

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.

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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



3 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> (3 issues in the period)	15,700	-	15,700

**AVERAGE NON-QUALIFIED CIRCULATION**

NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation	7
Advertiser and Agency	326
Allocated for Trade Shows and Conventions	417
All Other	243
<b>TOTAL</b>	<b>993</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**

2017 Issue	Total Qualified
January	15,700
February/ March	15,700
April/ May	15,700

**3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2017**  
This issue is equal to the average of the other 2 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)	4,947	31.5	2,674	1,884	27	362	
BOTH Grain Elevator and Feed Mixer/Dealer	1,827	11.6	927	626	32	242	
Feed Mixer/Dealer (Note 6)	4,483	28.6	3,019	830	45	589	
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	1,085	6.9	714	227	46	98	
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	703	4.5	490	138	25	50	
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	1,178	7.5	641	147	30	360	
<b>CONTRACTORS/ENGINEERS</b>							
Millwright	268	1.7	184	36	4	44	
Plant Builder and/or Designer	254	1.6	135	45	8	66	
<b>PROCESSORS</b>							
Soybean or Corn Processor	234	1.5	134	50	12	38	
Seed or Peanut Processor	201	1.3	104	44	6	47	
Rice or Flour Mill (Note 10)	174	1.1	90	74	2	8	
Brewery or Distillery (Note 11)	43	0.3	32	2	2	7	
<b>ALLIED BUSINESSES</b>							
Aquaculture	220	1.4	154	37	9	20	
Biofuel Producer	83	0.5	38	17	4	24	
Other	-	-	-	-	-	-	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>15,700</b>	<b>100.0</b>	<b>9,336</b>	<b>4,157</b>	<b>252</b>	<b>1,955</b>	
<b>PERCENT</b>	<b>100.0</b>		<b>59.5</b>	<b>26.5</b>	<b>1.6</b>	<b>12.4</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 APRIL/MAY 2017**

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	9,198	2,961	-	12,159	77.5
II. Request from recipient's company:	34	31	-	65	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:	3,476	-	-	3,476	22.1
VI. Single Copy Sales:	-	-	-	-	-
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,708</b>	<b>2,992</b>	<b>-</b>	<b>15,700</b>	<b>100.0</b>
<b>PERCENT</b>	<b>80.9</b>	<b>19.1</b>	<b>-</b>	<b>100.0</b>	

\*See Additional Data

**3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2017**

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	Circulation Claim	Circulation Claim
	July – December 2014	January – June 2015	July – December 2015	January – June 2016	July – December 2016*	January – June 2017*
Total Audit Average Qualified:	15,700	15,700	15,700	15,700	15,700	15,700
Qualified Non-Paid:	15,700	15,700	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 2016 – June 2017 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 APRIL/MAY 2017**

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	41		Kentucky	262	
New Hampshire	31		Tennessee	277	
Vermont	26		Alabama	237	
Massachusetts	64		Mississippi	177	
Rhode Island	14		<b>EAST SO. CENTRAL</b>	<b>953</b>	<b>6.1</b>
Connecticut	38		Arkansas	288	
<b>NEW ENGLAND</b>	<b>214</b>	<b>1.4</b>	Louisiana	185	
New York	241		Oklahoma	333	
New Jersey	68		Texas	942	
Pennsylvania	433		<b>WEST SO. CENTRAL</b>	<b>1,748</b>	<b>11.1</b>
<b>MIDDLE ATLANTIC</b>	<b>742</b>	<b>4.7</b>	Montana	189	
Ohio	646		Idaho	165	
Indiana	578		Wyoming	47	
Illinois	1,016		Colorado	256	
Michigan	366		New Mexico	55	
Wisconsin	531		Arizona	112	
<b>EAST NO. CENTRAL</b>	<b>3,137</b>	<b>20.0</b>	Utah	54	
Minnesota	835		Nevada	30	
Iowa	1,191		<b>MOUNTAIN</b>	<b>908</b>	<b>5.8</b>
Missouri	601		Alaska	21	
North Dakota	466		Washington	297	
South Dakota	446		Oregon	171	
Nebraska	655		California	743	
Kansas	770		Hawaii	14	
<b>WEST NO. CENTRAL</b>	<b>4,964</b>	<b>31.6</b>	<b>PACIFIC</b>	<b>1,246</b>	<b>7.9</b>
Delaware	34		<b>UNITED STATES</b>	<b>15,696</b>	<b>100.0</b>
Maryland	126		U.S. Territories	4	
Washington, DC	3		Canada	-	
Virginia	226		Mexico	-	
West Virginia	52		Other International	-	
North Carolina	414		APO/FPO	-	
South Carolina	170				
Georgia	361				
Florida	398				
<b>SOUTH ATLANTIC</b>	<b>1,784</b>	<b>11.4</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 3,476 or 22.1%, 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  
 Marie Escobar, Circulation 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 June 27, 2017  
 State Wisconsin  
 County Jefferson  
 Received by BPA Worldwide June 27, 2017  
 Type BJ  
 ID Number F020B0J7

**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.