

Feed&Grain

MEDIA PLANNER

2022



Delivering connected experiences by focusing on solutions for all your marketing needs. Reach and expand your market with *Feed & Grain's* audience!

15,700
PRINT
SUBSCRIBERS

400,000
DIGITAL
PAGE VIEWS ANNUALLY

2,200
WEBINAR
REGISTRANTS

9,650
SOCIAL
FOLLOWERS

When you wrap your marketing messages around our editorial content, you tap into an engaged audience, optimizing the value of your marketing investment.

Feed & Grain readers are industry decision makers. Based on our most recent audit, of the 15,700** qualified subscribers we reach with Feed & Grain magazine, 8,848** people say they are involved in corporate and general administration. Another 4,972** people are in mill, plant or elevator operations management. That's more than 13,820** feed and grain industry professionals.

Our digital media reaches decision makers, too. Corporate and general administration or mill, plant and elevator operations management make up the following percentage of each list:

- Digital Issue: **81.7%** of 13,251* subscribers
- Industry Watch eNewsletter: **80.4%** of 11,998* subscribers
- Third Party Marketing: **81.8%** of 11,588* subscribers

LEADING-EDGE CONTENT

Our audience will tell you Feed & Grain's editorial team and contributors write effectively for each medium, whether it be written, video or audio content.

Respondents of our latest reader survey*** ranked Feed & Grain content as the most preferred in the industry in regards to Industry News & Latest Trends, Product Information, Grain Merchandising, Facility Operations & Safety and Profitability.

According to the same study,*** **56% of respondents would choose Feed & Grain** over five other competing publications if they could only subscribe to one magazine and **64% read about half or more of each issue.**

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EDITORIAL CALENDAR

JANUARY

CLOSE: 12/6/2021
ART DUE: 12/10/2021

ISSUE EMPHASIS: Feed Industry Trends

- Dust Control & Explosion Prevention
- Design, Construction & Remodeling
- Maintenance, Motors & Personnel Elevators



EXTRA DISTRIBUTION

▶ International Production & Processing Expo (IPPE)
January 25-27, 2022 | Atlanta, GA

FEB/MARCH

CLOSE: 1/7/2022
ART DUE: 1/12/2022

ISSUE EMPHASIS: Grain Handling Safety

- Storage (including fumigation & pest control)
- Drying & Aeration
- Safety & Rescue Equipment



EXTRA DISTRIBUTION

▶ NGFA Annual Convention
March 13-15, 2022 | Charleston, SC
▶ GEAPS Exchange
March 26-29, 2022 | Kansas City, MO

APRIL/MAY

CLOSE: 3/7/2022
ART DUE: 3/11/2022

ISSUE EMPHASIS: Transportation

- Operations Management (including financial products/services & automation)
- Transportation
- Renovation & Bin Cleaning

JUNE/JULY

CLOSE: 5/6/2022
ART DUE: 5/10/2022

ISSUE EMPHASIS: Grain Quality

- Cleaning Equipment & Magnets
- Grain Testing & Analysis
- Weighing

AUG/SEPT

CLOSE: 7/7/2022
ART DUE: 7/11/2022

ISSUE EMPHASIS: Facility Management

- Conveying & Material Handling
- Bags, Bagging & Palletizing

OCT/NOV

CLOSE: 9/7/2022
ART DUE: 9/12/2022

ISSUE EMPHASIS: Feed Management

- Mixing & Batching
- Milling & Grinding
- Automated Control Systems



EXTRA DISTRIBUTION

▶ NGFA Country Elevator Conference
December 6-8, 2022 | St. Louis, MO

DECEMBER

CLOSE: 11/7/2022
ART DUE: 11/11/2022

ISSUE EMPHASIS: Annual Buyers' Guide

- Hundreds of Product Listings
- Buyer's Guide
- Product/Service Directory
- Engineering, Construction & Millwrights Directory

Distribution at ALL major shows & meetings throughout the year!

