lower on Asian weakness

Grains were weaker to start Tuesday [READ MORE](#)

970 X 250 Position 2

ADM Announces Sale of Stake in GrainCorp

Selling its 19.9 percent ownership for about \$387 million [READ MORE](#)

Grains Firmer to Start the Week

Crude Oil Advances to Fresh Highs [READ MORE](#)

Bags Provide Temporary Grain Storage Solutions

Silo bags may provide affordable storage if handled properly [READ MORE](#)

Weekly Cash Comments

Weekly Cash Commentary for week ending December 02, 2016 [READ MORE](#)

970 X 250 Position 3

News & Briefs

U.S. Grain Prices Present Investment Opportunity for Global Livestock Producers

Global livestock producers are in the enviable position [READ MORE](#)

ADM Announces Sale of Stake in GrainCorp

Cargill Unveils Plans for \$60 Million Protein Headquarters in Wichita

South Dakota Wheat Harvest a Record, but Prices Too Low to Sell



Fire Destroys Grain Elevator in Turtleford, Saskatchewan

Wheat and Corn Continue to Grind Lower

970 X 250 Position 4

Buyers Guide



Maxi-Lift Bundles

**300 X 250
Position 4**



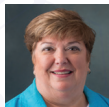
EC-171 Robotic Palletizer



Contact us today for details.

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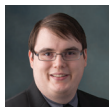
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OUR PLATFORM ADVANTAGE

The IDEAg Publications Group is located in Fort Atkinson, Wisconsin. IDEAg publishes Feed & Grain Magazine, the leading business-to-business publication serving the American grain storage, milling and grain handling sector, and features a turn-key, custom publishing platform.

IDEAg features a veteran, award-winning staff of editors, writers, designers, production managers and advertising specialists. IDEAg offers communications solutions for multiple platforms, including print, digital, web and app-based publishing. IDEAg also features in-house capabilities such as circulation management, mail administration and advertising sales and tracking.

The flagship publication of IDEAg is Feed & Grain Magazine. With more than 15,000 qualified subscribers, Feed & Grain serves customers across the feed and grain production chain. Each issue provides authoritative journalism for industry professionals. Advertisers are drawn to Feed & Grain's diverse print, digital, web and app-based solutions to reach a top-tier business-to-business audience.

OUR STAFF ADVANTAGE

The IDEAg Publications team is comprised of skilled and award-winning editors, writers, production specialists, digital technicians and design professionals. We specialize in taking your stories and images, or producing those with your approval, and crafting them into communications vehicles that carry your messages to specific audiences. You will be working with senior level pros to accomplish your mission.

OUR LEADERSHIP ADVANTAGE

Arlette Sambs is Publisher for IDEAg Publications. Arlette has more than 30 years of experience in magazine publishing and management. In addition to leading the IDEAg Publications staff at their base office in Fort Atkinson, Wisconsin, her areas of expertise range from magazine production and marketing to digital and print management.

OUR TECHNICAL ADVANTAGE

In addition, IDEAg Publications includes experts in the fields of writing, print and digital production, design, web management, social media, marketing and ad sales. We supplement our team by including talented specialists from our parent organization, the American Farm Bureau Federation, with emphases in areas such as technology, broadcast production, public policy writing, print management and events.

We also have strong and established relationships with a hand-selected group of trusted and proven consultants in the areas of publishing, magazine management and production.

OUR CONTENT ADVANTAGE

Our writing and expertise make a difference. Whether it's a hard hitting issues story, a polished company or service profile, a heartfelt feature story or a rural lifestyle story, we excel at sharing the stories of the Feed and Grain sector, dynamic agribusinesses, America's farm and ranch families and their rural communities; it's ingrained in our mission. We believe factual and timely content and engaging writing matters and, we are able to draw from relationships we have with numerous sources in the Feed and Grain, agriculture and food sectors, from numerous allied organizations, groups and associations.

Our content expertise is strengthened by our ability to engage staff experts from AFBF, and from throughout the Feed and Grain sector, who are recognized experts in their fields, ranging from agricultural policy and rural development to economics and rural lifestyle issues.

OUR RELATIONSHIP ADVANTAGE

The American Farm Bureau Federation owns IDEAg. AFBF is the nation's recognized Voice of Agriculture.

WHY US?

Overall, the IDEAg team will ensure that the content for your publication is factual and interesting and that the design and appearance of your product will attract the reader's eyes and command their attention. We can also deploy the power of technology and digital publishing to extend the reach of your effort and we can even help you measure the reach and impact of your communications platforms. Our team, our platforms, our know-how and our relationships offer a focused and collaborative solution. Our solution will help you build comprehensive success for the content, look, feel and effectiveness of your publication and your business.