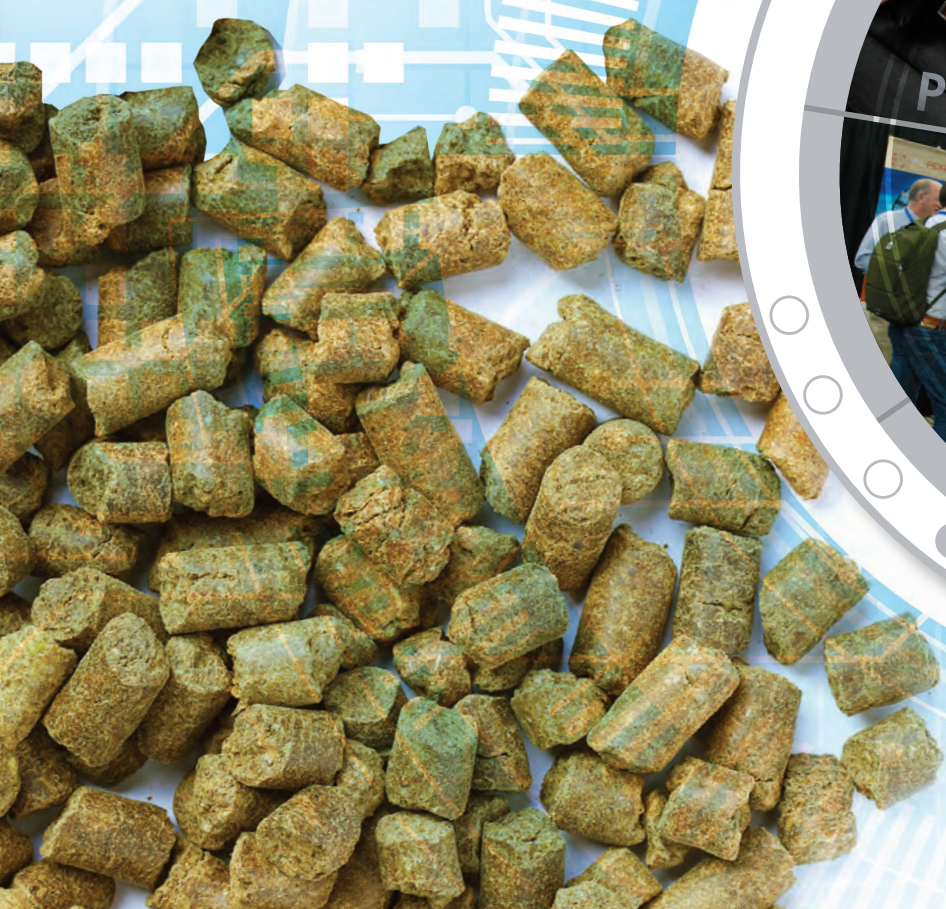
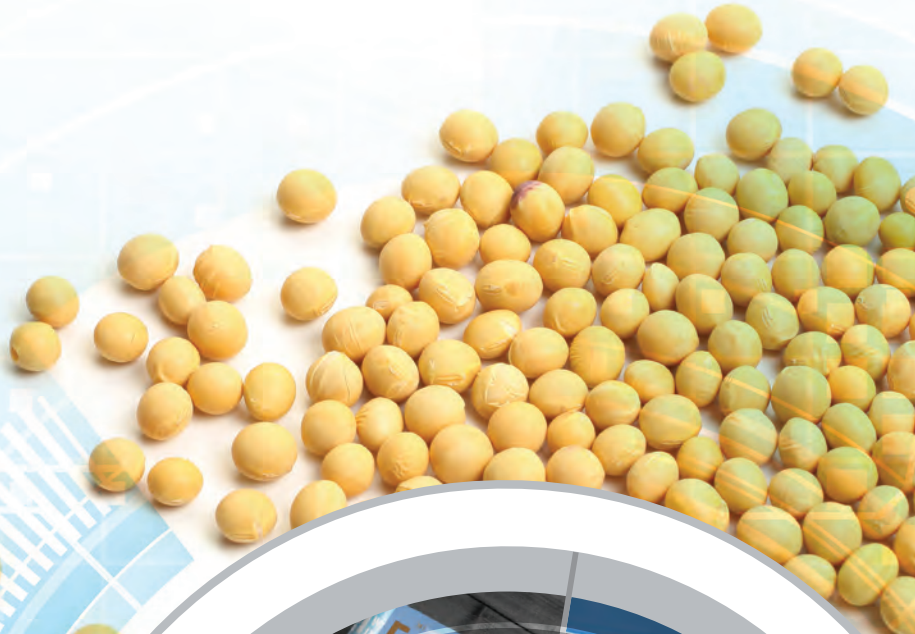


