

# REPORT

## TOTAL AUDIENCE PROFILE



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Fort Atkinson, WI 53538-0788  
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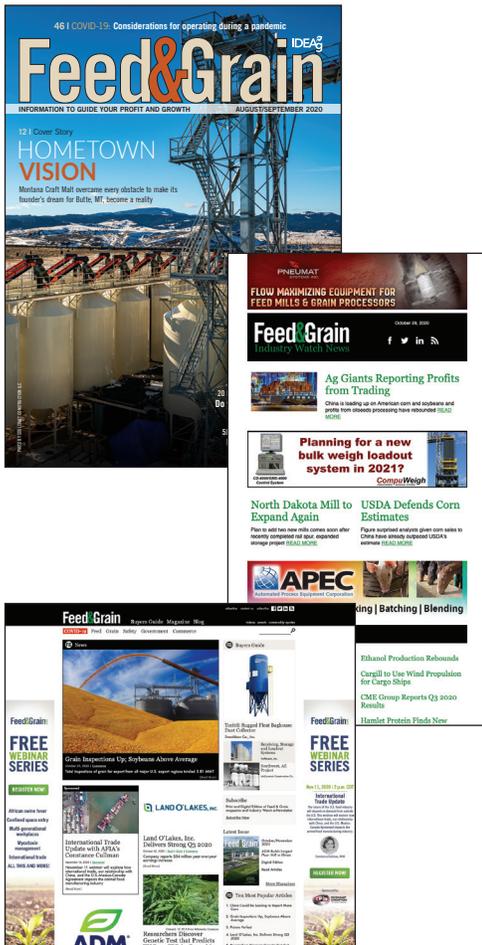
For Period of JULY - SEPTEMBER 2020

# 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: July/September 2020	Frequency	Qualified/Delivered Distribution
<b>Feed &amp; Grain</b>		
Print Version (BPA audited) - October/November 2019 edition	7	15,700
Digital Version (Non-audited)	6	12,879
<b>E-Newsletters</b>		
Industry News	5x/week	11,325
<b>Email Marketing</b>		
Email Marketing		11,494

### WEBSITE METRICS

www.feedandgrain.com	Visits	Visitors	Pageviews	Avg Time on Site
July 2020	48,372	71,194	76,790	1:59:00
August 2020	60,477	85,273	97,763	1:59:00
September 2020	53,398	76,690	85,971	1:61:00
<b>Average for Period</b>	<b>54,082</b>	<b>77,719</b>	<b>86,841</b>	<b>1:60:00</b>

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)
<b>GRAIN/FEED BUSINESSES:</b>						
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
<b>CONTRACTORS/ENGINEERS:</b>						
Millwright	303	1.9%	222	41	2	38
Plant Builder and/or Designer	267	1.7%	143	42	11	71
<b>PROCESSORS:</b>						
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
<b>ALLIED BUSINESSES:</b>						
Aquaculture	282	1.8%	171	68	11	32
Biofuel Producer	62	0.4%	30	18	2	12
<b>Total Qualified Circulation</b>	<b>15,700</b>	<b>100.0%</b>	<b>8,848</b>	<b>4,972</b>	<b>215</b>	<b>1,665</b>
<b>Percent</b>	<b>100.0%</b>		<b>56.4%</b>	<b>31.7%</b>	<b>1.4%</b>	<b>10.6%</b>



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
<b>Business and Industry</b>							
<b>GRAIN/FEED BUSINESSES:</b>							
Grain Elevator (Country or Terminal) (Note 5)	2,923	22.7%	1,229	1,358	25	295	16
BOTH Grain Elevator and Feed Mixer/Dealer	1,210	9.4%	561	420	39	157	33
Feed Mixer/Dealer (Note 6)	3,274	25.4%	1,887	1,026	33	321	7
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	792	6.1%	406	213	62	100	11
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	790	6.1%	484	195	49	44	18
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	872	6.8%	489	101	38	238	6
<b>CONTRACTORS/ENGINEERS:</b>							
Millwright	512	4.0%	314	130	6	56	6
Plant Builder and/or Designer	350	2.7%	160	55	12	111	12
<b>PROCESSORS:</b>							
Soybean or Corn Processor	199	1.5%	94	51	17	32	5
Seed or Peanut Processor	117	0.9%	61	24	3	26	3
Rice or Flour Mill (Note 10)	187	1.5%	86	79	8	7	7
Brewery or Distillery (Note 11)	118	0.9%	76	30	2	7	3
<b>ALLIED BUSINESSES:</b>							
Aquaculture	179	1.4%	107	34	13	22	3
Biofuel Producer	73	0.6%	35	22	4	12	
Others Allied to the Field	1,283	10.0%	267	285	50	208	473
<b>Total Qualified Circulation</b>	<b>12,879</b>	<b>100.0%</b>	<b>6,256</b>	<b>4,023</b>	<b>361</b>	<b>1,636</b>	<b>603</b>
<b>Percent</b>	<b>100.0%</b>		<b>48.6%</b>	<b>31.2%</b>	<b>2.8%</b>	<b>12.7%</b>	<b>4.7%</b>