JANUARY

CLOSE: 12/6/2022
ART DUE: 12/12/2022

ISSUE EMPHASIS: Feed Industry Trends

- Dust Control & Explosion Prevention
- Design, Construction & Remodeling
- Maintenance, Motors & Personnel Elevators



EXTRA DISTRIBUTION

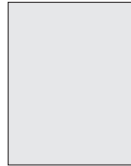
▶ International Production & Processing Expo (IPPE)
January 24-26, 2023 | Atlanta, GA

2022 PRINT ADVERTISING RATES

2022 SIZES



FULL PAGE SPREAD
Bleed: 16" x 11"
Trim: 15¾" x 10¾"
Live area: 15" x 10"



FULL PAGE
Bleed: 8" x 11"
Trim: 7¾" x 10¾"
Live area: 7" x 10"



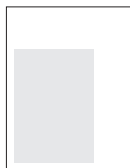
1/2 PAGE SPREAD
Bleed: 16" x 6"
Trim: 15¾" x 5¾"
Live area: 15" x 5"



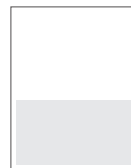
2/3 PAGE VERT
 4¼" x 10"



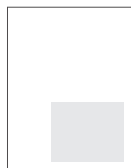
1/2 PAGE VERT
 3¾" x 10"



1/2 PAGE
 4¼" x 7¾"



1/2 PAGE HORIZ
 7" x 4¾"



1/3 PAGE
 4¼" x 4¾"



1/3 PAGE VERT
 2¼" x 10"



1/4 PAGE
 3¾" x 4¾"

Page trim size is 7¾" wide by 10¾" high. Keep essential matter ¾" inside trim dimensions on all four sides. (All sizes are width x height.)

2022 RATES (gross)

| Ad Size | Ad Rates | | |
|------------------|----------|---------|---------|
| | B/W | 2-Color | 4-Color |
| FULL PAGE | \$4,495 | \$4,945 | \$5,610 |
| 2/3 PAGE | \$3,550 | \$3,995 | \$4,670 |
| 1/2 PAGE | \$2,765 | \$3,205 | \$3,885 |
| 1/3 PAGE | \$2,050 | \$2,390 | \$3,160 |
| 1/4 PAGE | \$1,530 | \$1,975 | \$2,650 |

MARKETPLACE RATES

Get your product or service highlighted in this quick reference section.

- 4-color
- Personalized url

Ad Size: 3¾" x 4¾"

Marketplace Rates

| | |
|-----------|--------|
| 7X | \$935 |
| 3X | \$995 |
| 1X | \$1070 |



CLASSIFIED RATES

Ads sold per column inch. Ad can be 1-4 columns wide by 1-10 inches high.

Classified Rates

| SIZE | 1X | 4X | 7X |
|---|-------|-------|-------|
| 1 column inch 1.75 in. wide x 1 in. high | \$175 | \$170 | \$165 |
| 2 column inch 1.75 in. wide x 2 in. high | \$305 | \$295 | \$275 |
| 3 column inch 1.75 in. wide x 3 in. high | \$450 | \$430 | \$410 |
| 4 column inch (2x2) 3.625 in. wide x 2 in. high | \$580 | \$560 | \$520 |
| 5 column inch 1.75 in. wide x 5 in. high | \$715 | \$660 | \$640 |
| 6 column inch (2x3) 3.625 in. wide x 3 in. high | \$860 | \$825 | \$765 |

SEND PRINT MATERIALS TO:

Feed & Grain

Marie Escobar | MEscobar@wattglobal.com

PDF files preferred. Files may be emailed as long as they are less than 25 MB. Photos within ad must be at least 300 dpi.

Marketplace and Classified rates listed are NET rates per insertion. All special section advertising is pre-paid prior to closing. Applicable credit cards are MasterCard, Visa or American Express. Feed & Grain's policy is for all first-time advertisers to prepay for the first ad insertion.

INDUSTRY RESOURCE SHOWCASE

Feed & Grain's Industry Resource Showcase brings our exclusive, comprehensive digital **Online Buyers' Guide** into the printed format. This special print edition mails in December and features a Product/Service Directory, a Company Directory, a Millwrights Guide and a Product Showcase featuring hundreds of product listings – complete with an image, description, and a URL for more info on our Online Buyers' Guide.

This is your opportunity to advertise in the issue that people in the feed and grain industry refer to for their equipment, product and service needs.



Product/Service Directory

Millwrights Guide

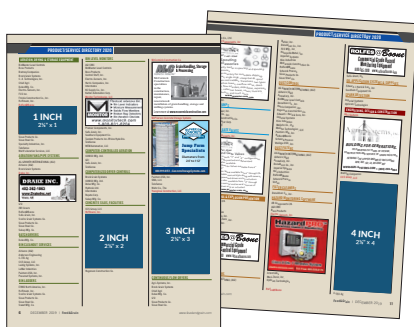
Online Buyers' Guide

PRODUCT/SERVICE DIRECTORY

Capture your customer's attention with ADLETS in the Showcase Product/Service Directory.

