



# Feed & Grain

INFORMATION TO GUIDE YOUR PROFIT AND GROWTH



**2018** MEDIA PLANNER  
REACH. **CONNECT.** ENGAGE.

# REACH. CONNECT. ENGAGE.

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.



**Print**  
qualified subscribers  
**15,700\*\***

**Digital edition**  
**15,637\***

**Industry Watch**  
**newsletter**  
**13,619\***

**Email**  
**marketing**  
**13,152\***

\*Publisher's own data/\*\*June 2017 BPA audit statement

## The Right Reach

Based on our most recent audit, of the 15,700\*\* qualified subscribers we reach with *Feed & Grain* magazine, nearly 59% – 9,336\*\* people – say they are involved in corporate and general administration. Another 4,157\*\* people – 26% 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 10 subscribers, in leadership roles.

Plus, more than 9,000\*\* of these subscribers have provided this information within the past year; over 12,000\*\* 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:

- **15,403\*** subscribers access the digital version of the magazine
- **12,927\*** receive **Industry Watch**, our daily digital e-newsletter
- **13,152\*** receive **email marketing messages** from *Feed & Grain*

Of those accessing the digital version, 69% (10,638)\* 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 9,049\* saying they are in administration or management positions. Of those receiving email marketing messages, 9,072\* – 69% – fit the same decision-makers.

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.

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 8 out of every 10 subscribers requesting the magazine in the past 24 months.

Tour [feedandgrain.com](http://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.

**CHOOSE FEED & GRAIN.**

## Custom Reprints

Magazine print and digital reprints are powerful ways 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 56,400\* page views per month on feedandgrain.com. Your company's hot topics can reach an even greater audience of more than 12,900\* 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.**

# REACH. CONNECT. ENGAGE.

Effective marketing communication 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](http://feedandgrain.com); make sure you review several issues of Industry Watch, our daily eNewsletter. 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.

### TAKE ADVANTAGE OF OUR MARKETING OPPORTUNITIES BY CONTACTING:

**Arlette Sambs** | 920.397.3828 | [arlette.sambs@feedandgrain.com](mailto:arlette.sambs@feedandgrain.com)

## 2018 Editorial Calendar

	Issue Emphasis	Product Spotlights	Bonus Distribution
<b>JANUARY</b> Close: 11/10/17 Art Due: 11/17/17	<b>Feed Industry Trends</b>	<ul style="list-style-type: none"> <li>■ Dust control &amp; explosion prevention</li> <li>■ Design, construction &amp; remodeling</li> <li>■ Maintenance, motors &amp; generators</li> </ul>	<b>International Production &amp; Processing Expo (IPPE)</b> Jan. 30-Feb. 1   Atlanta, GA
<b>FEBRUARY/MARCH</b> Close: 01/03/18 Art Due: 01/10/18	<b>Grain Handling Safety</b>	<ul style="list-style-type: none"> <li>■ Storage (including fumigation &amp; pest control)</li> <li>■ Drying &amp; aeration</li> <li>■ Safety &amp; rescue equipment</li> </ul>	<b>NGFA Annual Convention</b> Mar. 18-20   Scottsdale, AZ <b>GEAPS Exchange</b> Mar. 24-27   Denver, CO
<b>APRIL/MAY</b> Close: 02/20/18 Art Due: 02/27/18	<b>Transportation</b>	<ul style="list-style-type: none"> <li>■ Operations management (including financial products/services &amp; plant automation)</li> <li>■ Transportation-related products</li> <li>■ Renovation &amp; bin cleaning</li> </ul>	
<b>JUNE/JULY</b> Close: 04/26/18 Art Due: 05/01/18	<b>Grain Quality</b>	<ul style="list-style-type: none"> <li>■ Cleaning equipment &amp; magnets</li> <li>■ Grain testing &amp; analysis</li> <li>■ Weighing</li> </ul>	
<b>AUGUST/SEPTEMBER</b> Close: 06/19/18 Art Due: 06/26/18	<b>Facility Management</b>	<ul style="list-style-type: none"> <li>■ Conveying &amp; material handling</li> <li>■ Bags, bagging &amp; palletizing</li> </ul>	
<b>OCTOBER/NOVEMBER</b> Close: 08/22/18 Art Due: 08/29/18	<b>Feed Management</b>	<ul style="list-style-type: none"> <li>■ Mixing &amp; batching</li> <li>■ Milling &amp; grinding</li> <li>■ Automated control systems</li> </ul>	<b>NGFA Country Elevator/Feed Industry Conference</b> Dec. 2-4   St. Louis, MO
<b>SHOWCASE 2019</b> Close: 10/10/18 Art Due: 10/17/18	<b>Annual Buyer's Guide</b>	<ul style="list-style-type: none"> <li>■ Most comprehensive listings and buyer's index for the industry</li> <li>■ Hundreds of full color product listings</li> <li>■ Buyer's Guide</li> <li>■ Product/Service Directory</li> <li>■ Inquiries processed year-round</li> </ul>	<b>Distribution at ALL major shows &amp; meetings throughout the year!</b>

