

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

IDEAg Group LLC  
 45 South Water Street East  
 Fort Atkinson, WI 53538  
 Tel. No.: (920) 397-3828  
 www.feedandgrain.com  
 arlette.sambas@feedandgrain.com



Scan for publisher's contact information

Published seven times a year, **FEED & GRAIN** reaches 15,700 individuals involved in the feed, grain and allied grain processing marketplace. Known as the "operator's manual for the feed and grain industry", editorial coverage consists of facility profiles, operations management, industry trends, regulations, equipment selection, application and maintenance, as well as industry news. Feed & Grain provides leading-edge mobile, digital and interactive products including an iPad app, mobile site and the industry's most comprehensive Online Buyer's Guide.

### FIELD SERVED

**FEED & GRAIN** serves grain elevators (country or terminal), feed mixer/dealers, feed/premix manufacturers, manufacturers of livestock/poultry feed for own use, pet food manufacturers, distributors/brokers of feed or animal health additives/ingredients, millwrights, plant builders and/or designers, biofuel producers, soybean/corn/seed or peanut processors, rice or flour mills, breweries or distilleries, aquaculture and others allied to the field served.

### DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients are corporate and general administration; mill/plant/elevator operations management; nutrition, research and development, sales and/or marketing and related personnel in the field served.

## CHANNELS

### FEED & GRAIN MAGAZINE



4 Issues in the period  
 15,700 average circulation

## EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
<b>FEED &amp; GRAIN MAGAZINE</b> (4 issues in the period)	15,700	-	15,700

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	16
Advertiser and Agency	332
Allocated for Trade Shows and Conventions	269
All Other	286
<b>TOTAL</b>	<b>903</b>

**1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD**

	Total Qualified		Qualified Non-Paid		Qualified Paid	
QUALIFIED CIRCULATION	Copies	Percent	Copies	Percent	Copies	Percent
Individual	15,700	100.0	15,700	100.0	-	-
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	-	-	-	-	-	-
Single Copy Sales	-	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,700</b>	<b>100.0</b>	<b>15,700</b>	<b>100.0</b>	<b>-</b>	<b>-</b>

**2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD**

2015 Issue	Total Qualified
June/ July	15,700
August/ September	15,700
October/ November	15,700
December	15,700

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2015**  
This issue is equal to the average of the other 3 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	CLASSIFICATION BY JOB TITLE				
			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)	4,556	28.9	2,001	2,059	36	460	
BOTH Grain Elevator and Feed Mixer/Dealer	1,878	12.0	986	622	31	239	
Feed Mixer/Dealer (Note 6)	4,297	27.3	2,608	1,001	45	643	
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	1,167	7.4	716	269	53	129	
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	880	5.6	640	146	35	59	
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	1,171	7.5	679	152	19	321	
<b>CONTRACTORS/ENGINEERS</b>							
Millwright	251	1.6	178	33	2	38	
Plant Builder and/or Designer	260	1.7	157	34	5	64	
<b>PROCESSORS</b>							
Soybean or Corn Processor	296	1.9	180	65	10	41	
Seed or Peanut Processor	212	1.4	106	60	3	43	
Rice or Flour Mill (Note 10)	251	1.6	147	95	2	7	
Brewery or Distillery (Note 11)	77	0.5	55	9	3	10	
<b>ALLIED BUSINESSES</b>							
Aquaculture	300	1.9	193	45	12	50	
Biofuel Producer	104	0.7	40	38	3	23	
Other	-	-	-	-	-	-	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,700</b>	<b>100.0</b>	<b>8,686</b>	<b>4,628</b>	<b>259</b>	<b>2,127</b>	
	<b>PERCENT</b>	<b>100.0</b>	<b>55.3</b>	<b>29.5</b>	<b>1.6</b>	<b>13.6</b>	

Note 1: Corporate and General Administration (Includes president, owner, CEO, CFO, general manager, vice president and related personnel).  
 Note 2: Mill, Plant or 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, Hogs, Poultry Hatcheries, Poultry and Eggs, 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.

