

REPORT

TOTAL AUDIENCE PROFILE



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For Period of April-June 2015

Feed & Grain

INFORMATION TO GUIDE YOUR PROFIT AND GROWTH

PROFILE OF MARKET SERVED:

Feed & Grain serves corporate and operating management, general administration, nutrition and research and development personnel in the commercial feed, grain and allied processing industries.



Audience Profile for Quarterly Period: April - June 2015	Frequency	Qualified/Delivered Distribution
Feed & Grain		
Print Version (BPA audited) - April/May 2015 Issue	7	15,700
Digital Version (Non-audited)	6	15,373
E-Newsletters		
Industry Watch	5x/week	13,283
Email Marketing		
Email Marketing		12,900

WEBSITE METRICS

www.feedandgrain.com	Visits	Visitors	Pageviews	Avg Time on Site
April 2015	29,128	13,885	53,199	0:03:35
May 2015	30,763	14,721	54,946	0:03:24
June 2015	27,300	13,659	48,650	0:03:27
Average for Period	29,064	14,088	52,265	0:03:29

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.

* Source: Publisher's Own Data



PRINT ISSUE DISTRIBUTION

April/May 2015 Print Version	Classification By Title					
Business and Industry	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)	4,654	29.6%	2,072	2,083	34	465
BOTH Grain Elevator and Feed Mixer/Dealer	1,853	11.8%	976	604	28	245
Feed Mixer/Dealer (Note 6)	4,166	26.5%	2,636	830	48	652
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	1,239	7.9%	773	290	45	131
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	892	5.7%	668	137	32	55
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	1,187	7.6%	691	161	19	316
CONTRACTORS/ENGINEERS:						
Millwright	237	1.5%	171	30	3	33
Plant Builder and/or Designer	251	1.6%	154	36	3	58
PROCESSORS:						
Soybean or Corn Processor	290	1.8%	180	60	8	42
Seed or Peanut Processor	205	1.3%	106	56	3	40
Rice or Flour Mill (Note 10)	249	1.6%	159	84	3	3
Brewery or Distillery (Note 11)	81	0.5%	56	13	2	10
ALLIED BUSINESSES:						
Aquaculture	298	1.9%	192	44	9	53
Biofuel Producer	98	0.6%	39	33	3	23
Total Qualified Circulation	15,700	100.0%	8,873	4,461	240	2,126
Percent	100.0%		56.5%	28.4%	1.5%	13.5%

Source: June 2015 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)	3,434	22.3%	1,282	1,519	40	444	149
BOTH Grain Elevator and Feed Mixer/Dealer	1,825	11.9%	773	655	61	204	132
Feed Mixer/Dealer (Note 6)	2,489	16.2%	1,463	476	47	363	140
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	992	6.5%	488	196	88	124	96
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	878	5.7%	458	181	56	53	130
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	1,047	6.8%	532	111	23	297	84
CONTRACTORS/ENGINEERS:							
Millwright	299	1.9%	180	41	4	41	33
Plant Builder and/or Designer	387	2.5%	175	50	7	102	53
PROCESSORS:							
Soybean or Corn Processor	275	1.8%	128	56	14	40	37
Seed or Peanut Processor	194	1.3%	92	40	6	38	18
Rice or Flour Mill (Note 10)	254	1.7%	92	108	5	20	29
Brewery or Distillery (Note 11)	125	0.9%	78	16	3	9	19
ALLIED BUSINESSES:							
Aquaculture	274	1.7%	142	44	19	52	17
Biofuel Producer	137	0.9%	54	37	3	25	18
Others Allied to the Field	2,763	18.0%	396	105	50	347	1,865
Total Qualified Circulation	15,373	100.1%	6,333	3,635	426	2,159	2,820
Percent	100.0%		41.2%	23.6%	2.8%	14.0%	18.3%



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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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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)	3,097	23.3%	1,138	1,388	32	400	139
BOTH Grain Elevator and Feed Mixer/Dealer	1,654	12.5%	700	605	52	182	115
Feed Mixer/Dealer (Note 6)	2,156	16.2%	1,268	419	40	306	123
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	837	6.3%	399	166	76	105	91
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	750	5.6%	377	169	46	45	113
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	897	6.8%	459	95	19	250	74
CONTRACTORS/ENGINEERS:							
Millwright	262	2.0%	155	37	4	40	26
Plant Builder and/or Designer	326	2.5%	149	46	6	80	45
PROCESSORS:							
Soybean or Corn Processor	235	1.8%	106	47	13	35	34
Seed or Peanut Processor	166	1.2%	79	33	5	33	16
Rice or Flour Mill (Note 10)	228	1.7%	78	99	5	19	27
Brewery or Distillery (Note 11)	100	0.8%	63	12	2	8	15
ALLIED BUSINESSES:							
Aquaculture	224	1.7%	114	35	19	42	14
Biofuel Producer	109	0.8%	46	28	2	19	14
Others Allied to the Field	2,242	16.9%	312	82	40	249	1,559
Total Qualified Circulation	13,283	100.0%	5,443	3,261	361	1,813	2,405
Percent	100.0%		41.0%	24.6%	2.7%	13.6%	18.1%

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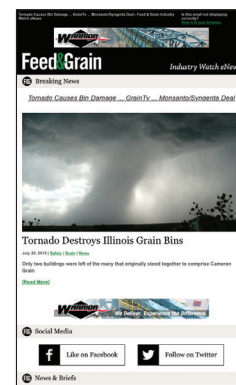
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EMAIL MARKETING

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)	2,857	22.1%	1,032	1,280	35	368	142
BOTH Grain Elevator and Feed Mixer/Dealer	1,587	12.3%	643	589	51	179	125
Feed Mixer/Dealer (Note 6)	2,149	16.7%	1,238	420	36	321	134
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	776	6.0%	378	151	60	94	93
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	720	5.6%	357	153	41	45	124
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	898	7.0%	446	104	15	253	80
CONTRACTORS/ENGINEERS:							
Millwright	239	1.9%	143	33	4	30	29
Plant Builder and/or Designer	301	2.3%	131	41	6	76	47
PROCESSORS:							
Soybean or Corn Processor	223	1.7%	98	47	9	33	36
Seed or Peanut Processor	163	1.3%	74	30	7	35	17
Rice or Flour Mill (Note 10)	214	1.7%	77	88	5	16	28
Brewery or Distillery (Note 11)	104	0.8%	64	13	1	8	18
ALLIED BUSINESSES:							
Aquaculture	245	1.9%	126	42	17	44	16
Biofuel Producer	107	0.8%	42	30	2	18	15
Others Allied to the Field	2,317	18.0%	291	79	39	249	1,659
Total Qualified Circulation	12,900	100.0%	5,140	3,100	328	1,769	2,563
Percent	100.0%		39.8%	24.0%	2.5%	13.7%	19.9%

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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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