

TOTAL AUDIENCE PROFILE



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For Period of **JANUARY - MARCH 2021**

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: January/March 2021 | Frequency | Qualified/Delivered Distribution |
|---|-----------|----------------------------------|
| Feed & Grain | | |
| Print Version (BPA audited) - October/November 2019 edition | 7 | 15,700 |
| Digital Version (Non-audited) | 6 | 13,378 |
| E-Newsletters | | |
| Industry News | 5x/week | 11,252 |
| Email Marketing | | |
| Email Marketing | | 12,055 |

WEBSITE METRICS

| www.feedandgrain.com | Sessions | Users | Pageviews | Avg Time on Site |
|---------------------------|---------------|---------------|---------------|------------------|
| January 2021 | 52,299 | 36,909 | 84,489 | 1:12:00 |
| February 2021 | 44,723 | 32,408 | 69,672 | 1:10:00 |
| March 2021 | 48,387 | 33,747 | 75,852 | 1:14:00 |
| Average for Period | 48,470 | 34,355 | 76,671 | 1:12:00 |

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) |
| GRAIN/FEED BUSINESSES: | | | | | | |
| 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 |
| CONTRACTORS/ENGINEERS: | | | | | | |
| Millwright | 300 | 1.9% | 214 | 41 | 2 | 43 |
| Plant Builder and/or Designer | 263 | 1.7% | 146 | 36 | 9 | 72 |
| PROCESSORS: | | | | | | |
| 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 |
| ALLIED BUSINESSES: | | | | | | |
| Aquaculture | 280 | 1.8% | 171 | 67 | 11 | 31 |
| Biofuel Producer | 159 | 1.0% | 57 | 20 | 2 | 80 |
| Total Qualified Circulation | 15,700 | 100.0% | 8,784 | 4,947 | 199 | 1,770 |
| Percent | 100.0% | | 55.9% | 31.5% | 1.3% | 11.3% |



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 |
| Business and Industry | | | | | | | |
| GRAIN/FEED BUSINESSES: | | | | | | | |
| Grain Elevator (Country or Terminal) (Note 5) | 3,032 | 22.7% | 1,260 | 1,389 | 22 | 326 | 35 |
| BOTH Grain Elevator and Feed Mixer/Dealer | 1,231 | 9.2% | 524 | 475 | 34 | 159 | 39 |
| Feed Mixer/Dealer (Note 6) | 3,586 | 26.8% | 2,060 | 1,130 | 33 | 341 | 22 |
| Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7) | 1,078 | 8.1% | 529 | 345 | 59 | 124 | 21 |
| Manufacturer of Livestock/Poultry Feed for Own Use (Note 8) | 1,013 | 7.6% | 593 | 319 | 44 | 46 | 11 |
| Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9) | 895 | 6.7% | 501 | 111 | 35 | 233 | 15 |
| CONTRACTORS/ENGINEERS: | | | | | | | |
| Millwright | 500 | 3.7% | 301 | 122 | 7 | 60 | 10 |
| Plant Builder and/or Designer | 339 | 2.5% | 145 | 53 | 13 | 101 | 27 |
| PROCESSORS: | | | | | | | |
| Soybean or Corn Processor | 225 | 1.7% | 97 | 70 | 13 | 33 | 12 |
| Seed or Peanut Processor | 121 | 0.9% | 64 | 25 | 2 | 24 | 6 |
| Rice or Flour Mill (Note 10) | 397 | 3.0% | 167 | 197 | 6 | 18 | 9 |
| Brewery or Distillery (Note 11) | 118 | 0.9% | 77 | 26 | 3 | 7 | 5 |
| ALLIED BUSINESSES: | | | | | | | |
| Aquaculture | 204 | 1.5% | 121 | 44 | 10 | 26 | 3 |
| Biofuel Producer | 77 | 0.6% | 35 | 20 | 3 | 16 | 3 |
| Others Allied to the Field | 562 | 4.2% | 90 | 103 | 45 | 79 | 245 |
| Total Qualified Circulation | 13,378 | 100.0% | 6,564 | 4,429 | 329 | 1,593 | 463 |
| Percent | 100.0% | | 49.1% | 33.1% | 2.5% | 11.9% | 3.5% |



Note 1: Corporate and General Administration (includes president, owner, CEO, CFO, general manager, vice president and related personnel).