- Comprehensive supplier directory
- Preferred category placement
- Over 150 product categories to choose from
- Easy and affordable advertising

| Sizes & Net Rates | 1 AD | 2 ADS (per ad) | 3 ADS+ (per ad) |
|----------------------|-------|----------------|-----------------|
| 1 inch (2 1/8" x 1") | \$325 | \$310 | \$295 |
| 2 inch (2 1/8" x 2") | \$435 | \$410 | \$385 |
| 3 inch (2 1/8" x 3") | \$535 | \$495 | \$470 |
| 4 inch (2 1/8" x 4") | \$630 | \$585 | \$535 |



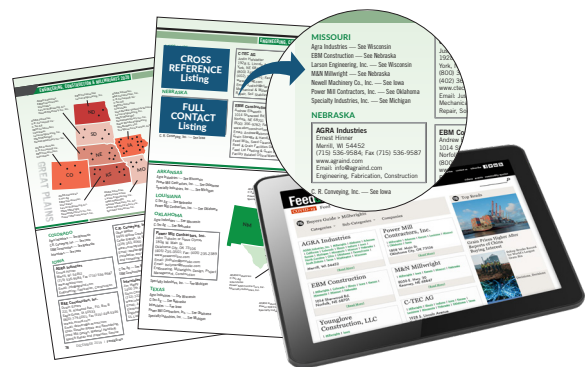
MILLWRIGHTS GUIDE

Reach key decision-making upper level managers at grain elevators, feed mills and processors.

- Company advertising by region(s) and state(s) of choice
- Year-round visibility in print and feedandgrain.com/millwrights
- Publishes in the December issue
- Website has 36,000+ monthly visitors

Millwrights Guide Rates PER STATE

| | |
|---|-------|
| Full Contact Listing (print & digital) | \$400 |
| Cross Reference Listing (print & digital) | \$40 |

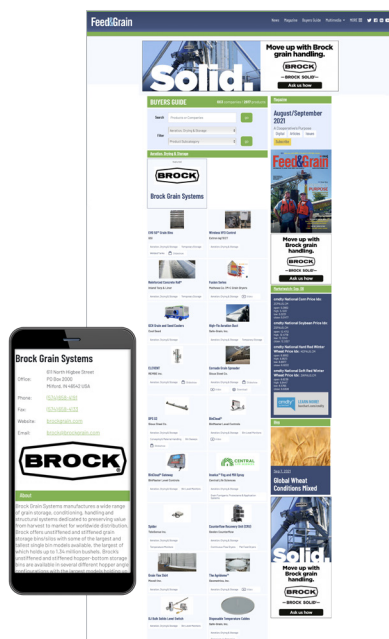


SEND MATERIALS FOR INDUSTRY RESOURCE SHOWCASE ADVERTISING TO:

Marie Escobar | MEscobar@wattglobal.com

PDF files preferred. Files may be emailed as long as they are less than 25 MB. Photos within ad must be at least 300 dpi.

MAKE AN IMPACT



CUSTOM MARKETING

Need that wow factor? Make an immediate impression as a subscriber flips through the magazine!

- Stickers
- Inserts
- Polybag
- Advertorials
- Custom Reprints
- Whitepapers
- Custom Publications
- List Rentals
- Specialty Ad Positions



Contact us for a customized consultation and quote!

ONLINE BUYER'S GUIDE*

feedandgrain.com/product

Category sponsorships provide maximum exposure for branding.

- 3 banners in your product category
 - 970 x 250 Top Banner Position & 300 X 77 (mobile)**
 - 300 x 250 Medium Rectangle
 - 300 x 600 Skyscraper
- Company listing in all categories that apply
- 150-200 words describing your company and products
- Product releases with image and copy
- Company logo
- Listed as a "Featured Company" in the Buyer's Guide

\$1,595 for 12 months (net)

**Shares space with other advertisers*

***Both sizes are needed to ensure visibility on all devices*

SOCIAL MEDIA

Harness the power of social media posts and advertising with Feed & Grain.