Feed & Grain

INFORMATION TO GUIDE YOUR PROFIT AND GROWTH

*Delivering a
connected experience
by focusing on
solutions for all your
marketing needs*





THE RIGHT REACH


WE DELIVER

Industry Watch eNewsletter
15,000*

Print qualified subscribers
15,700**

Digital edition
15,698*

Email marketing
12,876*

 9,000* Social Media 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, 9,539** people say they are involved in corporate and general administration. Another 4,471** people are in mill, plant or elevator operations management. That's more than 14,000** 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: 70% of 15,700* subscribers
- Industry Watch eNewsletter: 75% of 15,500* subscribers
- Third Party Marketing: 74% of 12,876* 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.

 **65%**

are responsible for recommending the purchase of equipment/products/services***

 **56%**

have the authority to approve purchases***

 **60%**

are responsible for developing business strategies***



*Publisher's own data | **June 2019 BPA audit statement | ***Study conducted by Readex Research September 2019

2020 EDITORIAL CALENDAR

DATES

	ISSUE EMPHASIS	THE MIX	PRODUCT SPOTLIGHTS	DATES	BONUS DISTRIBUTION
JANUARY 	Feed Industry Trends	Focus on Poultry	<ul style="list-style-type: none"> Dust Control & Explosion Prevention Design, Construction & Remodeling Maintenance, Motors & Personnel Elevators 	Close: 11/06/19 Art Due: 11/12/19	International Production & Processing Expo (IPPE)  Jan. 28-30 Atlanta, GA Feed & Grain LIVE  Feb. 5-7 Altoona, IA
FEBRUARY/MARCH 	Grain Handling Safety	Focus on Beef	<ul style="list-style-type: none"> Storage (including fumigation & pest control) Drying & Aeration Safety & Rescue Equipment 	Close: 12/20/19 Art Due: 12/30/19	NGFA Annual Convention  March 8-10 Austin, TX GEAPS Exchange  March 22-24 Minneapolis, MN
APRIL/MAY 	Transportation	Focus on Petfood	<ul style="list-style-type: none"> Operations Management (including financial products/services & automation) Transportation Renovation & Bin Cleaning 	Close: 02/24/20 Art Due: 02/28/20	<p>We share not just the “what” with our readers but delve further into the “why.”</p>
JUNE/JULY 	Grain Quality	Focus on Dairy	<ul style="list-style-type: none"> Cleaning Equipment & Magnets Grain Testing & Analysis Weighing 	Close: 04/21/20 Art Due: 04/27/20	
AUGUST/SEPTEMBER 	Facility Management	Focus on Aquaculture	<ul style="list-style-type: none"> Conveying & Material Handling Bags, Bagging & Palletizing 	Close: 06/19/20 Art Due: 06/25/20	
OCTOBER/NOVEMBER 	Feed Management	Focus on Swine	<ul style="list-style-type: none"> Mixing & Batching Milling & Grinding Automated Control Systems 	Close: 08/25/20 Art Due: 08/31/20	
SHOWCASE 2021  SHOWCASE	Annual Buyer's Guide		<ul style="list-style-type: none"> Hundreds of product listings Buyer's Guide Product/Service Directory Engineering, Construction & Millwrights Directory 	Close: 10/6/20 Art Due: 10/12/20	<div style="border: 1px solid black; padding: 5px; display: inline-block;">extra</div> Distribution at ALL major shows & meetings throughout the year!
JANUARY 2021 	Feed Industry Trends	Focus on Poultry	<ul style="list-style-type: none"> Dust Control & Explosion Prevention Design, Construction & Remodeling Maintenance, Motors & Personnel Elevators 	Close: 11/10/20 Art Due: 11/16/20	International Production & Processing Expo (IPPE)  Jan. 26-28 Atlanta, GA Feed & Grain LIVE  TBD Altoona, IA



