

REPORT

TOTAL AUDIENCE PROFILE



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For Period of October-December 2014

Feed & Grain

INFORMATION TO GUIDE YOUR PROFIT AND GROWTH

PROFILE OF MARKET SERVED:

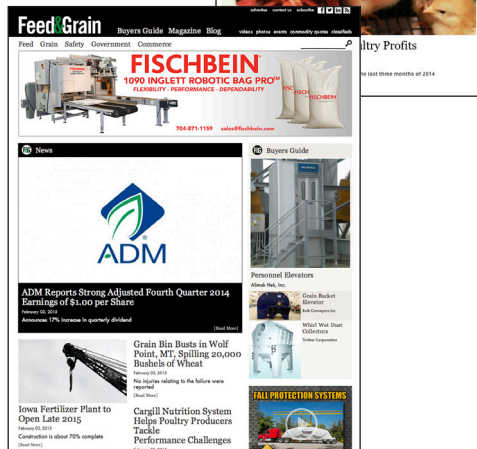
Feed & Grain serves corporate and operating management, general administration, nutrition and research and development personnel in the commercial feed, grain and allied processing industries.



Audience Profile for Quarterly Period: October - December 2014	Frequency	Qualified/Delivered Distribution
Feed & Grain		
Print Version (BPA audited) - October/November 2014 Issue	7	15,700
Digital Version (Non-audited) - October/November 2014 Issue	6	15,648
E-Newsletters		
Industry Watch	3x/week	13,671
Email Marketing		
Email Marketing		13,008

SOCIAL INTERACTION

Social Media Period Ending March 2014	
Facebook Likes	401
LinkedIn Group Members	39
Twitter Followers	2,544



WEBSITE METRICS

www.feedandgrain.com	Visits	Visitors	Pageviews	Avg Time on Site
October 2014	23,343	11,659	43,947	0:01:35
November 2014	20,731	11,065	39,517	0:01:43
December 2014	22,904	11,183	44,185	0:03:09
Average for Period	22,326	11,302	42,550	0:02:09

Source: Google Analytics

Visits: Total number of visits to the site.

Visitors: The total number of unique 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.

*Source: Publisher's Own Data



PRINT ISSUE DISTRIBUTION

October/November 2014 Print Version	Classification By Title					
	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)
Business and Industry						
GRAIN/FEED BUSINESSES:						
Grain Elevator (Country or Terminal) (Note 5)	4,490	28.6%	2,049	2,076	19	346
BOTH Grain Elevator and Feed Mixer/Dealer	2,137	13.6%	1,172	691	34	240
Feed Mixer/Dealer (Note 6)	3,701	23.6%	2,517	704	31	449
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	1,456	9.3%	946	321	54	135
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	674	4.3%	476	111	36	51
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	1,202	7.7%	729	140	15	318
CONTRACTORS/ENGINEERS:						
Millwright	248	1.6%	173	28	4	43
Plant Builder and/or Designer	286	1.8%	172	40	8	66
PROCESSORS:						
Soybean or Corn Processor	317	2.0%	190	74	5	48
Seed or Peanut Processor	195	1.2%	115	45	0	35
Rice or Flour Mill (Note 10)	243	1.5%	164	74	3	2
Brewery or Distillery (Note 11)	99	0.6%	75	15	1	8
ALLIED BUSINESSES:						
Aquaculture	501	3.2%	309	88	15	89
Biofuel Producer	151	1.0%	66	57	3	25
Total Qualified Circulation	15,700	100.0%	9,153	4,464	228	1,855
Percent	100.0%		58.3%	28.4%	1.5%	11.8%