## 2018 Rates (gross)

Size	B/W	2-Color	4-Color
Full	\$4,450	\$4,895	\$5,555
2/3	3,515	3,955	4,625
1/2	2,740	3,175	3,845
1/3	2,030	2,365	3,130
1/4	1,515	1,955	2,625

## Feed Mart Rates

Get your product or service highlighted in this quick reference section.

■ 4-color, 2-color or B/W

■ Personalized url

**Ad Size:** 3 $\frac{3}{8}$ " x 4 $\frac{7}{8}$ "



	Black/White or 2-color	4-Color
7X	\$830	\$935
3X	\$890	\$995
1X	\$970	\$1,070

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

**Vicki Roth** | 920.397.3834 | vicki.roth@feedandgrain.com

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: <http://pruploads.fb.org/>

## Digital Edition Advertising

■ Available to view online or on your tablet device

■ FREE interactive rich media included such as video, audio, slideshows, etc.

**SPONSORSHIP PACKAGE  
\$2,500 PER YEAR**



## Ad Sizes

**FULL PAGE:**

**Bleed:** 8 $\frac{3}{8}$ " x 11"

**Trim:** 7 $\frac{7}{8}$ " x 10 $\frac{3}{4}$ "

**Live area:** 7" x 10"

**2/3 PAGE VERTICAL:**

4 $\frac{1}{6}$ " x 10"

**1/2 PAGE VERTICAL:**

3 $\frac{3}{8}$ " x 10"

**1/2 PAGE STANDARD:**

4 $\frac{1}{6}$ " x 7 $\frac{3}{8}$ "

**1/2 PAGE HORIZONTAL:**

7" x 4 $\frac{7}{8}$ "

**1/3 PAGE STANDARD:**

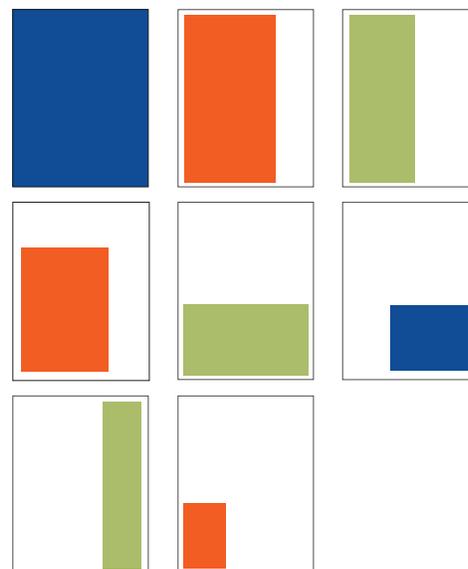
4 $\frac{1}{6}$ " x 4 $\frac{7}{8}$ "

**1/3 PAGE VERTICAL:**

2 $\frac{3}{16}$ " x 10"

**1/4 PAGE STANDARD:**

3 $\frac{3}{8}$ " x 4 $\frac{7}{8}$ "



Page trim size is 7 $\frac{7}{8}$ " wide by 10 $\frac{3}{4}$ " high. Keep essential matter  $\frac{3}{8}$ " 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=\$175 4x=\$170 7x=\$165

