

Feed & Grain

INFORMATION TO GUIDE YOUR PROFIT AND GROWTH



2013 MARKETING PLANNER

How to choose the right channel

Choose the Medium Right for Your Message



Feed & Grain magazine provides digital and print solutions to meet your company's needs, allowing you to reach your target audience via the delivery channel of their choice.

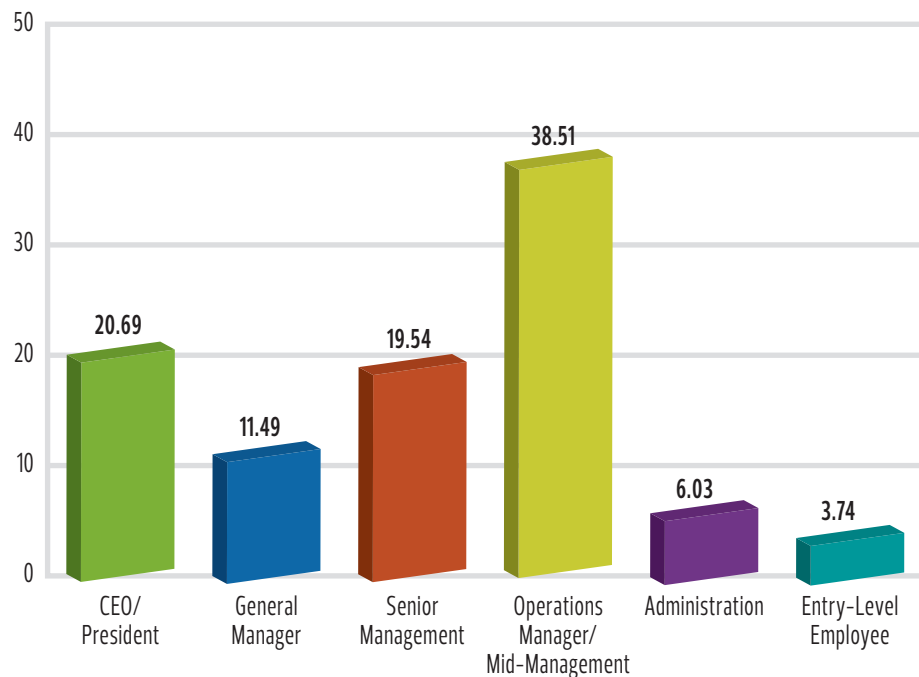
Now more than ever, a variety of targeted marketing tools are needed to deliver your company's marketing message.

The industry looks to *Feed & Grain* to provide them with leading-edge coverage of the critical industry issues most important to them. Whether digitally or in print, we deliver in-depth analysis and timely trend coverage — all aimed at helping readers run their businesses more effectively. The trust and reliability draws our audience in and, in turn, elevates the impressions and brand awareness of our advertisers.

Unsure of our ability to deliver? Take a look at our most recent BPA Worldwide Circulation Statement (enclosed with this planner) and compare it to our competition. There is no comparison.

READER PROFILE STATS

Describe your primary role within your organization?*



90% of our subscribers are in upper to mid-level management decision making positions.*

*Source: Data derived from a 2012 *Feed & Grain* Reader Survey; 348 subscribers participated.

Feed & Grain's Editorial Advantage



From special reports to company profiles, *Feed & Grain's* cover stories focus on how facility improvements, renovation or new construction efforts boost efficiency, cost-savings, productivity and customer service. We share with our readers not just the “what” but just as importantly, we delve further into the thinking behind “why” it was done.

While our cover stories focus on a particular facility or key issue, our inside features offer in-depth coverage of the trends and issues affecting your customers' businesses.

Insightful Contributor Columns

In every issue, *Feed & Grain's* highly respected team of contributors deliver critical management and marketing information to its readers. No other publication can match our Manager's Notebook, Merchandisers' Corner and Legal Q&A columns in delivering to our

readers the critical information on how best to manage human resources, grain marketing issues and legal challenges which our readers face every day. In addition, columns like Food For Thought offers readers first hand advice to deal with everyday problems.