Contact for rates



**Google Analytics*

SPONSORED CONTENT

Leverage the power of digital content marketing to share your message with over 87,600* page views per month on feedandgrain.com.

- Displayed on the *feedandgrain.com* landing page and in Industry Watch eNewsletter
- Limited space available (first-come/first-serve basis)
- Features your image/logo, headline, teaser, article and link to your site

Contact for rates

**Publisher's own data*

2022 DIGITAL ADVERTISING | feedandgrain.com

OUR DIGITAL OPPORTUNITIES

- Webinars
- Online Buyer's Guide
- Custom eNewsletters
- Show Daily
- Sponsored Content
- eNewsletters
- Email Marketing
- Podcasts
- Digital Edition Advertising
- Social Media Marketing

Contact for inquiries



FEEDANDGRAIN.COM

Page Peel

BANNER AND HIGH-IMPACT ADS

| Web Banner Ads* (net) | |
|-----------------------------------|-------|
| Position 1 Banner | \$840 |
| 970 x 250 and 300 x 77 (mobile)** | |
| Position 2 Banner 300 x 250 | \$715 |
| Position 3 Banner | \$700 |
| 970 x 250 and 300 x 77 (mobile)** | |
| Position 4 Banner 300 x 250 | \$635 |
| Position 5 Banner 300 x 500 | \$560 |

(3-month commitment required) *Rotates with other advertisers
**Both sizes are needed to ensure visibility on all devices

| High-Impact Advertising Units* (net) | |
|--------------------------------------|-------------------|
| Hello Ad | \$450 per week |
| 550 x 480 and 300 x 250 (mobile)** | |
| Page Peel | \$450 per month |
| Wallpaper Ad 1658 x 1058 | \$2,500 per month |
| Sponsored Content | Contact for rates |

**Both sizes are needed to ensure visibility on all devices

SEND MATERIALS TO:

Marie Escobar | MEscobar@wattglobal.com

- .jpg, .gif or .png files accepted
- Max file size 200kb
- Unlimited animation
- Ad link (provided by advertiser)

ENEWSLETTER OPPORTUNITIES

600 X 155
Position 1



[Webinars](#) | [Subscribe](#) | [Share](#)

[f](#) [t](#) [in](#)

600 X 155
Position 2

Sponsored Content

600 X 155
Position 3

Fire at Grain Elevator in Mt. Angel, OR

Four-alarm fire burned through a large commercial grain elevator and four other businesses early Saturday morning

[Read more](#)

ADM Recognized for Protein Innovations

Company is named to *Fortune's* 2021 Change the World List

[Read more](#)

600 X 155
Position 4

Online Buyers' Guide



Warrior Design and Fabrication Services

Support towers are custom fabricated for any height, seismic zone and wind speed

[Learn more](#)

300 X 250
Position 5



4B HazardMon.com

Cloud based software application provides status notifications and data logging for bucket elevators and conveyors

[Learn more](#)

INDUSTRY WATCH DAILY ENEWSLETTER

Reach over 10,000+ subscribers* by advertising in *Feed & Grain's* daily newsletter. Generate measurable traffic to your company's website as well as build your company's brand.

- Limited space available (first-come/first-serve basis)
- 3-month commitment required
- Different advertisers each day (4-5 exposures per month)

Industry Watch Daily eNewsletter Banner Ads (net)

| | |
|-------------------------------|-------------------|
| Position 1 Banner (600 X 155) | \$840/month |
| Position 2 Banner (600 X 155) | \$765/month |
| Position 3 Banner (600 X 155) | \$715/month |
| Position 4 Banner (600 X 155) | \$685/month |
| Position 5 Banner (300 x 250) | \$605/month |
| Sponsored Content | Contact For Rates |

*Publisher's own data

SEND MATERIALS TO:

Marie Escobar | MEscobar@wattglobal.com

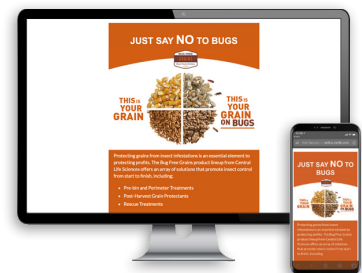
- .jpg, .gif and .png files
- Max file size 100kb
- Ad link (provided by advertiser)

EMAIL MARKETING

Select from the *Feed & Grain* database of over 11,000 email subscribers*. Your targeted email blast can be used for new product promotion, lead generation and to drive website traffic.

