

REPORT

TOTAL AUDIENCE PROFILE



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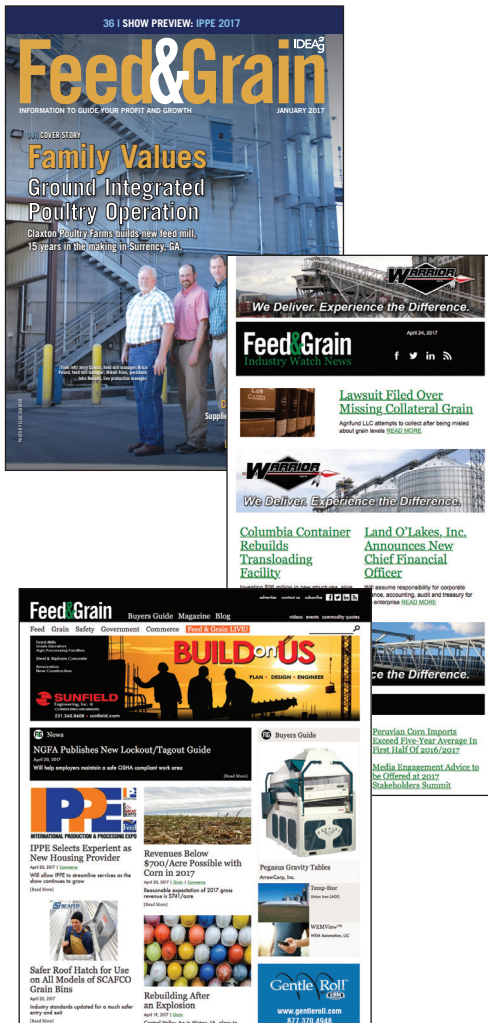
For Period of JANUARY-MARCH 2017

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: January - March 2017	Frequency	Qualified/Delivered Distribution
Feed & Grain		
Print Version (BPA audited) - April/May 2016 edition	7	15,700
Digital Version (Non-audited)	6	15,312
E-Newsletters		
Industry News	5x/week	12,829
Email Marketing		
Email Marketing		13,057

WEBSITE METRICS

www.feedandgrain.com	Visits	Visitors	Pageviews	Avg Time on Site
January 2017	32,507	19,774	61,670	1:38:00
February 2017	28,650	18,065	50,591	1:42:00
March 2017	33,214	19,436	58,533	1:52:00
Average for Period	31,457	19,092	56,931	1:44:00

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.



PRINT ISSUE DISTRIBUTION

Business and Industry	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)
GRAIN/FEED BUSINESSES:						
Grain Elevator (Country or Terminal) (Note 5)	4,603	29.3%	2,307	1,820	31	445
BOTH Grain Elevator and Feed Mixer/Dealer	1,823	11.6%	928	621	28	246
Feed Mixer/Dealer (Note 6)	4,320	27.5%	2,801	879	43	597
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	1,332	8.5%	912	252	59	109
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	813	5.2%	567	157	31	58
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	1,158	7.4%	648	142	24	344
CONTRACTORS/ENGINEERS:						
Millwright	263	1.7%	190	32	2	39
Plant Builder and/or Designer	245	1.6%	137	41	6	61
PROCESSORS:						
Soybean or Corn Processor	286	1.8%	171	59	11	45
Seed or Peanut Processor	188	1.2%	98	45	4	41
Rice or Flour Mill (Note 10)	223	1.4%	125	91	2	5
Brewery or Distillery (Note 11)	60	0.4%	40	3	3	14
ALLIED BUSINESSES:						
Aquaculture	304	1.9%	233	27	11	33
Biofuel Producer	82	0.5%	39	23	1	19
Total Qualified Circulation	15,700	100.0%	9,196	4,192	256	2,056
Percent	100.0%		58.6%	26.7%	1.6%	13.1%