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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.

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) | 2,783 | 24.7% | 1,180 | 1,298 | 21 | 275 | 9 |
| BOTH Grain Elevator and Feed Mixer/Dealer | 1,052 | 9.3% | 497 | 379 | 26 | 128 | 22 |
| Feed Mixer/Dealer (Note 6) | 2,927 | 26.0% | 1,630 | 1,001 | 22 | 267 | 7 |
| Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7) | 826 | 7.3% | 445 | 249 | 47 | 76 | 9 |
| Manufacturer of Livestock/Poultry Feed for Own Use (Note 8) | 804 | 7.1% | 449 | 276 | 33 | 33 | 13 |
| Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9) | 680 | 6.0% | 375 | 86 | 25 | 189 | 5 |
| CONTRACTORS/ENGINEERS: | | | | | | | |
| Millwright | 174 | 1.5% | 22 | 94 | 9 | 44 | 5 |
| Plant Builder and/or Designer | 273 | 2.4% | 119 | 48 | 13 | 85 | 8 |
| PROCESSORS: | | | | | | | |
| Soybean or Corn Processor | 199 | 1.8% | 95 | 56 | 15 | 29 | 4 |
| Seed or Peanut Processor | 101 | 0.9% | 54 | 21 | 6 | 19 | 1 |
| Rice or Flour Mill (Note 10) | 195 | 1.7% | 99 | 80 | 5 | 7 | 4 |
| Brewery or Distillery (Note 11) | 91 | 0.8% | 56 | 22 | 4 | 6 | 3 |
| ALLIED BUSINESSES: | | | | | | | |
| Aquaculture | 157 | 1.4% | 96 | 30 | 10 | 18 | 3 |
| Biofuel Producer | 58 | 0.5% | 28 | 17 | 2 | 11 | |
| Others Allied to the Field | 932 | 8.3% | 209 | 223 | 50 | 204 | 246 |
| Total Qualified Circulation | 11,252 | 100.0% | 5,354 | 3,880 | 288 | 1,391 | 339 |
| Percent | 100.0% | | 47.6% | 34.5% | 2.6% | 12.4% | 3.0% |

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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.



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) | 2,491 | 20.7% | 998 | 1,186 | 21 | 277 | 9 |
| BOTH Grain Elevator and Feed Mixer/Dealer | 1,094 | 9.1% | 517 | 399 | 27 | 130 | 21 |
| Feed Mixer/Dealer (Note 6) | 3,063 | 25.4% | 1,655 | 1,098 | 29 | 277 | 4 |
| Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7) | 1,179 | 9.8% | 560 | 445 | 53 | 118 | 3 |
| Manufacturer of Livestock/Poultry Feed for Own Use (Note 8) | 917 | 7.6% | 520 | 311 | 35 | 44 | 7 |
| Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9) | 814 | 6.8% | 455 | 102 | 33 | 219 | 5 |
| CONTRACTORS/ENGINEERS: | | | | | | | |
| Millwright | 450 | 3.7% | 265 | 121 | 4 | 57 | 3 |
| Plant Builder and/or Designer | 266 | 2.2% | 122 | 42 | 11 | 88 | 3 |
| PROCESSORS: | | | | | | | |
| Soybean or Corn Processor | 198 | 1.6% | 93 | 61 | 14 | 28 | 2 |
| Seed or Peanut Processor | 108 | 0.9% | 55 | 21 | 6 | 24 | 2 |
| Rice or Flour Mill (Note 10) | 378 | 3.1% | 155 | 200 | 7 | 11 | 5 |
| Brewery or Distillery (Note 11) | 109 | 0.9% | 77 | 23 | 1 | 6 | 2 |
| ALLIED BUSINESSES: | | | | | | | |
| Aquaculture | 192 | 1.6% | 118 | 39 | 10 | 22 | 3 |
| Biofuel Producer | 56 | 0.5% | 25 | 18 | 2 | 11 | |
| Others Allied to the Field | 740 | 6.1% | 145 | 215 | 20 | 110 | 250 |
| Total Qualified Circulation | 12,055 | 100.0% | 5,760 | 4,281 | 273 | 1,422 | 319 |
| Percent | 100.0% | | 47.8% | 35.5% | 2.3% | 11.8% | 2.6% |

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Note 11: Includes Malt and Malt By-Products.

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
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