

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

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Scan for publisher's contact information

Published seven times a year, **FEED & GRAIN** reaches 15,700 individuals involved in the feed, grain and allied grain processing marketplace. Known as the "operator's manual for the feed and grain industry", editorial coverage consists of facility profiles, operations management, industry trends, regulations, equipment selection, application and maintenance, as well as industry news. Feed & Grain provides leading-edge mobile, digital and interactive products including a digital edition, mobile site and the industry's most comprehensive Online Buyer's Guide.

FIELD SERVED

FEED & GRAIN serves grain elevators (country or terminal), feed mixer/dealers, feed/premix manufacturers, manufacturers of livestock/poultry feed for own use, pet food manufacturers, distributors/brokers of feed or animal health additives/ingredients, millwrights, plant builders and/or designers, biofuel producers, soybean/corn/seed or peanut processors, rice or flour mills, breweries or distilleries, aquaculture and others allied to the field served.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are corporate and general administration; mill/plant/elevator operations management; nutrition, research and development, sales and/or marketing and related personnel in the field served.

CHANNELS

FEED & GRAIN MAGAZINE



4 issues in the period
15,700 average circulation

EXECUTIVE SUMMARY

Below are the average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
FEED & GRAIN MAGAZINE (4 issues in the period)	15,700	-	15,700

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	2
Advertiser and Agency	540
Allocated for Trade Shows and Conventions	-
All Other	173
TOTAL	715

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	15,700	100.0	15,700	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,700	100.0	15,700	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2020 Issue	Total Qualified
June/July	15,694
August/September	15,700
October/November	15,700
December	15,705

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2020
This issue is equal to the average of the other 3 issues reported in Paragraph 2.

Business and Industry	Total Qualified	Percent of Total	Classification by Job Title					Others
			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	335	4	
BOTH Grain Elevator and Feed Mixer/Dealer	1,334	8.5	699	451	20	159	5	
Feed Mixer/Dealer (Note 6)	4,912	31.3	3,147	1,248	27	488	2	
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	1,326	8.4	752	414	34	121	5	
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	1,031	6.6	712	227	26	59	7	
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	1,051	6.7	615	134	24	275	3	
CONTRACTORS/ENGINEERS								
Millwright	300	1.9	214	41	2	41	2	
Plant Builder and/or Designer	263	1.7	146	36	9	68	4	
PROCESSORS								
Soybean or Corn Processor	255	1.6	138	74	6	34	3	
Seed or Peanut Processor	166	1.0	89	37	7	31	2	
Rice or Flour Mill (Note 10)	123	0.8	72	40	4	6	1	
Brewery or Distillery (Note 11)	55	0.4	35	12	4	4	-	
ALLIED BUSINESSES								
Aquaculture	280	1.8	171	67	11	30	1	
Biofuel Producer	63	0.4	30	17	2	14	-	
Other	96	0.6	27	3	-	32	34	
TOTAL QUALIFIED CIRCULATION	15,700	100.0	8,784	4,947	199	1,697	73	
PERCENT	100.0		55.9	31.5	1.3	10.8	0.5	

Note 1: Corporate and General Administration (Includes president, owner, CEO, CFO, general manager, vice president and related personnel.)
 Note 2: Mill, Plant or 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, Hogs, Poultry Hatcheries, Poultry and Eggs, 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.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2020

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	7,770	3,964	-	11,734	74.7
II. Request from recipient's company:	-	-	-	-	-
III. Membership Benefit:	-	-	-	-	-
IV. Communication (other than request):	-	-	-	-	-
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	3,966	-	-	3,966	25.3
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	11,736	3,964	-	15,700	100.0
PERCENT	74.8	25.2	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2020

Mailing Address	Total Qualified	Percent
Individuals by name and title and/or function	15,700	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	15,700	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January - June 2018	July - December 2018	January - June 2019	July - December 2019	January - June 2020	July - December 2020*
Total Audit Average Qualified:	15,683	15,760	15,700	15,712	15,720	15,700
Qualified Non-Paid:	15,683	15,760	15,700	15,712	15,720	15,700
Qualified Paid:	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

*NOTE: July - December 2020 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2020

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	40		Kentucky	265	
New Hampshire	23		Tennessee	255	
Vermont	28		Alabama	230	
Massachusetts	53		Mississippi	186	
Rhode Island	6		EAST SO. CENTRAL	936	6.0
Connecticut	41		Arkansas	277	
NEW ENGLAND	191	1.2	Louisiana	199	
New York	254		Oklahoma	370	
New Jersey	72		Texas	1,081	
Pennsylvania	400		WEST SO. CENTRAL	1,927	12.3
MIDDLE ATLANTIC	726	4.6	Montana	190	
Ohio	637		Idaho	140	
Indiana	496		Wyoming	67	
Illinois	979		Colorado	299	
Michigan	352		New Mexico	68	
Wisconsin	510		Arizona	103	
EAST NO. CENTRAL	2,974	19.0	Utah	77	
Minnesota	873		Nevada	32	
Iowa	1,179		MOUNTAIN	976	6.2
Missouri	621		Alaska	15	
North Dakota	478		Washington	293	
South Dakota	452		Oregon	161	
Nebraska	709		California	579	
Kansas	934		Hawaii	20	
WEST NO. CENTRAL	5,246	33.4	PACIFIC	1,068	6.8
Delaware	33		UNITED STATES	15,697	100.0
Maryland	107		U.S. Territories	3	
Washington, DC	3		Canada	-	
Virginia	208		Mexico	-	
West Virginia	67		Other International	-	
North Carolina	355		APO/FPO	-	
South Carolina	179				
Georgia	389				
Florida	312				
SOUTH ATLANTIC	1,653	10.5			
			TOTAL QUALIFIED CIRCULATION	15,700	100.0

ADDITIONAL DATA

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 3,966 copies or 25.3%, including Info USA.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Marie Escobar, Production & Audience Coordinator

Elise Schafer, Publisher

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed	January 28, 2021
State	Wisconsin
County	Jefferson
Received by BPA Worldwide	January 28, 2021
Type	BJ
ID Number	F020B0D0

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.