

# REPORT

## TOTAL AUDIENCE PROFILE



45 South Water Street East  
 P.O. Box 788  
 Fort Atkinson, WI 53538-0788  
 920.397.3828  
 www.feedandgrain.com

For Period of OCTOBER-DECEMBER 2016

# 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: October-December 2016	Frequency	Qualified/Delivered Distribution
<b>Feed &amp; Grain</b>		
Print Version (BPA audited) - April/May 2016 edition	7	15,700
Digital Version (Non-audited)	6	14,538
<b>E-Newsletters</b>		
Industry News	5x/week	12,094
<b>Email Marketing</b>		
Email Marketing		12,321

### WEBSITE METRICS

www.feedandgrain.com	Visits	Visitors	Pageviews	Avg Time on Site
October 2016	26,299	16,789	52,537	1:36:00
November 2016	29,003	17,736	54,550	1:49:00
December 2016	25,565	16,337	47,862	1:36:00
<b>Average for Period</b>	<b>26,956</b>	<b>16,954</b>	<b>51,650</b>	<b>1:40:20</b>

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)
<b>GRAIN/FEED BUSINESSES:</b>						
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
<b>CONTRACTORS/ENGINEERS:</b>						
Millwright	263	1.7%	190	32	2	39
Plant Builder and/or Designer	245	1.6%	137	41	6	61
<b>PROCESSORS:</b>						
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
<b>ALLIED BUSINESSES:</b>						
Aquaculture	304	1.9%	233	27	11	33
Biofuel Producer	82	0.5%	39	23	1	19
<b>Total Qualified Circulation</b>	<b>15,700</b>	<b>100.0%</b>	<b>9,196</b>	<b>4,192</b>	<b>256</b>	<b>2,056</b>
<b>Percent</b>	<b>100.0%</b>		<b>58.6%</b>	<b>26.7%</b>	<b>1.6%</b>	<b>13.1%</b>

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
<b>Business and Industry</b>							
<b>GRAIN/FEED BUSINESSES:</b>							
Grain Elevator (Country or Terminal) (Note 5)	3,633	25.0%	1,384	1,675	37	456	81
BOTH Grain Elevator and Feed Mixer/Dealer	1,793	12.3%	771	667	60	212	83
Feed Mixer/Dealer (Note 6)	2,429	16.7%	1,374	568	43	379	65
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	944	6.5%	472	215	87	117	53
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	730	5.0%	400	177	44	47	62
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	1,034	7.1%	519	122	37	309	47
<b>CONTRACTORS/ENGINEERS:</b>							
Millwright	284	2.0%	169	45	3	47	20
Plant Builder and/or Designer	368	2.5%	156	58	12	112	30
<b>PROCESSORS:</b>							
Soybean or Corn Processor	281	1.9%	126	62	19	48	26
Seed or Peanut Processor	182	1.3%	84	40	6	38	14
Rice or Flour Mill (Note 10)	230	1.6%	85	106	5	17	17
Brewery or Distillery (Note 11)	97	0.7%	61	13	3	13	7
<b>ALLIED BUSINESSES:</b>							
Aquaculture	220	1.5%	120	37	13	36	14
Biofuel Producer	129	0.9%	58	30	3	26	12
Others Allied to the Field	2,184	15.0%	341	86	46	299	1,412
<b>Total Qualified Circulation</b>	<b>14,538</b>	<b>100.0%</b>	<b>6,120</b>	<b>3,901</b>	<b>418</b>	<b>2,156</b>	<b>1,943</b>
<b>Percent</b>	<b>100.0%</b>		<b>42.1%</b>	<b>26.8%</b>	<b>2.9%</b>	<b>14.8%</b>	<b>13.4%</b>



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**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.