**3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2015**

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	11,079	2,959	-	14,038	89.4
II. Request from recipient's company:	58	4	-	62	0.4
III. Membership Benefit:	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-
V. *Sources other than above, including: Association rosters and directories; Business directories; Manufacturer's, distributor's and wholesaler's lists; and Other sources:	1,600	-	-	1,600	10.2
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,737</b>	<b>2,963</b>	<b>-</b>	<b>15,700</b>	<b>100.0</b>
<b>PERCENT</b>	<b>81.1</b>	<b>18.9</b>	<b>-</b>	<b>100.0</b>	

\*See Additional Data

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2015**

MAILING ADDRESS	Total Qualified	Percent
Individuals by name and title and/or function	15,700	100.0
Individuals by name only	-	-
Titles or functions only	-	-
Company names only	-	-
Multi-Copy Same Addressee copies	-	-
Single Copy Sales	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,700</b>	<b>100.0</b>

**AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS**

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	January – June 2013	July – December 2013	January – June 2014	July – December 2014	January – June 2015	July – December 2015*
Total Audit Average Qualified:	14,993	14,950	15,700	15,700	15,700	15,700
Qualified Non-Paid:	14,993	14,950	15,700	15,700	15,700	15,700
Qualified Paid:	-	-	-	-	-	-
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	**NC	**NC	**NC	**NC	**NC	**NC

\*NOTE: July – December 2015 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

\*\*NC = None Claimed.

**GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF OCTOBER/NOVEMBER 2015**

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	31		Kentucky	293	
New Hampshire	35		Tennessee	265	
Vermont	34		Alabama	197	
Massachusetts	67		Mississippi	168	
Rhode Island	9		<b>EAST SO. CENTRAL</b>	<b>923</b>	<b>5.9</b>
Connecticut	39		Arkansas	239	
<b>NEW ENGLAND</b>	<b>215</b>	<b>1.4</b>	Louisiana	167	
New York	232		Oklahoma	278	
New Jersey	66		Texas	848	
Pennsylvania	463		<b>WEST SO. CENTRAL</b>	<b>1,532</b>	<b>9.8</b>
<b>MIDDLE ATLANTIC</b>	<b>761</b>	<b>4.8</b>	Montana	184	
Ohio	757		Idaho	176	
Indiana	688		Wyoming	51	
Illinois	1,120		Colorado	244	
Michigan	420		New Mexico	51	
Wisconsin	520		Arizona	98	
<b>EAST NO. CENTRAL</b>	<b>3,505</b>	<b>22.3</b>	Utah	56	
Minnesota	875		Nevada	19	
Iowa	1,342		<b>MOUNTAIN</b>	<b>879</b>	<b>5.6</b>
Missouri	618		Alaska	9	
North Dakota	535		Washington	282	
South Dakota	445		Oregon	146	
Nebraska	687		California	501	
Kansas	787		Hawaii	11	
<b>WEST NO. CENTRAL</b>	<b>5,289</b>	<b>33.7</b>	<b>PACIFIC</b>	<b>949</b>	<b>6.0</b>
Delaware	38		<b>UNITED STATES</b>	<b>15,695</b>	<b>100.0</b>
Maryland	128		U.S. Territories	5	
Washington, DC	6		Canada	-	
Virginia	232		Mexico	-	
West Virginia	57		Other International	-	
North Carolina	397		APO/FPO	-	
South Carolina	153				
Georgia	349				
Florida	282				
<b>SOUTH ATLANTIC</b>	<b>1,642</b>	<b>10.5</b>			
			<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,700</b>	<b>100.0</b>

**ADDITIONAL DATA**

**PARAGRAPH 3b:**

Business directories include 1 source of circulation for a quantity of 1,600 copies or 10.2%, including Info USA.

**PUBLISHER'S AFFIDAVIT**

We hereby make oath and say that all data set forth in this statement are true.

Ariette Sams, Publisher  
Julie Nachtigal, Audience Manager

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

**IMPORTANT NOTE:**

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed	January 11, 2016
State	Wisconsin
County	Jefferson
Received by BPA Worldwide	January 11, 2016
Type	BJ
ID Number	F020B0D5

**About BPA Worldwide:**

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and publishing and advertising industry news.