

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 a digital edition, 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
FEED & GRAIN MAGAZINE (3 issues in the period)	15,700	-	15,700

AVERAGE NON-QUALIFIED CIRCULATION

Non-Qualified Not Included Elsewhere	Copies
Other Paid Circulation	1
Advertiser and Agency	354
Allocated for Trade Shows and Conventions	375
All Other	242
TOTAL	972

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

Qualified Circulation	Total Qualified		Qualified Non-Paid		Qualified Paid	
	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	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,700	100.0	15,700	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2019 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 2019
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)
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	32.4	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
Other	-	-	-	-	-	-
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

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 2019

Qualification Source	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request:	8,888	2,769	-	11,657	74.2
II. Request from recipient's company:	-	-	-	-	-
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:	4,043	-	-	4,043	25.8
VI. Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,931	2,769	-	15,700	100.0
PERCENT	82.4	17.6	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2019

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	-	-
TOTAL QUALIFIED CIRCULATION	15,700	100.0

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED BRAND REPORTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
	July – December 2016	January – June 2017	July – December 2017	January – June 2018	July – December 2018*	January – June 2019*
Total Audit Average Qualified:	15,700	15,700	15,712	15,683	15,760	15,700
Qualified Non-Paid:	15,700	15,700	15,712	15,683	15,760	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 2018 – June 2019 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 2019

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine	42		Kentucky	267	
New Hampshire	38		Tennessee	264	
Vermont	29		Alabama	235	
Massachusetts	77		Mississippi	171	
Rhode Island	9		EAST SO. CENTRAL	937	6.0
Connecticut	55		Arkansas	248	
NEW ENGLAND	250	1.6	Louisiana	169	
New York	314		Oklahoma	338	
New Jersey	99		Texas	1,023	
Pennsylvania	452		WEST SO. CENTRAL	1,778	11.3
MIDDLE ATLANTIC	865	5.5	Montana	191	
Ohio	640		Idaho	164	
Indiana	551		Wyoming	47	
Illinois	1,008		Colorado	273	
Michigan	354		New Mexico	63	
Wisconsin	487		Arizona	105	
EAST NO. CENTRAL	3,040	19.4	Utah	68	
Minnesota	834		Nevada	37	
Iowa	1,128		MOUNTAIN	948	6.0
Missouri	581		Alaska	17	
North Dakota	435		Washington	293	
South Dakota	418		Oregon	183	
Nebraska	629		California	754	
Kansas	780		Hawaii	26	
WEST NO. CENTRAL	4,805	30.6	PACIFIC	1,273	8.1
Delaware	33		UNITED STATES	15,694	100.0
Maryland	130		U.S. Territories	6	
Washington, DC	5		Canada	-	
Virginia	210		Mexico	-	
West Virginia	51		Other International	-	
North Carolina	406		APO/FPO	-	
South Carolina	174				
Georgia	338				
Florida	451				
SOUTH ATLANTIC	1,798	11.5			
			TOTAL QUALIFIED CIRCULATION	15,700	100.0

ADDITIONAL DATA

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 4,043 copies or 25.8%, including Info USA.

PUBLISHER'S AFFIDAVIT

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

Arlette Sambas, Publisher

Marie Escobar, Production & Audience Coordinator

(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	July 15, 2019
State	Wisconsin
County	Jefferson
Received by BPA Worldwide	July 15, 2019
Type	BJ
ID Number	F020B0J9

About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, Connecticut, USA, BPA has a global membership, spanning more than 20 countries. The organization conducts 2,500+ audits for media brands in print, online/digital and live events. In addition, the BPA-iCompli division verifies compliance to defined industry standards, provides technology assurance, and certifies organization's sustainability practices and reporting. BPA is supported by 4,000+ advertiser and agency members. The latest innovation to move the industry forward is the BPA Media Exchange, a brand-safe and audited cooperative marketplace which offers automated solutions for the buying and selling of digital advertising.