

REPORT

TOTAL AUDIENCE PROFILE



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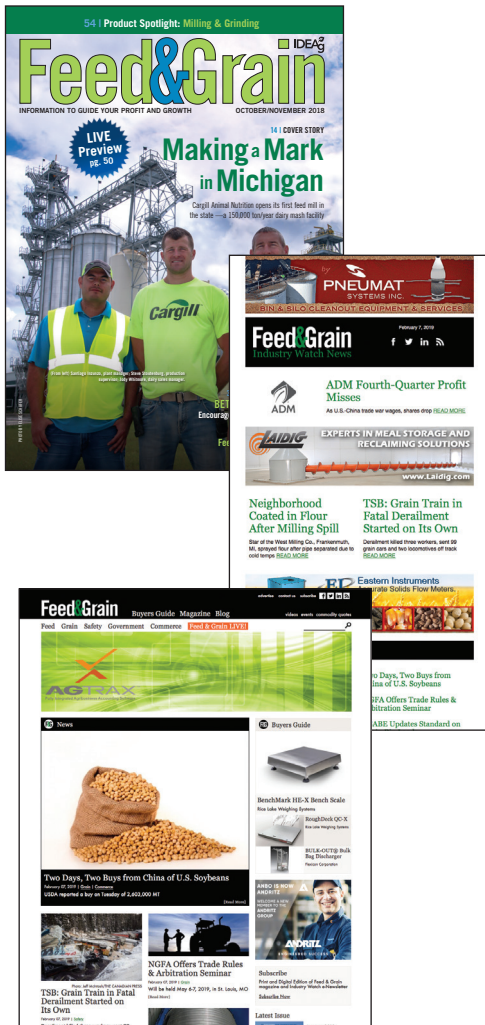
For Period of OCTOBER - DECEMBER 2018

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 2018	Frequency	Qualified/Delivered Distribution
Feed & Grain		
Print Version (BPA audited) - Oct/Nov 2018 edition	7	15,700
Digital Version (Non-audited)	6	14,685
E-Newsletters		
Industry News	5x/week	14,995
Email Marketing		
Email Marketing		12,462

WEBSITE METRICS

www.feedandgrain.com	Visits	Visitors	Pageviews	Avg Time on Site
October 2018	67,303	41,827	122,274	1:45:00
November 2018	54,325	35,529	93,712	1:44:00
December 2018	50,661	33,681	86,581	1:50:00
Average for Period	57,430	37,012	100,856	1:46:20

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)	5,111	32.6%	2,364	2,391	22	334
BOTH Grain Elevator and Feed Mixer/Dealer	1,621	10.3%	864	542	26	189
Feed Mixer/Dealer (Note 6)	4,513	28.7%	2,721	1,287	32	473
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	1,029	6.6%	674	210	51	94
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	759	4.8%	531	141	38	49
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	1,155	7.4%	681	144	34	296
CONTRACTORS/ENGINEERS:						
Millwright	230	1.5%	157	32	4	37
Plant Builder and/or Designer	294	1.9%	151	52	11	80
PROCESSORS:						
Soybean or Corn Processor	259	1.6%	149	59	13	38
Seed or Peanut Processor	196	1.2%	106	40	7	43
Rice or Flour Mill (Note 10)	172	1.1%	98	63	3	8
Brewery or Distillery (Note 11)	48	0.3%	35	2	3	8
ALLIED BUSINESSES:						
Aquaculture	247	1.6%	172	40	10	25
Biofuel Producer	66	0.4%	30	17	6	13
Total Qualified Circulation	15,700	100.0%	8,733	5,020	260	1,687
Percent	100.0%		55.6%	32.0%	1.7%	10.7%

