

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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About BPA Worldwide

A not-for-profit organization since 1931 and headquartered in Shelton, CT, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. The organization conducts 2,600+ audits for media brands in print, online/digital and live events. Additionally, under the iCompli brand, BPA documents compliance to defined standards including data protection, provides assurance of sustainability reporting, and verifies technology, service and privacy claims. BPA is supported by 2,700 advertiser and agency members.

Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

Feed&Grain

Cygnus Business Media, Inc.
1233 Janesville Avenue
P.O. Box 803
Fort Atkinson, WI 53538-0803
Tel. No.: (920) 563-6388
www.feedandgrain.com

Official Publication of: None
Established: 1961
Issues Per Year: 7



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.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	39
Advertiser and Agency _____	433
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	392
Digital _____	-
All Other _____	223
TOTAL	1,087

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	15,704	100.0	15,704	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,704	100.0	15,704	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2013 Issue	Number Removed	Number Added	Total Qualified
January _____	194	188	15,700
February/March _____	38	50	15,712
April/May _____	4,218	4,206	15,700
TOTAL	4,450	4,444	

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2013

This issue is -% or 6 copies below the average of the other 2 issues reported in Paragraph two.

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) _____	4,697	30.0	2,397	2,064	13	223
BOTH Grain Elevator and Feed Mixer/Dealer _____	2,610	16.6	1,647	751	28	184
Feed Mixer/Dealer (Note 6) _____	2,773	17.7	2,062	443	23	245
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7) _____	1,526	9.7	956	379	52	139
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8) _____	882	5.6	666	140	40	36
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9) _____	914	5.8	560	129	20	205
CONTRACTORS/ENGINEERS						
Millwright _____	190	1.2	130	25	5	30
Plant Builder and/or Designer _____	265	1.7	167	33	8	57
PROCESSORS						
Soybean or Corn Processor _____	244	1.6	159	53	2	30
Seed or Peanut Processor _____	243	1.5	156	39	5	43
Rice or Flour Mill (Note 10) _____	320	2.0	192	117	2	9
Brewery or Distillery (Note 11) _____	455	2.9	435	17	1	2
ALLIED BUSINESSES						
Aquaculture _____	505	3.2	295	121	16	73
Biofuel Producer _____	76	0.5	49	17	2	8
Other _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,700	100.0	9,871	4,328	217	1,284
PERCENT	100.0		62.9	27.5	1.4	8.2

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 2013

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 Year	2 Years	3 Years		
I. Direct Request: _____	9,503	3,140	-	12,643	80.5
II. Request from recipient's company: _____	13	-	-	13	0.1
III. Membership Benefit: _____	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request): _____	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically): _____	3,044	-	-	3,044	19.4
Association rosters and directories _____	-	-	-	-	-
*Business directories _____	3,044	-	-	3,044	19.4
Manufacturer's, distributor's, and wholesaler's lists _____	-	-	-	-	-
Other sources _____	-	-	-	-	-
VI. Single Copy Sales: _____	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,560	3,140	-	15,700	100.0
PERCENT	80.0	20.0	-	100.0	

*See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2013

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

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF APRIL/MAY 2013

State	Total Qualified	Percent	State	Total Qualified	Percent
Maine _____	48		Kentucky _____	243	
New Hampshire _____	30		Tennessee _____	203	
Vermont _____	48		Alabama _____	140	
Massachusetts _____	71		Mississippi _____	122	
Rhode Island _____	11		EAST SO. CENTRAL	708	4.5
Connecticut _____	48		Arkansas _____	259	
NEW ENGLAND	256	1.6	Louisiana _____	172	
New York _____	264		Oklahoma _____	330	
New Jersey _____	68		Texas _____	924	
Pennsylvania _____	453		WEST SO. CENTRAL	1,685	10.7
MIDDLE ATLANTIC	785	5.0	Montana _____	200	
Ohio _____	757		Idaho _____	179	
Indiana _____	659		Wyoming _____	53	
Illinois _____	1,082		Colorado _____	239	
Michigan _____	442		New Mexico _____	51	
Wisconsin _____	525		Arizona _____	97	
EAST NO. CENTRAL	3,465	22.1	Utah _____	79	
Minnesota _____	822		Nevada _____	28	
Iowa _____	1,206		MOUNTAIN	926	5.9
Missouri _____	634		Alaska _____	7	
North Dakota _____	447		Washington _____	353	
South Dakota _____	378		Oregon _____	216	
Nebraska _____	722		California _____	556	
Kansas _____	834		Hawaii _____	8	
WEST NO. CENTRAL	5,043	32.2	PACIFIC	1,140	7.3
Delaware _____	38		UNITED STATES	15,693	100.0
Maryland _____	135		U.S. Territories _____	7	
Washington, DC _____	5		Canada _____	-	
Virginia _____	198		Mexico _____	-	
West Virginia _____	57		Other International _____	-	
North Carolina _____	422		APO/FPO _____	-	
South Carolina _____	172		TOTAL QUALIFIED CIRCULATION	15,700	100.0
Georgia _____	348				
Florida _____	310				
SOUTH ATLANTIC	1,685	10.7			

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS						
	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim	Circulation Claim
6-Month Period Ended:	July - December 2010	January - June 2011	July - December 2011	January - June 2012	July - December 2012*	January - June 2013*
Total Audit Average Qualified: _____	15,706	15,705	15,705	15,706	15,704	15,704
Qualified Non-Paid: ____	15,706	15,705	15,705	15,706	15,704	15,704
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 2012 – June 2013 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.**

**NC = None Claimed.

ADDITIONAL DATA

PARAGRAPH 3b:

Business directories include 1 source of circulation for a quantity of 3,044 copies or 19.4%, including InfoUSA.

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 8, 2013
Arlette Sambs, Publisher	State	Wisconsin
Wendy Chady, Senior Audience Development Manager	County	Jefferson
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	July 8, 2013
IMPORTANT NOTE:	Type	PJ
This unaudited circulation statement has been checked against the previous audit report.	ID Number	F020P0J3
It will be included in the annual audit made by BPA Worldwide.		