Source: December 2014 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

October/November 2014 Digital Version	Classification By Title						
	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
Business and Industry							
GRAIN/FEED BUSINESSES:							
Grain Elevator (Country or Terminal) (Note 5)	3,424	21.9%	1,266	1,509	39	426	184
BOTH Grain Elevator and Feed Mixer/Dealer	1,931	12.4%	791	715	62	194	169
Feed Mixer/Dealer (Note 6)	2,133	13.6%	1,279	362	42	279	171
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	1,047	6.7%	496	207	89	128	127
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	825	5.3%	413	169	53	44	146
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	1,054	6.8%	528	105	26	283	112
CONTRACTORS/ENGINEERS:							
Millwright	301	1.9%	172	42	4	46	37
Plant Builder and/or Designer	391	2.5%	177	43	8	99	64
PROCESSORS:							
Soybean or Corn Processor	269	1.7%	115	62	12	37	43
Seed or Peanut Processor	194	1.2%	101	38	4	28	23
Rice or Flour Mill (Note 10)	239	1.5%	83	100	6	17	33
Brewery or Distillery (Note 11)	135	0.9%	83	18	1	9	24
ALLIED BUSINESSES:							
Aquaculture	272	1.7%	144	40	15	46	27
Biofuel Producer	130	0.8%	52	35	2	18	23
Others Allied to the Field	3,303	21.1%	403	102	63	381	2,354
Total Qualified Circulation	15,648	100.0%	6,103	3,547	426	2,035	3,537
Percent	100.0%		39.0%	22.7%	2.7%	13.0%	22.6%

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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.

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E-NEWSLETTER DISTRIBUTION

Industry News	Classification By Title						
	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
Business and Industry							
GRAIN/FEED BUSINESSES:							
Grain Elevator (Country or Terminal) (Note 5)	3,099	22.7%	1,136	1,383	31	380	169
BOTH Grain Elevator and Feed Mixer/Dealer	1,751	12.8%	706	662	55	177	151
Feed Mixer/Dealer (Note 6)	1,901	13.9%	1,133	325	34	251	158
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	902	6.6%	422	177	79	108	116
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	712	5.2%	346	157	44	37	128
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	938	6.9%	478	89	23	247	101
CONTRACTORS/ENGINEERS:							
Millwright	260	1.9%	150	35	4	40	31
Plant Builder and/or Designer	343	2.5%	155	41	8	84	55
PROCESSORS:							
Soybean or Corn Processor	235	1.7%	97	56	10	33	39
Seed or Peanut Processor	166	1.2%	87	29	3	25	22
Rice or Flour Mill (Note 10)	213	1.6%	72	89	6	15	31
Brewery or Distillery (Note 11)	109	0.8%	66	15	1	7	20
ALLIED BUSINESSES:							
Aquaculture	233	1.7%	116	36	15	42	24
Biofuel Producer	107	0.8%	46	28	2	12	19
Others Allied to the Field	2,702	19.8%	315	80	48	280	1,979
Total Qualified Circulation	13,671	100.0%	5,325	3,202	363	1,738	3,043
Percent	100.0%		39.0%	23.4%	2.7%	12.7%	22.3%

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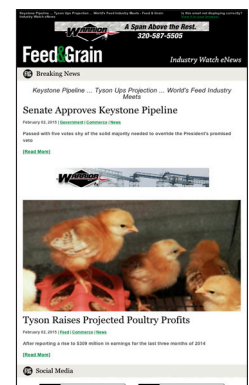
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EMAIL MARKETING

Email Marketing	Classification By Title						
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Business and Industry							
GRAIN/FEED BUSINESSES:							
Grain Elevator (Country or Terminal) (Note 5)	2,819	21.7%	990	1,262	32	361	174
BOTH Grain Elevator and Feed Mixer/Dealer	1,657	12.7%	640	632	53	172	160
Feed Mixer/Dealer (Note 6)	1,807	13.9%	1,057	313	26	243	168
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	813	6.3%	377	161	61	95	119
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	662	5.1%	314	136	39	34	139
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	891	6.8%	438	93	17	234	109
CONTRACTORS/ENGINEERS:							
Millwright	231	1.8%	130	32	3	33	33
Plant Builder and/or Designer	302	2.3%	125	36	7	76	58
PROCESSORS:							
Soybean or Corn Processor	215	1.7%	83	52	7	31	42
Seed or Peanut Processor	157	1.2%	80	26	5	24	22
Rice or Flour Mill (Note 10)	194	1.5%	66	79	5	13	31
Brewery or Distillery (Note 11)	113	0.9%	67	15	1	6	24
ALLIED BUSINESSES:							
Aquaculture	243	1.9%	124	37	14	42	26
Biofuel Producer	102	0.8%	40	29	1	12	20
Others Allied to the Field	2,802	21.5%	297	74	49	275	2,107
Total Qualified Circulation	13,008	100.0%	4,828	2,977	320	1,651	3,232
Percent	100.0%		37.1%	22.9%	2.5%	12.7%	24.8%

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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*.

Arlette Sambs, Publisher

Total Audience Profile report provided by
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