### 2 COLUMN INCH

1.75 in. wide x 2 in. high

1x=\$305 4x=\$295 7x=\$275

### 3 COLUMN INCH

1.75 in. wide x 3 in. high

1x=\$450 4x=\$430 7x=\$410

### 4 COLUMN INCH (2X2)

3.625 in. wide x 2 in. high

1x=\$580 4x=\$560 7x=\$520

### 5 COLUMN INCH

1.75 in. wide x 5 in. high

1x=\$715 4x=\$660 7x=\$640

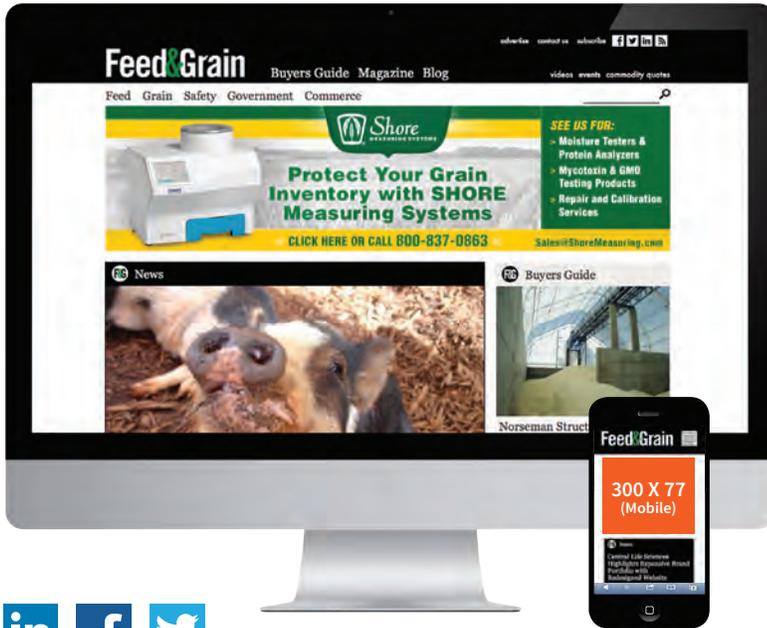
### 6 COLUMN INCH (2X3)

3.625 in. wide x 3 in. high

1x=\$860 4x=\$825 7x=\$765

## 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)**	\$800
Position 2 Banner 300 x 250	\$680
Position 3 Banner 300 x 250	\$605
Position 4 Banner 300 x 600	\$530

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

High Impact Advertising Units* (net)	
Welcome Ad	\$450 per week
Page Peel	\$450 per month
Wallpaper Ad	\$2,500 per month

\*Exclusives only

## More Digital Opportunities

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

### CONTACT US TODAY FOR DETAILS.

Arlette Samba | 920.397.3828 | arlette.samba@feedandgrain.com



## Send Materials For Digital Display Advertising To:

**Marie Escobar**

marie.escobar@feedandgrain.com  
920-397-3829

- .jpg, .gif, or png files Accepted
- Max file size 200kb
- Unlimited animation

## eNewsletters

Newsletters are one of the most popular forms of generating sales leads online. Reach over 12,900+ 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)

eNewsletter Banner Ads* (net)	
Position 1 Banner 600 X 155	\$800 per month
Position 2 Banner 600 X 155	\$730 per month
Position 3 Banner 600 X 155	\$680 per month
Position 4 Banner 600 X 155	\$650 per month
Position 5 Banner 300 x 250	\$575 per month

\*Exclusives only

## Send Materials For Industry Watch eNews Advertising To:

**Marie Escobar** | marie.escobar@feedandgrain.com | 920-397-3829

- .jpg and .gif files accepted
- Max file size 100kb
- Animation available at no extra charge. Inquire for more information.

## Email Campaigns

Select from the *Feed & Grain* database of over 13,000 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

**\$1595 FOR 12 MONTHS** (net)

\*Rotates with other advertisers

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



### ADM Reports Second Quarter Earnings

Adjusted EPS up 39% over prior-year quarter [READ MORE](#)



### NGFA, NAEGA Outline Trade Priorities

Submitted a joint statement to the Trump administration [READ MORE](#)

### Advisory Teams, Delegates Deliberate USGC Strategy

Meetings in Vancouver will continue on Wednesday [READ MORE](#)



## RG News & Briefs



### Is The Belt Speed Accurate On Your Conveyor Belt Scale System?

There can be several factors that contribute to belt speed errors [READ MORE](#)

AFIA Relocating to New Office Space

Bin Collapses and Explodes in Switz City, IN

Early Bird Rate for the Liquid Feed Symposium Ending

Grains Trade Lower in the Overnight Session

Hard Selling Across the Board in Grains Yesterday



## RG Buyers Guide



BinSight Bin Management System  
Cultura Technologies Inc.



Norseman Structures T-Series Building  
Norseman Structures

300 X 250  
Position 5

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# Feed & Grain

INFORMATION TO GUIDE YOUR PROFIT AND GROWTH

45 S. WATER STREET EAST | FORT ATKINSON, WI 53538 | 920.397.3830

WWW.FEEDANDGRAIN.COM



#### 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.



**ARLETTE SAMBS**  
Publisher

arlette.sambs@feedandgrain.com  
920.397.3828



**ELISE SCHAFER**  
Editor

elise.schafer@feedandgrain.com  
920.397.3831



**STEVEN KILGER**  
Associate Editor

steven.kilger@feedandgrain.com  
920.397.3833



**JILL DRAEGER**  
Senior Account Services  
Manager

jill.draeger@feedandgrain.com  
920.397.3835



**MARIE ESCOBAR**  
Audience Development &  
Digital Operations Coordinator

marie.escobar@feedandgrain.com  
920.397.3829