## 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
<b>Business and Industry</b>							
<b>GRAIN/FEED BUSINESSES:</b>							
Grain Elevator (Country or Terminal) (Note 5)	3,185	26.3%	1,210	1,476	27	400	72
BOTH Grain Elevator and Feed Mixer/Dealer	1,550	12.8%	667	580	45	188	70
Feed Mixer/Dealer (Note 6)	2,007	16.6%	1,128	481	34	309	55
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	787	6.5%	377	191	72	101	46
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	596	4.9%	315	158	35	38	50
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	840	6.9%	420	104	30	247	39
<b>CONTRACTORS/ENGINEERS:</b>							
Millwright	238	2.0%	139	39	3	44	13
Plant Builder and/or Designer	308	2.5%	132	52	11	88	25
<b>PROCESSORS:</b>							
Soybean or Corn Processor	237	2.0%	100	54	17	42	24
Seed or Peanut Processor	144	1.2%	67	31	5	31	10
Rice or Flour Mill (Note 10)	194	1.6%	74	88	2	14	16
Brewery or Distillery (Note 11)	72	0.6%	46	9	2	11	4
<b>ALLIED BUSINESSES:</b>							
Aquaculture	172	1.4%	89	32	12	28	11
Biofuel Producer	103	0.9%	52	20	3	21	7
Others Allied to the Field	1,661	13.7%	257	66	39	218	1,081
<b>Total Qualified Circulation</b>	<b>12,094</b>	<b>100.0%</b>	<b>5,073</b>	<b>3,381</b>	<b>337</b>	<b>1,780</b>	<b>1,523</b>
<b>Percent</b>	<b>100.0%</b>		<b>41.9%</b>	<b>28.0%</b>	<b>2.8%</b>	<b>14.7%</b>	<b>12.6%</b>

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**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

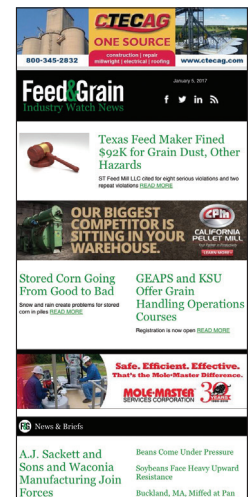
**Note 7:** Includes Feed/Premix Manufacturer Selling to Others.

**Note 8:** Includes Beef Cattle Feedlots, Hog Farms, Poultry Hatcheries, Poultry & Egg, General Livestock, Sheep and Goats, Turkey and Turkey Eggs.

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## EMAIL MARKETING

Email Marketing	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
<b>Business and Industry</b>							
<b>GRAIN/FEED BUSINESSES:</b>							
Grain Elevator (Country or Terminal) (Note 5)	3,068	24.9%	1,164	1,416	31	380	77
BOTH Grain Elevator and Feed Mixer/Dealer	1,585	12.9%	672	593	52	189	79
Feed Mixer/Dealer (Note 6)	2,125	17.2%	1,188	509	32	334	62
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	764	6.2%	380	183	62	96	43
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	611	5.0%	321	156	32	42	60
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	892	7.2%	447	110	28	262	45
<b>CONTRACTORS/ENGINEERS:</b>							
Millwright	231	1.9%	135	37	3	40	16
Plant Builder and/or Designer	298	2.4%	126	49	11	87	25
<b>PROCESSORS:</b>							
Soybean or Corn Processor	238	1.9%	102	53	16	43	24
Seed or Peanut Processor	153	1.2%	72	31	6	31	13
Rice or Flour Mill (Note 10)	198	1.6%	72	89	5	14	18
Brewery or Distillery (Note 11)	82	0.7%	52	9	1	12	8
<b>ALLIED BUSINESSES:</b>							
Aquaculture	191	1.6%	100	34	12	32	13
Biofuel Producer	100	0.8%	44	23	2	22	9
Others Allied to the Field	1,785	14.5%	247	66	37	222	1,213
<b>Total Qualified Circulation</b>	<b>12,321</b>	<b>100.0%</b>	<b>5,122</b>	<b>3,358</b>	<b>330</b>	<b>1,806</b>	<b>1,705</b>
<b>Percent</b>	<b>100.0%</b>		<b>41.6%</b>	<b>27.3%</b>	<b>2.7%</b>	<b>14.7%</b>	<b>13.8%</b>

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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  
 IDEAg Group LLC  
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 920.397.3828  
 www.feedandgrain.com