

REPORT

TOTAL AUDIENCE PROFILE

For Period of JULY - SEPTEMBER 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: July - September 2021	Frequency	Qualified/ Delivered Distribution
Feed & Grain		
Print Version (BPA audited) - October/November 2019 edition	7	15,700
Digital Version (Non-audited)	6	13,251
E-Newsletter		
Industry News	5x/week	11,998
Email Marketing		
Email Marketing		11,588

WEBSITE METRICS

www.feedandgrain.com	Sessions	Users	Pageviews	Avg Time on Site
July 2021	40,708	30,492	60,678	1:48:00
August 2021	43,242	35,481	64,438	2:02:00
September 2021	42,018	31,153	61,838	1:51:00
Average for Period	41,989	32,375	62,318	1:47:00

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

Print Version	Classification By Title					
Business and Industry	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)	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	2.8%	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	0.4%	27	15	1	12
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%



Source: June 2021 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						
Business and Industry	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
GRAIN/FEED BUSINESSES:							
Grain Elevator (Country or Terminal) (Note 5)	2,779	21.52%	1,194	1,291	25	257	12
BOTH Grain Elevator and Feed Mixer/Dealer	1,085	8.40%	497	393	26	141	28
Feed Mixer/Dealer (Note 6)	3,288	25.46%	1,840	1,078	31	331	6
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	774	5.99%	377	276	35	77	8
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	842	6.52%	488	259	36	43	16
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	767	5.94%	415	90	32	223	6
CONTRACTORS/ENGINEERS:							
Millwright	432	3.34%	268	110	5	44	5
Plant Builder and/or Designer	299	2.31%	137	43	9	97	13
PROCESSORS:							
Soybean or Corn Processor	210	1.63%	99	62	14	30	5
Seed or Peanut Processor	105	0.81%	60	19	3	21	2
Rice or Flour Mill (Note 10)	280	2.17%	125	130	7	13	5
Brewery or Distillery (Note 11)	99	0.77%	68	22	2	5	2
ALLIED BUSINESSES:							
Aquaculture	164	1.27%	104	30	8	18	4
Biofuel Producer	63	0.49%	31	17	2	13	0
Others Allied to the Field	1,729	13.39%	333	313	54	189	171
Total Qualified Circulation	12,916	100.0%	6,036	4,133	289	1,502	283
Percent	100.0%		46.7%	32.0%	2.2%	11.6%	2.2%



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E-NEWSLETTER DISTRIBUTION

Digital Version	Classification By Title						
Business and Industry	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
GRAIN/FEED BUSINESSES:							
Grain Elevator (Country or Terminal) (Note 5)	2,268	21.08%	943	1,043	18	232	31
BOTH Grain Elevator and Feed Mixer/Dealer	879	8.17%	403	306	24	111	35
Feed Mixer/Dealer (Note 6)	2,357	21.91%	1,272	798	23	242	21
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	540	5.02%	272	145	43	64	16
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	560	5.20%	328	148	32	22	30
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	602	5.59%	320	68	27	174	13
CONTRACTORS/ENGINEERS:							
Millwright	332	3.09%	204	76	4	42	6
Plant Builder and/or Designer	258	2.40%	105	44	10	79	20
PROCESSORS:							
Soybean or Corn Processor	166	1.54%	74	45	12	23	12
Seed or Peanut Processor	91	0.85%	49	18	2	17	5
Rice or Flour Mill (Note 10)	155	1.44%	66	66	5	10	8
Brewery or Distillery (Note 11)	87	0.81%	55	19	3	6	4
ALLIED BUSINESSES:							
Aquaculture	110	1.02%	66	17	6	18	3
Biofuel Producer	51	0.47%	22	15	2	10	1
Others Allied to the Field	2,304	21.41%	247	244	48	145	204
Total Qualified Circulation	10,760	100.0%	4,426	3,052	259	1,195	409
Percent	100.0%		41.1%	28.4%	2.4%	11.1%	3.8%

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EMAIL MARKETING

Digital Version	Classification By Title						
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GRAIN/FEED BUSINESSES:							
Grain Elevator (Country or Terminal) (Note 5)	2,213	22.85%	917	1,042	20	216	17
BOTH Grain Elevator and Feed Mixer/Dealer	808	8.34%	382	291	21	99	15
Feed Mixer/Dealer (Note 6)	2,573	26.56%	1,446	833	22	257	15
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	458	4.73%	240	131	22	57	8
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	527	5.44%	333	127	28	24	15
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	636	6.57%	346	71	24	186	9
CONTRACTORS/ENGINEERS:							
Millwright	373	3.85%	232	92	4	42	3
Plant Builder and/or Designer	214	2.21%	103	27	6	67	11
PROCESSORS:							
Soybean or Corn Processor	140	1.45%	62	39	12	21	6
Seed or Peanut Processor	87	0.90%	49	14	3	18	3
Rice or Flour Mill (Note 10)	133	1.37%	62	58	3	5	5
Brewery or Distillery (Note 11)	100	1.03%	66	24	3	5	2
ALLIED BUSINESSES:							
Aquaculture	118	1.22%	71	23	4	17	3
Biofuel Producer	50	0.52%	25	15	1	8	1
Others Allied to the Field	1,256	12.97%	205	234	37	128	151
Total Qualified Circulation	9,686	100.0%	4,539	3,021	210	1,150	264
Percent	100.0%		46.9%	31.2%	2.2%	11.9%	2.7%



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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. Feed & Grain is published by WATT Global Media | 401 East State Street, 3rd Floor | Rockford, Illinois 61104 USA

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