2020 PRINT ADVERTISING

WE DELIVER

2020 RATES (GROSS)

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

MARKETPLACE RATES

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

- 4-color, 2-color or B/W
- Personalized url



Ad Size: 3³/₈" x 4⁷/₈"

	Black/White or 2-color	4-Color
7X	\$830	\$935
3X	\$890	\$995
1X	\$970	\$1,070

All 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.**

SEND MATERIALS TO:

Feed & Grain
 45 S. Water Street East, Fort Atkinson, WI 53538
Marie Escobar | 920.397.3829
marie.escobar@feedandgrain.com

PDF files preferred. Files may be emailed as long as they are less than 25 MB. To send files exceeding 25 MB, please use the following ftp site: <http://pruuploads.fb.org/>

CLASSIFIED AD RATES

Ads sold per column inch.

Ad can be 1-4 columns wide by 1-10 inches high.

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

AD SIZES

FULL PAGE SPREAD:

Bleed: 16" x 11"
Trim: 15³/₄" x 10³/₄"
Live area: 15" x 10"

FULL PAGE:

Bleed: 8" x 11"
Trim: 7⁷/₈" x 10³/₄"
Live area: 7" x 10"

2/3 PAGE VERTICAL:

4⁹/₁₆" x 10"

1/2 PAGE VERTICAL:

3³/₈" x 10"

1/2 PAGE STANDARD:

4⁹/₁₆" x 7³/₈"

1/2 PAGE SPREAD:

Bleed: 16" x 6"
Trim: 15³/₄" x 5⁷/₈"
Live area: 15" x 5"

1/2 PAGE HORIZONTAL:

7" x 4⁷/₈"

1/3 PAGE STANDARD:

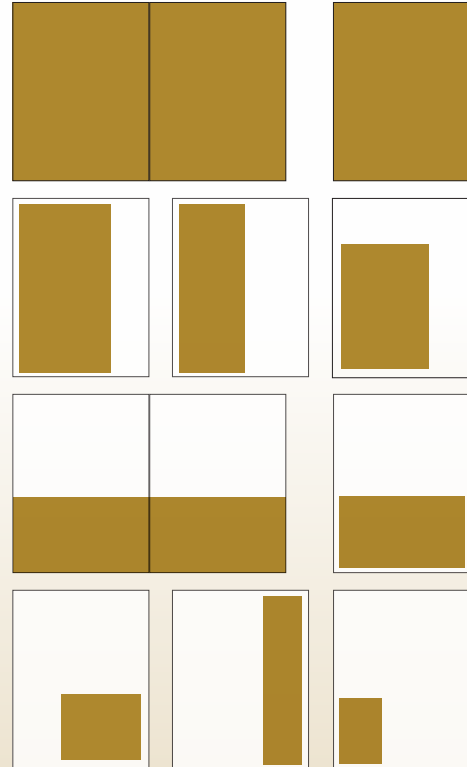
4⁹/₁₆" x 4⁷/₈"

1/3 PAGE VERTICAL:

2³/₁₆" x 10"

1/4 PAGE STANDARD:

3³/₈" x 4⁷/₈"



Page trim size is 7⁷/₈" wide by 10³/₄" high. Keep essential matter ³/₈" inside trim dimensions on all four sides. (All sizes are width x height.)



2020 DIGITAL ADVERTISING



Page Peel

FEEDANDGRAIN.COM

Web Banner Ads* (net)

Position 1 Banner	\$840
970 x 250 300 x 77 (mobile)**	
Position 2 Banner 300 x 250	\$715
Position 3 Banner 300 x 250	\$635
Position 4 Banner 300 x 600	\$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 480 300 x 250 (mobile)**	
Page Peel	\$450 per month
Wallpaper Ad 1658 x 1058	\$2,500 per month
Sponsored Content	Call For Rates

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

BUYER'S GUIDE* FEEDANDGRAIN.COM/PRODUCT

Category sponsorships provide maximum exposure for branding.

