

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
 15,712 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)	15,712	-	15,712

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	5
Advertiser and Agency	342
Allocated for Trade Shows and Conventions	300
All Other	199
TOTAL	846

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

	Total Qualified		Qualified Non-Paid		Qualified Paid	
QUALIFIED CIRCULATION	Copies	Percent	Copies	Percent	Copies	Percent
Individual	15,712	100.0	15,712	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,712	100.0	15,712	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Total Qualified
June/ July	15,701
August/ September	15,705
October/ November	15,742
December	15,700

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2017
This issue is 0.3% or 40 copies above the average of the other 3 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY JOB TITLE			
			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)	4,916	31.2	2,613	1,929	24	350
BOTH Grain Elevator and Feed Mixer/Dealer	1,741	11.1	883	594	33	231
Feed Mixer/Dealer (Note 6)	4,671	29.7	3,123	962	43	543
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	1,091	6.9	704	237	52	98
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	734	4.7	509	144	29	52
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	1,111	7.1	603	133	31	344
CONTRACTORS/ENGINEERS						
Millwright	269	1.7	187	37	2	43
Plant Builder and/or Designer	265	1.7	139	48	10	68
PROCESSORS						
Soybean or Corn Processor	243	1.5	136	55	15	37
Seed or Peanut Processor	187	1.2	91	42	6	48
Rice or Flour Mill (Note 10)	178	1.1	93	77	2	6
Brewery or Distillery (Note 11)	50	0.3	36	2	2	10
ALLIED BUSINESSES						
Aquaculture	211	1.3	147	34	10	20
Biofuel Producer	75	0.5	34	17	3	21
Other	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,742	100.0	9,298	4,311	262	1,871
PERCENT	100.0		59.0	27.4	1.7	11.9

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 2017

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	9,198	3,003	-	12,201	77.5
II. Request from recipient's company:	34	31	-	65	0.4
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (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:	3,476	-	-	3,476	22.1
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,708	3,034	-	15,742	100.0
PERCENT	80.7	19.3	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2017

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	15,742	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
TOTAL QUALIFIED CIRCULATION	15,742	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January - June 2015	July - December 2015	January - June 2016	July - December 2016	January - June 2017	July - December 2017*
Total Audit Average Qualified:	15,700	15,700	15,700	15,700	15,700	15,712
Qualified Non-Paid:	15,700	15,700	15,700	15,700	15,700	15,712
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 2017 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 2017

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	42		Kentucky	260	
New Hampshire	30		Tennessee	277	
Vermont	28		Alabama	232	
Massachusetts	69		Mississippi	178	
Rhode Island	13		EAST SO. CENTRAL	947	6.0
Connecticut	39		Arkansas	287	
NEW ENGLAND	221	1.4	Louisiana	187	
New York	246		Oklahoma	334	
New Jersey	69		Texas	941	
Pennsylvania	438		WEST SO. CENTRAL	1,749	11.1
MIDDLE ATLANTIC	753	4.8	Montana	191	
Ohio	651		Idaho	167	
Indiana	578		Wyoming	48	
Illinois	1,009		Colorado	257	
Michigan	369		New Mexico	56	
Wisconsin	535		Arizona	112	
EAST NO. CENTRAL	3,142	20.0	Utah	55	
Minnesota	847		Nevada	29	
Iowa	1,194		MOUNTAIN	915	5.8
Missouri	605		Alaska	20	
North Dakota	463		Washington	299	
South Dakota	445		Oregon	173	
Nebraska	658		California	742	
Kansas	774		Hawaii	13	
WEST NO. CENTRAL	4,986	31.7	PACIFIC	1,247	7.9
Delaware	35		UNITED STATES	15,736	100.0
Maryland	125		U.S. Territories	6	
Washington, DC	3		Canada	-	
Virginia	228		Mexico	-	
West Virginia	52		Other International	-	
North Carolina	418		APO/FPO	-	
South Carolina	169				
Georgia	355				
Florida	391				
SOUTH ATLANTIC	1,776	11.3			
			TOTAL QUALIFIED CIRCULATION	15,742	100.0

ADDITIONAL DATA

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 3,476 copies or 22.1%, including Info USA.

PUBLISHER'S AFFIDAVIT

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

Ariette Sams, Publisher
 Marie Escobar, Production and Audience Coordinator

(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 15, 2018
 State Wisconsin
 County Jefferson
 Received by BPA Worldwide January 15, 2018
 Type BJ
 ID Number F020B0D7

About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.