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**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.

## 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
<b>Business and Industry</b>							
<b>GRAIN/FEED BUSINESSES:</b>							
Grain Elevator (Country or Terminal) (Note 5)	2,654	23.4%	1,079	1,245	22	290	18
BOTH Grain Elevator and Feed Mixer/Dealer	1,069	9.4%	498	369	31	131	40
Feed Mixer/Dealer (Note 6)	2,761	24.4%	1,560	912	27	252	10
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	717	6.3%	375	185	50	87	20
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	662	5.8%	389	176	35	37	25
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	696	6.1%	385	82	31	190	8
<b>CONTRACTORS/ENGINEERS:</b>							
Millwright	396	3.5%	233	95	9	47	12
Plant Builder and/or Designer	296	2.6%	128	54	12	87	15
<b>PROCESSORS:</b>							
Soybean or Corn Processor	177	1.6%	82	46	14	26	9
Seed or Peanut Processor	108	1.0%	52	21	7	20	8
Rice or Flour Mill (Note 10)	171	1.5%	71	72	9	7	12
Brewery or Distillery (Note 11)	99	0.9%	54	24	2	10	9
<b>ALLIED BUSINESSES:</b>							
Aquaculture	140	1.2%	75	27	9	19	10
Biofuel Producer	62	0.5%	28	20	3	11	
Others Allied to the Field	1,317	11.6%	240	287	60	229	501
<b>Total Qualified Circulation</b>	<b>11,325</b>	<b>100.0%</b>	<b>5,249</b>	<b>3,615</b>	<b>321</b>	<b>1,443</b>	<b>697</b>
<b>Percent</b>	<b>100.0%</b>		<b>46.3%</b>	<b>31.9%</b>	<b>2.8%</b>	<b>12.7%</b>	<b>6.2%</b>

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**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.

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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
<b>Business and Industry</b>							
<b>GRAIN/FEED BUSINESSES:</b>							
Grain Elevator (Country or Terminal) (Note 5)	2,597	22.6%	1,097	1,180	22	278	20
BOTH Grain Elevator and Feed Mixer/Dealer	1,066	9.3%	501	362	31	137	35
Feed Mixer/Dealer (Note 6)	2,974	25.9%	1,651	986	28	301	8
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	674	5.9%	341	187	50	87	9
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	675	5.9%	405	180	37	36	17
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	802	7.0%	437	99	34	220	12
<b>CONTRACTORS/ENGINEERS:</b>							
Millwright	448	3.9%	269	113	4	53	9
Plant Builder and/or Designer	289	2.5%	137	42	12	87	11
<b>PROCESSORS:</b>							
Soybean or Corn Processor	160	1.4%	72	41	14	25	8
Seed or Peanut Processor	108	0.9%	54	21	4	22	7
Rice or Flour Mill (Note 10)	184	1.6%	79	74	8	5	18
Brewery or Distillery (Note 11)	122	1.1%	77	28	2	7	8
<b>ALLIED BUSINESSES:</b>							
Aquaculture	161	1.4%	91	30	11	20	9
Biofuel Producer	58	0.5%	27	19	2	10	
Others Allied to the Field	1,176	10.2%	223	290	65	301	297
<b>Total Qualified Circulation</b>	<b>11,494</b>	<b>100.0%</b>	<b>5,461</b>	<b>3,652</b>	<b>324</b>	<b>1,589</b>	<b>468</b>
<b>Percent</b>	<b>100.0%</b>		<b>47.5%</b>	<b>31.8%</b>	<b>2.8%</b>	<b>13.8%</b>	<b>4.1%</b>

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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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