- 3 banners in your product category
970 x 250 Top Leaderboard & 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)

*Rotates with other advertisers

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



OPPORTUNITIES

SEND MATERIALS FOR DIGITAL ADVERTISING TO:

Lisa Cleaver | 920-397-3834

lisa.cleaver@feedandgrain.com

- .jpg, .gif or .png files accepted
- Max file size 200kb
- Unlimited animation





2020 DIGITAL ADVERTISING



EMAIL MARKETING

Select from the Feed & Grain database of over 12,800 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

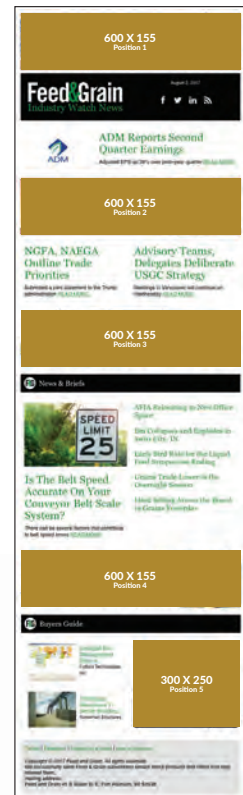
INDUSTRY WATCH DAILY ENEWSLETTER

Reach over 15,000+ 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 per month
Position 2 Banner 600 X 155	\$765 per month
Position 3 Banner 600 X 155	\$715 per month
Position 4 Banner 600 X 155	\$685 per month
Position 5 Banner 300 x 250	\$605 per month
Sponsored Content	Call For Rates



WE DELIVER

OUR DIGITAL OPPORTUNITIES

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

SEND MATERIALS FOR ENEWSLETTER ADVERTISING TO:

Lisa Cleaver | 920-397-3834
lisa.cleaver@feedandgrain.com

- .jpg and .gif files
- Max file size 100kb
- Animation available at no extra charge. Inquire for more information.

SHOW DAILY ENEWSLETTERS

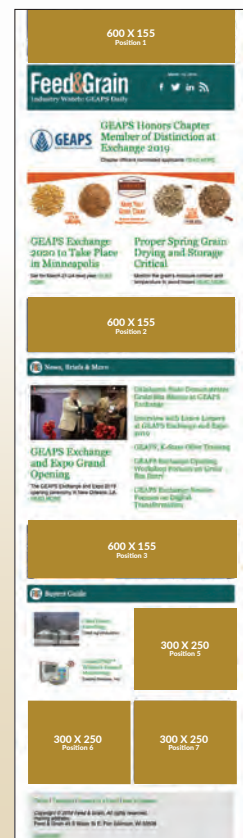
Custom newsletters designed for Daily GEAPS or IPPE Daily breaking news.

- Limited space available (first-come/first-serve basis)

Show Daily eNewsletter Banner Ads* (net)

Position 1 Banner 600 X 155	\$750
Position 2 Banner 600 X 155	\$600
Position 3 Banner 600 X 155	\$550
Position 4 Banner 600 X 155	\$450
Position 5 Banner 300 x 250	\$400
Position 6 Banner 300 X 250	\$350
Position 7 Banner 300 x 250	\$350

PRICING IS PER SHOW NEWSLETTER



2020 DIGITAL ADVERTISING



Feed & Grain Product Watch
March Focus - 03/20/19
Aeration, Drying & Storage

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 Aeration, Drying & Storage products.

600 X 155
Position 1

Proper Spring Grain Drying and Storage Critical
Monitor the grain's moisture content and temperature to avoid losses
[READ MORE](#)

600 X 155
Position 2

INTUI-DRY™ Grain Dryer Control
Brook Grain Systems

- Simplified monitoring and control of Brook Grain dryers
- Easy-to-use 15.6-inch touchscreen display
- Full color graphs outline both wet and dry moisture percentages and track historical trends

[READ MORE](#)

Aeration Fans
Sukue Mfg. Co.

