

REPORT

TOTAL AUDIENCE PROFILE



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For Period of JULY - SEPTEMBER 2019

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: July - September 2019	Frequency	Qualified/ Delivered Distribution
Feed & Grain		
Print Version (BPA audited) - April/May 2019 edition	7	15,700
Digital Version (Non-audited)	6	15,322
E-Newsletters		
Industry News	5x/week	12,259
Email Marketing		
Email Marketing		13,097

WEBSITE METRICS

www.feedandgrain.com	Visits	Visitors	Pageviews	Avg Time on Site
July 2019	51,496	36,865	80,136	1:52:00
August 2019	64,022	47,230	98,021	1:51:00
September 2019	67,937	49,240	109,417	1:51:00
Average for Period	61,152	44,445	95,858	1:51:20

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)	4,079	26.0%	1,932	1,842	287	18
BOTH Grain Elevator and Feed Mixer/Dealer	1,323	8.4%	706	446	152	19
Feed Mixer/Dealer (Note 6)	5,078	32.3%	3,676	993	383	26
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	1,047	6.7%	634	283	85	45
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	932	5.9%	650	203	44	35
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	1,048	6.7%	629	138	246	35
CONTRACTORS/ENGINEERS:						
Millwright	837	5.3%	540	225	71	1
Plant Builder and/or Designer	272	1.7%	143	45	75	9
PROCESSORS:						
Soybean or Corn Processor	235	1.5%	130	64	29	12
Seed or Peanut Processor	177	1.1%	98	35	38	6
Rice or Flour Mill (Note 10)	208	1.3%	115	83	7	3
Brewery or Distillery (Note 11)	177	1.1%	104	57	13	3
ALLIED BUSINESSES:						
Aquaculture	229	1.5%	156	41	22	10
Biofuel Producer	58	0.4%	26	16	12	4
Total Qualified Circulation	15,700	100.0%	9,539	4,471	1,464	226
Percent	100.0%		60.8%	28.5%	9.3%	1.4%



Source: June 2019 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)	3,954	25.8%	1,670	1,801	23	410	50
BOTH Grain Elevator and Feed Mixer/Dealer	1,605	10.5%	720	568	49	207	61
Feed Mixer/Dealer (Note 6)	4,227	27.6%	2,308	1,453	38	377	51
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	1,082	7.1%	570	280	88	111	33
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	1,030	6.7%	618	245	61	48	58
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	1,022	6.7%	567	120	49	281	5
CONTRACTORS/ENGINEERS:							
Millwright	739	4.8%	440	178	6	83	32
Plant Builder and/or Designer	429	2.8%	180	79	17	139	14
PROCESSORS:							
Soybean or Corn Processor	271	1.8%	127	79	19	42	4
Seed or Peanut Processor	179	1.2%	83	38	6	31	21
Rice or Flour Mill (Note 10)	267	1.7%	115	120	6	19	7
Brewery or Distillery (Note 11)	199	1.3%	119	59	6	1	14
ALLIED BUSINESSES:							
Aquaculture	215	1.4%	133	42	16	20	4
Biofuel Producer	103	0.7%	47	28	7	17	4
Others Allied to the Field	-	0.0%	-	-	-	-	-
Total Qualified Circulation	15,322	100.0%	7,697	5,090	391	1,786	358
Percent	100.0%		50.2%	33.2%	2.6%	11.7%	2.3%



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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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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
Business and Industry							
GRAIN/FEED BUSINESSES:							
Grain Elevator (Country or Terminal) (Note 5)	2,850	23.2%	1,190	1,267	31	320	42
BOTH Grain Elevator and Feed Mixer/Dealer	1,201	9.8%	520	415	58	160	48
Feed Mixer/Dealer (Note 6)	2,425	19.8%	1,420	701	34	250	20
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	801	6.5%	390	210	86	100	15
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	543	4.4%	257	180	38	40	28
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	676	5.5%	360	74	40	185	17
CONTRACTORS/ENGINEERS:							
Millwright	468	3.8%	306	92	5	60	5
Plant Builder and/or Designer	340	2.8%	140	60	11	110	19
PROCESSORS:							
Soybean or Corn Processor	208	1.7%	90	60	20	30	8
Seed or Peanut Processor	122	1.0%	60	31	2	26	3
Rice or Flour Mill (Note 10)	205	1.7%	84	86	7	20	8
Brewery or Distillery (Note 11)	103	0.8%	56	30	5	9	3
ALLIED BUSINESSES:							
Aquaculture	132	1.1%	76	20	12	23	1
Biofuel Producer	57	0.5%	20	13	7	16	1
Others Allied to the Field	2,128	17.4%	200	208	30	190	1,500
Total Qualified Circulation	12,259	100.0%	5,169	3,447	386	1,539	1,718
Percent	100.0%		42.2%	28.1%	3.1%	12.6%	14.0%

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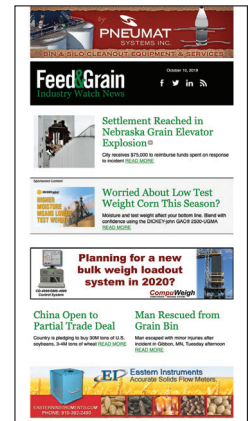
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EMAIL MARKETING

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
Business and Industry							
GRAIN/FEED BUSINESSES:							
Grain Elevator (Country or Terminal) (Note 5)	3,282	25.1%	1,351	1,547	29	326	29
BOTH Grain Elevator and Feed Mixer/Dealer	1,328	10.1%	601	466	43	174	44
Feed Mixer/Dealer (Note 6)	3,786	28.9%	2,078	1,336	31	324	17
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	968	7.4%	498	285	74	96	15
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	891	6.8%	529	251	49	41	21
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	849	6.5%	468	99	40	227	15
CONTRACTORS/ENGINEERS:							
Millwright	621	4.7%	371	167	6	72	5
Plant Builder and/or Designer	333	2.5%	143	58	17	103	12
PROCESSORS:							
Soybean or Corn Processor	211	1.6%	93	67	16	28	7
Seed or Peanut Processor	124	0.9%	60	27	4	29	4
Rice or Flour Mill (Note 10)	279	2.1%	120	135	7	7	10
Brewery or Distillery (Note 11)	166	1.3%	96	55	3	8	4
ALLIED BUSINESSES:							
Aquaculture	191	1.5%	111	37	13	26	4
Biofuel Producer	68	0.5%	32	20	5	10	1
Others Allied to the Field	-	0.0%					
Total Qualified Circulation	13,097	100.0%	6,551	4,550	337	1,471	188
Percent	100.0%		50.0%	34.7%	2.6%	11.2%	1.4%

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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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