

REPORT

TOTAL AUDIENCE PROFILE



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For Period of APRIL - JUNE 2020

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: April - June 2020	Frequency	Qualified/ Delivered Distribution
Feed & Grain		
Print Version (BPA audited) - October/November 2019 edition	7	15,700
Digital Version (Non-audited)	6	15,715
E-Newsletters		
Industry News	5x/week	11,974
Email Marketing		
Email Marketing		11,393

WEBSITE METRICS

www.feedandgrain.com	Visits	Visitors	Pageviews	Avg Time on Site
April 2020	57,269	79,509	91,725	1:12:00
May 2020	48,497	70,129	77,068	1:10:00
June 2020	49,825	71,467	78,066	1:04:00
Average for Period	51,864	73,702	82,286	1:02:00

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)
GRAIN/FEED BUSINESSES:						
Grain Elevator (Country or Terminal) (Note 5)	4,450	28.3%	1,943	2,154	23	330
BOTH Grain Elevator and Feed Mixer/Dealer	1,349	8.6%	710	454	22	163
Feed Mixer/Dealer (Note 6)	4,958	31.6%	3,183	1,253	31	491
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	1,354	8.6%	772	422	39	121
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	1,024	6.5%	714	226	27	57
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	1,048	6.7%	616	131	26	275
CONTRACTORS/ENGINEERS:						
Millwright	303	1.9%	222	41	2	38
Plant Builder and/or Designer	267	1.7%	143	42	11	71
PROCESSORS:						
Soybean or Corn Processor	260	1.7%	146	74	7	33
Seed or Peanut Processor	167	1.1%	92	37	6	32
Rice or Flour Mill (Note 10)	119	0.8%	70	39	4	6
Brewery or Distillery (Note 11)	57	0.4%	36	13	4	4
ALLIED BUSINESSES:						
Aquaculture	282	1.8%	171	68	11	32
Biofuel Producer	62	0.4%	30	18	2	12
Total Qualified Circulation	15,700	100.0%	8,848	4,972	215	1,665
Percent	100.0%		56.4%	31.7%	1.4%	10.6%

Source: June 2020 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
Business and Industry							
GRAIN/FEED BUSINESSES:							
Grain Elevator (Country or Terminal) (Note 5)	4,453	28.3%	1,943	2,154	23	331	2
BOTH Grain Elevator and Feed Mixer/Dealer	1,349	8.6%	709	453	22	164	1
Feed Mixer/Dealer (Note 6)	4,956	31.5%	3,182	1,252	32	490	
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	1,356	8.6%	772	423	39	122	
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	1,031	6.6%	717	229	27	58	
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	1,048	6.7%	616	131	25	276	
CONTRACTORS/ENGINEERS:							
Millwright	304	1.9%	223	41	2	38	
Plant Builder and/or Designer	267	1.7%	144	41	11	71	
PROCESSORS:							
Soybean or Corn Processor	261	1.7%	146	75	7	33	
Seed or Peanut Processor	169	1.1%	93	37	6	33	
Rice or Flour Mill (Note 10)	120	0.8%	70	40	4	6	
Brewery or Distillery (Note 11)	57	0.4%	36	13	4	4	
ALLIED BUSINESSES:							
Aquaculture	282	1.8%	171	68	11	32	
Biofuel Producer	62	0.4%	30	18	2	12	
Others Allied to the Field	-	0.0%	-	-	-	-	
Total Qualified Circulation	15,715	100.0%	8,852	4,975	215	1,670	3
Percent	100.0%		56.3%	31.7%	1.4%	10.6%	0.0%



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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
Business and Industry							
GRAIN/FEED BUSINESSES:							
Grain Elevator (Country or Terminal) (Note 5)	2,779	23.2%	1,096	1,375	23	270	15
BOTH Grain Elevator and Feed Mixer/Dealer	1,079	9.0%	505	375	32	143	24
Feed Mixer/Dealer (Note 6)	2,970	24.8%	1,602	1,075	26	262	5
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	742	6.2%	400	190	50	94	8
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	697	5.8%	425	180	38	40	14
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	741	6.2%	408	97	33	201	2
CONTRACTORS/ENGINEERS:							
Millwright	470	3.9%	301	112	5	47	5
Plant Builder and/or Designer	310	2.6%	132	60	11	97	10
PROCESSORS:							
Soybean or Corn Processor	179	1.5%	81	55	14	25	4
Seed or Peanut Processor	100	0.8%	52	23	2	22	1
Rice or Flour Mill (Note 10)	176	1.5%	76	81	6	7	6
Brewery or Distillery (Note 11)	97	0.8%	55	30	2	7	3
ALLIED BUSINESSES:							
Aquaculture	137	1.1%	74	33	9	18	3
Biofuel Producer	69	0.6%	28	27	3	11	
Others Allied to the Field	1,428	11.9%	282	323	98	220	505
Total Qualified Circulation	11,974	100.0%	5,517	4,036	352	1,464	605
Percent	100.0%		46.1%	33.7%	2.9%	12.2%	5.1%

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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
Business and Industry							
GRAIN/FEED BUSINESSES:							
Grain Elevator (Country or Terminal) (Note 5)	2,608	22.9%	1,081	1,230	23	262	12
BOTH Grain Elevator and Feed Mixer/Dealer	1,074	9.4%	502	370	33	142	27
Feed Mixer/Dealer (Note 6)	3,007	26.4%	1,707	973	28	293	6
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	691	6.1%	355	191	52	89	4
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	674	5.9%	418	172	40	34	10
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	791	6.9%	448	90	36	213	4
CONTRACTORS/ENGINEERS:							
Millwright	462	4.1%	281	121	4	54	2
Plant Builder and/or Designer	280	2.5%	128	44	11	93	4
PROCESSORS:							
Soybean or Corn Processor	161	1.4%	74	46	15	24	2
Seed or Peanut Processor	103	0.9%	54	21	4	23	1
Rice or Flour Mill (Note 10)	175	1.5%	78	77	8	5	7
Brewery or Distillery (Note 11)	118	1.0%	75	32	2	7	2
ALLIED BUSINESSES:							
Aquaculture	158	1.4%	93	31	11	20	3
Biofuel Producer	59	0.5%	28	19	2	10	
Others Allied to the Field	1,032	9.1%	210	282	43	161	336
Total Qualified Circulation	11,393	100.0%	5,532	3,699	312	1,430	420
Percent	100.0%		48.6%	32.5%	2.7%	12.6%	3.7%

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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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