Source: June 2018 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)	3,182	21.7%	1,308	1,600	59	205	10
BOTH Grain Elevator and Feed Mixer/Dealer	1,721	11.7%	700	570	32	399	20
Feed Mixer/Dealer (Note 6)	2,716	18.5%	1,640	650	36	380	10
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	956	6.5%	487	260	96	110	3
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	703	4.8%	400	175	60	53	15
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	941	6.4%	520	115	30	266	10
CONTRACTORS/ENGINEERS:							
Millwright	412	2.8%	250	75	6	80	1
Plant Builder and/or Designer	422	2.9%	187	76	13	142	4
PROCESSORS:							
Soybean or Corn Processor	245	1.7%	100	79	21	43	2
Seed or Peanut Processor	156	1.1%	80	42	4	28	2
Rice or Flour Mill (Note 10)	249	1.7%	100	119	6	18	6
Brewery or Distillery (Note 11)	166	1.1%	75	68	5	14	4
ALLIED BUSINESSES:							
Aquaculture	213	1.5%	119	40	16	36	2
Biofuel Producer	103	0.7%	51	25	7	18	2
Others Allied to the Field	2,500	17.0%	-	-	-	-	2,500
Total Qualified Circulation	14,685	100.0%	6,017	3,894	391	1,792	2,591
Percent	100.0%		41.0%	26.5%	2.7%	12.2%	17.6%



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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)	3,284	21.9%	1,326	1,545	27	338	48
BOTH Grain Elevator and Feed Mixer/Dealer	1,336	8.9%	595	481	46	165	49
Feed Mixer/Dealer (Note 6)	3,459	23.1%	1,886	1,223	24	300	26
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	901	6.0%	473	245	70	93	20
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	801	5.3%	470	212	41	43	35
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	751	5.0%	403	88	40	199	21
CONTRACTORS/ENGINEERS:							
Millwright	474	3.2%	250	152	5	60	7
Plant Builder and/or Designer	344	2.3%	143	61	12	106	22
PROCESSORS:							
Soybean or Corn Processor	231	1.5%	102	65	16	35	13
Seed or Peanut Processor	130	0.9%	64	35	1	23	7
Rice or Flour Mill (Note 10)	233	1.6%	103	100	4	13	13
Brewery or Distillery (Note 11)	158	1.1%	85	51	4	12	6
ALLIED BUSINESSES:							
Aquaculture	167	1.1%	96	30	12	26	3
Biofuel Producer	83	0.6%	35	19	7	18	4
Others Allied to the Field	2,643	17.6%	222	350	43	225	1,803
Total Qualified Circulation	14,995	100.0%	6,253	4,657	352	1,656	2,077
Percent	100.0%		41.7%	31.1%	2.3%	11.0%	13.9%

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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)	1,936	15.5%	105	1,455	29	321	26
BOTH Grain Elevator and Feed Mixer/Dealer	1,330	10.7%	598	469	49	170	44
Feed Mixer/Dealer (Note 6)	3,067	24.6%	1,800	900	26	322	19
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	899	7.2%	478	246	74	87	14
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	833	6.7%	516	210	44	42	21
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	817	6.6%	455	92	39	216	15
CONTRACTORS/ENGINEERS:							
Millwright	407	3.3%	250	75	6	71	5
Plant Builder and/or Designer	330	2.6%	143	57	13	106	11
PROCESSORS:							
Soybean or Corn Processor	210	1.7%	92	60	17	33	8
Seed or Peanut Processor	125	1.0%	60	33	3	25	4
Rice or Flour Mill (Note 10)	229	1.8%	102	105	5	7	10
Brewery or Distillery (Note 11)	190	1.5%	106	64	4	12	4
ALLIED BUSINESSES:							
Aquaculture	189	1.5%	110	32	14	29	4
Biofuel Producer	74	0.6%	37	20	5	11	1
Others Allied to the Field	1,826	14.7%	254	375	39	202	956
Total Qualified Circulation	12,462	100.0%	5,106	4,193	367	1,654	1,142
Percent	100.0%		41.0%	33.6%	2.9%	13.3%	9.2%

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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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