- Centrifugal and axial fans for all your aeration applications
- Engineered for highest airflow and efficient operation

[READ MORE](#)

600 X 155
Position 3

SiloTrack™ Cloud Remote Inventory Management System
Monitor Technologies, LLC

- Web-based application allows users to monitor current vessel levels, receive notifications, access reports and more all any location, any time using any device with an internet connection
- Manage one silo or multiple locations with multiple storage vessels

[READ MORE](#)

Chief Commercial Grain Storage
Chief Agri/Industrial

- Exclusive exterior "V" stiffener with twice the strength of nearest competitor stiffener
- Standard C115 galvanization for superior corrosion resistance

[READ MORE](#)

600 X 155
Position 4

Z-Series™ Bins with Flexwave® Technology
GSI

- Automates bin cleanout
- Two large liners made of durable fabric alternately inflate and deflate, gently pushing remaining grain into a central reclaim for removal
- Each inflatable liner can unload more than 100 tons of grain at a time using less than 1 psi of air pressure

[READ MORE](#)

DeltaDust® Insecticide
Bayer CropScience

- Will not clump or absorb moisture in wet areas
- Approved for use in commercial food-handling establishments

[READ MORE](#)

Learn More at the Feed & Grain Buyer's Guide
The most comprehensive buyer's guide for the feed & grain industry.

[More Products](#)

Twitter | Facebook | LinkedIn | YouTube | RSS | Email

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 mailing address: Feed & Grain 45 S. Water St. E., Fort Atkinson, WI 53538
www.feedandgrain.com

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

2020 Product Watch eNewsletter Content Schedule

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

SEND MATERIALS FOR PRODUCT WATCH ENEWSLETTER ADVERTISING TO:

Lisa Cleaver | 920-397-3834
lisa.cleaver@feedandgrain.com

- .jpg and .gif files
- Max file size 100kb
- Animation available at no extra charge. Inquire for more information.



DIGITAL EDITION ADVERTISING

- Available to view online or on your mobile device

SPONSORSHIP PACKAGE
\$2,500 PER YEAR



Sponsorship package includes cover logo and front forward ad in every issue.

OPPORTUNITIES





2020 IMPACT ADVERTISING

WE DELIVER



SPONSORED CONTENT

Use the power of the internet to get your message on over 87,600* page views per month on feedandgrain.com.

- Displayed on the *feedandgrain.com* home page, news page, "More Articles" list under each news story, and in the Industry Watch eNewsletter for one week
- Limited space available (first-come/first-serve basis)
- Features your image/logo, headline, teaser, article and link to your site

CALL FOR RATES



*Google Analytics

IMPACT MARKETING

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

- Stickers
- Post-Its
- Inserts
- Polybag
- Advertorials
- Custom Reprints
- Whitepapers & Inserts
- Supplements
- Custom Publications
- Ride-Alongs
- List Rentals
- Stickers
- Unique Covers
- Specialty Ad Positions

CALL US FOR A CUSTOMIZED CONSULTATION AND QUOTE!



2020 FEED & GRAIN LIVE



Feb. 5-7, 2020
Altoona, IA
live.feedandgrain.com



LIVE.FEEDANDGRAIN.COM

Feed & Grain LIVE adds another whole layer of experience to Feed & Grain subscribers. This 2.5-day trade show, educational conference and networking opportunity was developed exclusively for mill managers, elevator managers, plant managers and key mill personnel.

ATTENDEE OFFERINGS

The annual event is strategically located in the heart of the grain belt, making it attractive to drive-in attendees. Each conference features a variety of attendee experiences:

- Hands-On Workshops
- Concurrent Sessions
- Keynote Addresses
- Panel Discussions
- Networking Receptions & Meals
- Trade Show

TOPICS COVERED:

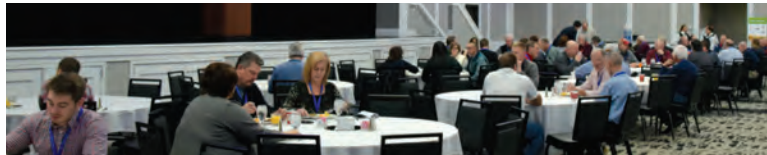
- Safety
- Grain testing and analysis
- Succession planning
- Grain merchandising
- Regulatory updates
- Generational differences
- Recruitment and retention

