

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.

IDEAg Group LLC
 45 South Water Street East
 Fort Atkinson, WI 53538
 Tel. No.: (920) 397-3828
 www.feedandgrain.com
 marie.escobar@feedandgrain.com



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.

MAGAZINE CHANNEL FORMAT – PRINT ISSUES

FEED & GRAIN is produced in a print format. The editorial for the print copy is the same for all recipients.

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 PRINT MAGAZINE



EXECUTIVE SUMMARY

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

	Non-Paid	Paid	Average
FEED & GRAIN PRINT MAGAZINE (3 issues in the period)	15,700	-	15,700

(See Paragraph 3b for Source)

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	1
Advertiser and Agency	512
Allocated for Trade Shows and Conventions	-
All Other	132
TOTAL	645

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

2021 Issue	Total Qualified
January	15,700
February/March	15,700
April/May	15,700

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2021
This issue is equal to the other 2 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)	3,866	24.6	1,631	1,884	19	332	-	
BOTH Grain Elevator and Feed Mixer/Dealer	1,157	7.4	572	426	14	145	-	
Feed Mixer/Dealer (Note 6)	4,956	31.6	3,090	1,283	26	557	-	
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	1,673	10.7	949	559	26	139	-	
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	1,282	8.2	834	368	20	60	-	
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	1,075	6.8	631	137	20	287	-	
CONTRACTORS/ENGINEERS								
Millwright	263	1.7	191	36	2	34	-	
Plant Builder and/or Designer	213	1.4	131	25	4	53	-	
PROCESSORS								
Soybean or Corn Processor	268	1.7	145	81	5	37	-	
Seed or Peanut Processor	145	0.9	80	32	5	28	-	
Rice or Flour Mill (Note 10)	432	2.7	234	181	3	14	-	
Brewery or Distillery (Note 11)	46	0.3	31	8	3	4	-	
ALLIED BUSINESSES								
Aquaculture	269	1.7	164	70	9	26	-	
Biofuel Producer	55	0.3	27	15	1	12	-	
Other	-	-	-	-	-	-	-	
TOTAL QUALIFIED CIRCULATION	15,700	100.0	8,710	5,105	157	1,728	-	
PERCENT	100.0		55.5	32.5	1.0	11.0	-	

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 APRIL/MAY 2021

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	8,074	3,191	-	11,264	71.7
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:	4,435	-	-	4,435	28.3
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,509	3,191	-	15,700	100.0
PERCENT	79.7	20.3	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2021

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	Circulation Claim	Circulation Claim
	July – December 2018	January – June 2019	July – December 2019	January – June 2020	July – December 2020*	January – June 2021*
Total Audit Average Qualified:	15,760	15,700	15,712	15,720	15,700	15,700
Qualified Non-Paid:	15,760	15,700	15,712	15,720	15,700	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 2020 – June 2021 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 APRIL/MAY 2021

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	32		Kentucky	242	
New Hampshire	35		Tennessee	260	
Vermont	27		Alabama	277	
Massachusetts	60		Mississippi	175	
Rhode Island	10		EAST SO. CENTRAL	954	6.1
Connecticut	49		Arkansas	293	
NEW ENGLAND	213	1.4	Louisiana	199	
New York	285		Oklahoma	355	
New Jersey	80		Texas	1,067	
Pennsylvania	412		WEST SO. CENTRAL	1,914	12.2
MIDDLE ATLANTIC	777	5.0	Montana	193	
Ohio	662		Idaho	128	
Indiana	460		Wyoming	60	
Illinois	935		Colorado	280	
Michigan	344		New Mexico	63	
Wisconsin	472		Arizona	122	
EAST NO. CENTRAL	2,873	18.3	Utah	83	
Minnesota	817		Nevada	32	
Iowa	1,105		MOUNTAIN	961	6.1
Missouri	693		Alaska	21	
North Dakota	441		Washington	303	
South Dakota	423		Oregon	161	
Nebraska	684		California	680	
Kansas	914		Hawaii	15	
WEST NO. CENTRAL	5,077	32.3	PACIFIC	1,180	7.5
Delaware	36		UNITED STATES	15,699	100.0
Maryland	130		U.S. Territories	1	
Washington, DC	2		Canada	-	
Virginia	233		Mexico	-	
West Virginia	74		Other International	-	
North Carolina	362		APO/FPO	-	
South Carolina	175				
Georgia	385				
Florida	353				
SOUTH ATLANTIC	1,750	11.1			
			TOTAL QUALIFIED CIRCULATION	15,700	100.0

ADDITIONAL DATA

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 4,435 copies or 28.3%, 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	July 13, 2021
State	Wisconsin
County	Jefferson
Received by BPA Worldwide	July 13, 2021
Type	BJ
ID Number	F020B0J1

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.