\$250 per 1,000 emails

*Publisher's own data




Feed&Grain
Product Watch
July Focus - 07/15/20
Grain Cleaning, Testing & Analysis

Feed & Grain's Product Watch is a monthly newsletter collected from the most comprehensive list of products and services for the feed and grain industry. This month we're taking a look at Grain Cleaning, Testing & Analysis Equipment.

600 X 155
 Position 1


Feature



Protecting What's in the Bin
After a wet harvest last fall, mycotoxin testing can be your first line of defense against spoilage [READ MORE](#)

600 X 155
 Position 2


Grain Cleaning, Testing & Analysis



Scalperator
Carter Day International, Inc.

- Large material scalping and air density separation in one pass
- New rotary feed valve at air column discharge

[\[READ MORE\]](#)




Rotary Drum Grain Cleaner
Grain Cleaning LLC

- Designed for commercial applications and larger producers
- Combines air cleaning and screen cleaning into one system

[\[READ MORE\]](#)


600 X 155
 Position 3



Portable Ingredient Analyzer (PIA) NIR
Insta-Pro International

- Capable of predicting nutrient values in intact samples
- Results can be obtained in a matter of minutes

[\[READ MORE\]](#)



Super Screens
BM&M Screening Solutions

- High speed gyratory screen for medium applications
- Up to 60 ton/hour feed/grain capacity

[\[READ MORE\]](#)

600 X 155
 Position 4

MONTHLY PRODUCT WATCH ENEWSLETTER

Each newsletter will focus on a specific product category and will offer key features, photos and links to more information. Product Watch is delivered the third Wednesday of each month.

- Sends: Monthly 12,000+ subscribers

Product Watch eNewsletter Banner Ads (net)

| | |
|-----------------------------|-------|
| Position 1 Banner 600 X 155 | \$600 |
| Position 2 Banner 600 X 155 | \$500 |
| Position 3 Banner 600 X 155 | \$400 |
| Position 4 Banner 600 X 155 | \$300 |

Pricing is per month newsletter

2022 Product Watch eNewsletter Content Schedule

| | |
|--------------|--|
| January 20 | Feed Additives |
| February 17 | Feed Manufacturing |
| March 17 | Aeration, Drying & Storage |
| April 21 | Transportation |
| May 19 | Operations, Management, Consulting & Financial |
| June 16 | Weighing & Bagging |
| July 21 | Grain Cleaning , Testing & Analysis |
| August 18 | Conveying & Material Handling |
| September 15 | Maintenance |
| October 20 | Dust Control & Explosion Prevention |
| November 17 | Engineering Design & Construction |
| December 15 | Safety & Rescue Equipment |

SEND MATERIALS TO:

Marie Escobar | MEscobar@wattglobal.com

- .jpg, .gif and .png files
- Max file size 100kb
- Ad link (provided by advertiser)

WEBINARS

FEED & GRAIN LIVE WEBINAR SERIES

Feed & Grain LIVE is our readers' go-to destination for networking, education and growth. Now we provide a digital connection between our captive audience and webinar sponsors through our monthly Wednesday Webinar Series. Our engaging, to-the-point, 45-minute webinars feature topics that matter most to our subscribers. *Feed & Grain* provides the content, expert speakers and platform. You provide your company logo for our marketing efforts to drive webinar registration. Sponsorship includes:

- Hello and Wallpaper Ads
- Banner Ads
- Sponsored Content
- Direct Email Marketing
- Social Media Posts
- 15-second Plug during webinar
- Lead Gen

Contact for inquiries*

First-come, first-served availability.

FOR SPONSORSHIP OPPORTUNITIES CONTACT:

Kevin Freel | KFreel@wattglobal.com

- Full-color company logo size must be at least 300 dpi and provided in .jpg format



CUSTOMIZED WEBINAR

Would your company like to position itself as a thought leader on key industry topics? Our custom webinars do just that with you providing the content and the speakers. When webinars are done well and provide information of value, they build trust and earn business.

With Feed & Grain webinars, you can:

- Leverage our engaged audience, editorial experts and market research capabilities
- Realize the security of an experienced production team that has produced over 200 editorial, internal and sponsored webinars
- Access proven marketing, registration and broadcast platforms for prominent branding and a professional format

Contact for rates

OUR COMPANY WATT GLOBAL MEDIA

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