SPONSORSHIPS

Exhibit space and sponsorship opportunities are available. Sponsorship categories include:

- Platinum Sponsor
- Registration Sponsor
- Networking Reception Sponsor
- Meal Sponsor
- Refreshment Break Sponsor
- Concurrent Session Sponsor
- Wi-fi Sponsor

**INQUIRE FOR PRICING
INFORMATON**



OPPORTUNITIES





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Operations Coordinator*

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OUR PLATFORM ADVANTAGE

The IDEAg Publications Group is located in Fort Atkinson, Wisconsin. IDEAg publishes Feed & Grain Magazine, the leading business-to-business publication serving the American grain storage, milling and grain handling sector, and features a turn-key, custom publishing platform.

IDEAg features a veteran, award-winning staff of editors, writers, designers, production managers and advertising specialists. IDEAg offers communications solutions for multiple platforms, including print, digital, web and app-based publishing. IDEAg also features in-house capabilities such as circulation management, mail administration and advertising sales and tracking.

The flagship publication of IDEAg is Feed & Grain Magazine. With more than 15,000 qualified subscribers, Feed & Grain serves customers across the feed and grain production chain. Each issue provides authoritative journalism for industry professionals. Advertisers are drawn to Feed & Grain's diverse print, digital, web and app-based solutions to reach a top-tier business-to-business audience.

OUR STAFF ADVANTAGE

The IDEAg Publications team is comprised of skilled and award-winning editors, writers, production specialists, digital technicians and design professionals. We specialize in taking your stories and images, or producing those with your approval, and crafting them into communications vehicles that carry your messages to specific audiences. You will be working with senior level pros to accomplish your mission.

OUR LEADERSHIP ADVANTAGE

Arlette Sambs is publisher for IDEAg Publications. Arlette has more than 40 years of experience in magazine publishing and management. In addition to leading the IDEAg Publications staff at their base office in Fort Atkinson, Wisconsin, her areas of expertise range from magazine production and marketing to digital and print management.

OUR TECHNICAL ADVANTAGE

In addition, IDEAg Publications includes experts in the fields of writing, print and digital production, design, web management, social media, marketing and ad sales. We supplement our team by including talented specialists from our parent organization, the American Farm Bureau Federation, with emphases in areas such as technology, broadcast production, public policy writing, print management and events.

We also have strong and established relationships with a hand-selected group of trusted and proven consultants in the areas of publishing, magazine management and production.

OUR CONTENT ADVANTAGE

Our writing and expertise make a difference. Whether it's a hard hitting issues story, a polished company or service profile, a heartfelt feature story or a rural lifestyle story, we excel at sharing the stories of the Feed and Grain sector, dynamic agribusinesses, America's farm and ranch families and their rural communities; it's ingrained in our mission. We believe factual and timely content and engaging writing matters and, we are able to draw from relationships we have with numerous sources in the Feed and Grain, agriculture and food sectors, from numerous allied organizations, groups and associations.

Our content expertise is strengthened by our ability to engage staff experts from AFBF, and from throughout the Feed and Grain sector, who are recognized experts in their fields, ranging from agricultural policy and rural development to economics and rural lifestyle issues.

OUR RELATIONSHIP ADVANTAGE

The American Farm Bureau Federation owns IDEAg. AFBF is the nation's recognized Voice of Agriculture.

WHY US?

Overall, the IDEAg team will ensure that the content for your publication is factual and interesting and that the design and appearance of your product will attract the reader's eyes and command their attention. We can also deploy the power of technology and digital publishing to extend the reach of your effort and we can even help you measure the reach and impact of your communications platforms. Our team, our platforms, our know-how and our relationships offer a focused and collaborative solution. Our solution will help you build comprehensive success for the content, look, feel and effectiveness of your publication and your business.

Feed & Grain
INFORMATION TO GUIDE YOUR PROFIT AND GROWTH

45 S. WATER STREET EAST | FORT ATKINSON, WI 53538 | 920.397.3830

WWW.FEEDANDGRAIN.COM