Source: June 2016 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						
	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)	3,703	24.2%	1,403	1,713	38	468	81
BOTH Grain Elevator and Feed Mixer/Dealer	1,978	12.9%	866	717	62	249	84
Feed Mixer/Dealer (Note 6)	2,576	16.8%	1,454	580	47	428	67
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	968	6.3%	490	218	86	120	54
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	773	5.0%	427	179	46	54	67
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	1,149	7.5%	586	139	40	336	48
CONTRACTORS/ENGINEERS:							
Millwright	314	2.1%	179	51	4	60	20
Plant Builder and/or Designer	396	2.6%	175	63	12	116	30
PROCESSORS:							
Soybean or Corn Processor	275	1.8%	123	59	20	46	27
Seed or Peanut Processor	195	1.3%	91	43	6	40	15
Rice or Flour Mill (Note 10)	234	1.5%	89	105	5	18	17
Brewery or Distillery (Note 11)	98	0.6%	66	11	3	10	8
ALLIED BUSINESSES:							
Aquaculture	228	1.5%	126	39	14	35	14
Biofuel Producer	135	0.9%	60	30	6	27	12
Others Allied to the Field	2,290	15.0%	361	87	53	316	1,473
Total Qualified Circulation	15,312	100.0%	6,496	4,034	442	2,323	2,017
Percent	100.0%		42.4%	26.3%	2.9%	15.2%	13.2%



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Note 7: Includes Feed/Premix Manufacturer Selling to Others.

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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)	3,256	25.4%	1,229	1,515	28	412	72
BOTH Grain Elevator and Feed Mixer/Dealer	1,722	13.4%	757	624	47	223	71
Feed Mixer/Dealer (Note 6)	2,155	16.8%	1,208	498	39	355	55
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	805	6.3%	390	193	73	102	47
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	639	5.0%	343	159	37	45	55
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	934	7.3%	476	116	34	268	40
CONTRACTORS/ENGINEERS:							
Millwright	265	2.1%	146	45	4	56	14
Plant Builder and/or Designer	331	2.6%	148	58	11	89	25
PROCESSORS:							
Soybean or Corn Processor	233	1.8%	100	51	18	39	25
Seed or Peanut Processor	157	1.2%	72	35	5	34	11
Rice or Flour Mill (Note 10)	200	1.6%	79	87	3	15	16
Brewery or Distillery (Note 11)	70	0.5%	48	7	2	8	5
ALLIED BUSINESSES:							
Aquaculture	181	1.4%	94	34	13	29	11
Biofuel Producer	109	0.8%	54	21	6	21	7
Others Allied to the Field	1,772	13.8%	279	70	46	236	1,141
Total Qualified Circulation	12,829	100.0%	5,423	3,513	366	1,932	1,595
Percent	100.0%		42.3%	27.4%	2.9%	15.1%	12.4%

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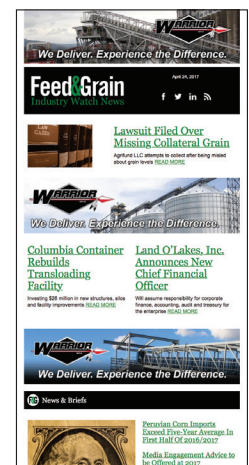
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EMAIL MARKETING

Email Marketing	Classification By Title						
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Business and Industry							
GRAIN/FEED BUSINESSES:							
Grain Elevator (Country or Terminal) (Note 5)	3,135	24.0%	1,186	1,450	32	390	77
BOTH Grain Elevator and Feed Mixer/Dealer	1,748	13.4%	755	640	53	221	79
Feed Mixer/Dealer (Note 6)	2,270	17.4%	1,268	519	36	384	63
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	787	6.0%	396	188	61	98	44
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	655	5.0%	351	158	34	48	64
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	993	7.6%	504	125	30	288	46
CONTRACTORS/ENGINEERS:							
Millwright	260	2.0%	144	44	4	52	16
Plant Builder and/or Designer	327	2.5%	145	54	11	92	25
PROCESSORS:							
Soybean or Corn Processor	233	1.8%	98	52	17	41	25
Seed or Peanut Processor	167	1.3%	78	33	6	36	14
Rice or Flour Mill (Note 10)	203	1.6%	77	88	5	15	18
Brewery or Distillery (Note 11)	82	0.6%	56	8	1	9	8
ALLIED BUSINESSES:							
Aquaculture	201	1.5%	106	37	13	32	13
Biofuel Producer	106	0.8%	46	24	5	22	9
Others Allied to the Field	1,890	14.5%	266	68	44	238	1,274
Total Qualified Circulation	13,057	100.0%	5,476	3,488	352	1,966	1,775
Percent	100.0%		41.9%	26.7%	2.7%	15.1%	13.6%

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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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