

# REPORT

## TOTAL AUDIENCE PROFILE



45 South Water Street East  
P.O. Box 788  
Fort Atkinson, WI 53538-0788  
920.397.3828  
www.feedandgrain.com

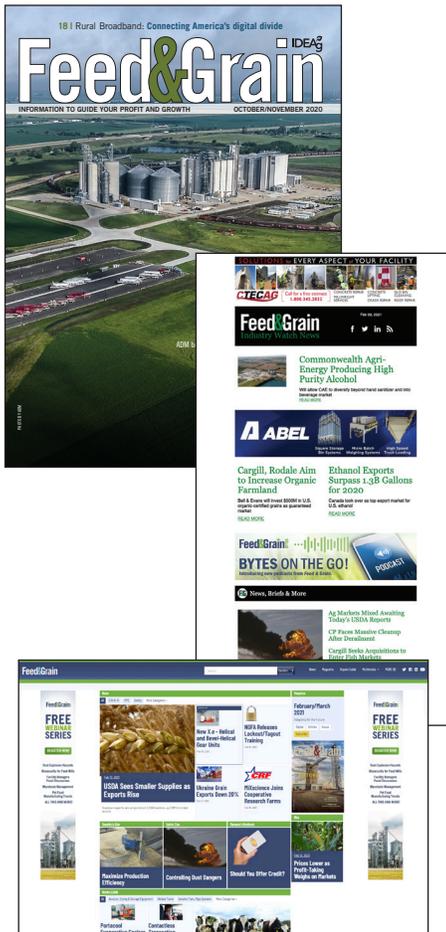
For Period of **OCTOBER – DECEMBER 2020**

# 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: October – December 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	13,076
<b>E-Newsletters</b>		
Industry News	5x/week	11,668
<b>Email Marketing</b>		
Email Marketing		12,339

### WEBSITE METRICS

www.feedandgrain.com	Sessions	Users	Pageviews	Avg Time on Site
October 2020	55,555	41,466	89,672	1:61:00
November 2020	47,331	35,785	76,386	1:61:00
December 2020	46,987	33,318	76,863	1:64:00
<b>Average for Period</b>	<b>49,958</b>	<b>36,856</b>	<b>80,974</b>	<b>1:62:00</b>

Source: Google Analytics

**Sessions:** Total number of visits to the site.

**Users:** The total number of 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)	4,445	28.3%	1,937	2,146	23	339
BOTH Grain Elevator and Feed Mixer/Dealer	1,334	8.5%	699	451	20	164
Feed Mixer/Dealer (Note 6)	4,912	31.3%	3,147	1,248	27	490
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	1,326	8.4%	752	414	34	126
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	1,031	6.6%	712	227	26	66
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	1,051	6.7%	615	134	24	278
<b>CONTRACTORS/ENGINEERS:</b>						
Millwright	300	1.9%	214	41	2	43
Plant Builder and/or Designer	263	1.7%	146	36	9	72
<b>PROCESSORS:</b>						
Soybean or Corn Processor	255	1.6%	138	74	6	37
Seed or Peanut Processor	166	1.1%	89	37	7	33
Rice or Flour Mill (Note 10)	123	0.8%	72	40	4	7
Brewery or Distillery (Note 11)	55	0.4%	35	12	4	4
<b>ALLIED BUSINESSES:</b>						
Aquaculture	280	1.8%	171	67	11	31
Biofuel Producer	159	1.0%	57	20	2	80
<b>Total Qualified Circulation</b>	<b>15,700</b>	<b>100.0%</b>	<b>8,784</b>	<b>4,947</b>	<b>199</b>	<b>1,770</b>
<b>Percent</b>	<b>100.0%</b>		<b>55.9%</b>	<b>31.5%</b>	<b>1.3%</b>	<b>11.3%</b>

Source: December 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)	3,012	23.0%	1,250	1,398	26	328	10
BOTH Grain Elevator and Feed Mixer/Dealer	1,263	9.7%	560	473	37	168	25
Feed Mixer/Dealer (Note 6)	3,476	26.6%	2,010	1,102	35	321	8
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	991	7.6%	540	299	50	89	13
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	1,032	7.9%	599	320	45	49	19
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	888	6.8%	509	112	38	223	6
<b>CONTRACTORS/ENGINEERS:</b>							
Millwright	508	3.9%	312	129	6	55	6
Plant Builder and/or Designer	335	2.6%	156	54	12	99	14
<b>PROCESSORS:</b>							
Soybean or Corn Processor	224	1.7%	99	70	18	32	5
Seed or Peanut Processor	125	1.0%	65	26	4	27	3
Rice or Flour Mill (Note 10)	393	3.0%	169	199	8	11	6
Brewery or Distillery (Note 11)	115	0.9%	79	25	2	6	3
<b>ALLIED BUSINESSES:</b>							
Aquaculture	210	1.6%	125	43	13	25	4
Biofuel Producer	75	0.6%	36	21	4	14	
Others Allied to the Field	429	3.3%	60	100	20	50	199
<b>Total Qualified Circulation</b>	<b>13,076</b>	<b>100.0%</b>	<b>6,569</b>	<b>4,371</b>	<b>318</b>	<b>1,497</b>	<b>321</b>
<b>Percent</b>	<b>100.0%</b>		<b>50.2%</b>	<b>33.4%</b>	<b>2.4%</b>	<b>11.4%</b>	<b>2.5%</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)	2,810	24.1%	1,192	1,299	22	287	10
BOTH Grain Elevator and Feed Mixer/Dealer	1,070	9.2%	498	389	27	131	25
Feed Mixer/Dealer (Note 6)	2,984	25.6%	1,654	1,009	27	287	7
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	845	7.2%	450	250	49	87	9
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	815	7.0%	450	278	35	37	15
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	695	6.0%	375	87	29	199	5
<b>CONTRACTORS/ENGINEERS:</b>							
Millwright	388	3.3%	232	95	9	47	5
Plant Builder and/or Designer	281	2.4%	121	50	12	88	10
<b>PROCESSORS:</b>							
Soybean or Corn Processor	200	1.7%	98	57	11	30	4
Seed or Peanut Processor	103	0.9%	55	22	5	20	1
Rice or Flour Mill (Note 10)	208	1.8%	100	89	7	7	5
Brewery or Distillery (Note 11)	90	0.8%	56	22	3	6	3
<b>ALLIED BUSINESSES:</b>							
Aquaculture	161	1.4%	99	30	9	20	3
Biofuel Producer	62	0.5%	29	18	3	12	
Others Allied to the Field	956	8.2%	221	230	54	201	250
<b>Total Qualified Circulation</b>	<b>11,668</b>	<b>100.0%</b>	<b>5,630</b>	<b>3,925</b>	<b>302</b>	<b>1,459</b>	<b>352</b>
<b>Percent</b>	<b>100.0%</b>		<b>48.3%</b>	<b>33.6%</b>	<b>2.6%</b>	<b>12.5%</b>	<b>3.0%</b>

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**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.

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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)	2,516	20.4%	1,009	1,190	22	286	9
BOTH Grain Elevator and Feed Mixer/Dealer	1,132	9.2%	521	411	30	148	22
Feed Mixer/Dealer (Note 6)	3,130	25.4%	1,690	1,107	29	299	5
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	1,204	9.8%	573	454	53	119	5
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	939	7.6%	534	312	38	46	9
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	835	6.8%	465	103	35	227	5
<b>CONTRACTORS/ENGINEERS:</b>							
Millwright	455	3.7%	271	121	4	56	3
Plant Builder and/or Designer	279	2.3%	129	43	12	91	4
<b>PROCESSORS:</b>							
Soybean or Corn Processor	203	1.6%	95	62	15	29	2
Seed or Peanut Processor	110	0.9%	58	22	5	23	2
Rice or Flour Mill (Note 10)	392	3.2%	167	199	8	12	6
Brewery or Distillery (Note 11)	116	0.9%	79	26	3	6	2
<b>ALLIED BUSINESSES:</b>							
Aquaculture	199	1.6%	121	41	11	23	3
Biofuel Producer	59	0.5%	28	18	2	11	
Others Allied to the Field	770	6.2%	150	230	20	120	250
<b>Total Qualified Circulation</b>	<b>12,339</b>	<b>100.0%</b>	<b>5,890</b>	<b>4,339</b>	<b>287</b>	<b>1,496</b>	<b>327</b>
<b>Percent</b>	<b>100.0%</b>		<b>47.7%</b>	<b>35.2%</b>	<b>2.3%</b>	<b>12.1%</b>	<b>2.7%</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*.

Elise Schafer, Publisher

Total Audience Profile report provided by  
 IDEAg Group LLC  
 45 South Water Street East, P.O. Box 788, Fort Atkinson WI 53538-0788  
 920.397.3828  
 www.feedandgrain.com