Merchandisers' Corner
Gives readers the inside scoop on grain merchandising, managing market volatility, trading and market trends, written by a trusted columnist.



Manager's Notebook
Advice from university experts on how to manage and maintain your company's most valuable resources — the employees. Contributing writers share their wealth of knowledge gained from years of field experience.



Legal Q&A
Only *Feed & Grain* offers its readers a column dedicated to addressing the legal issues and providing answers to questions that affect the feed, grain and allied processing industries.



Food For Thought
This column features a different author every issue who tackles pressing industry issues from their own unique perspective.

Coverage of Critical Issues



Maintenance Matters
From compliance to efficiency trends, these articles help keep facilities up and running.



Safety First
This feature offers solutions and insight into the most crucial safety issues impacting the industry.



Focus Section
Coverage of key issues, happenings and events within specialized sectors of the industry.

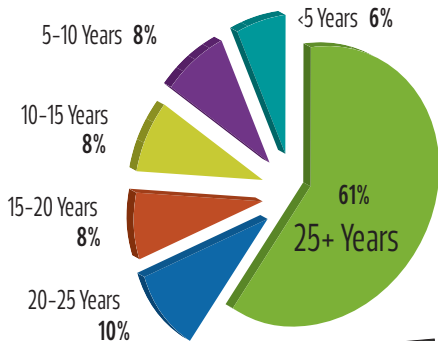


Industry News
Highlights changes in the industry and recognizes the accomplishments of the people within it.

70% of our subscribers have been in agribusiness **20+** years.*

READER PROFILE STATS

How long have you worked in agribusiness?



*Source: Data derived from a 2012 *Feed & Grain* Reader Survey; 348 subscribers participated.



Feed & Grain's Showcase

Showcase, *Feed & Grain's* annual buyer's guide, is the most comprehensive listings and buyer's index for the feed, grain and allied processing industry. Showcase provides the industry with facts and photos on hundreds of products and services. As subscriber's go-to desktop guide, Showcase continues to generate sales leads throughout the year.

Product Information

Our subscribers turn to *Feed & Grain* for information on the products they need to keep them up and running now and for years to come. We also offer a glimpse at new products introduced to the industry.



Product Spotlight
Provides snapshots of pertinent products, each with a four-color photo, giving users the opportunity to browse and request more information.

Every issue features a Product Spotlight, prominently placing product information in front of decision makers.



New Products
Highlights the latest equipment with accompanying color photos to give readers a detailed look at the newest products the industry has to offer.

Editorial Calendar

Issue/Mailing Date	Product Spotlights	Extra Distribution
December 2012 (11/26/2012)	Showcase 2013: Annual Product Catalog Full color product listing • Buyer's Guide • Product/Service Directory • Inquiries processed year-round	Distributed at all major shows & meetings throughout the year
January 2013 (12/28/2012)	Dust control & explosion prevention Design, construction & remodeling Maintenance, motors & generators	International Production & Processing Expo (IPPE) Jan. 29-31, 2013
February/March 2013 (2/7/2013)	Storage (including bin cleaning, fumigation & pest control) Drying & aeration Safety & rescue equipment	GEAPS Exchange Feb. 23-26, 2013 NGFA Annual Convention March 17-19, 2013
April/May 2013 (4/9/2013)	Operations management software Transportation-related products Renovation & bin cleaning	
June/July 2013 (6/6/2013)	Cleaning equipment & magnets Grain testing & analysis Weighing	
August/September 2013 (8/7/2013)	Conveying & material handling Bags, bagging & palletizing	
October/November 2013 (10/9/2013)	Feed manufacturing equipment — mixing & batching, milling & grinding, automated control systems	NGFA Country Elevator/Feed Industry Conference December, 2013
December 2013 (11/27/2013)	Showcase 2014: Annual Product Catalog Full color product listing • Buyer's Guide • Product/Service Directory • Inquiries processed year-round	Distributed at all major shows & meetings throughout the year

Other Print Opportunities

Reprints: Enhance your advertising message and editorial coverage with reprints. Reprints are great shipping stuffers, sales representative leave-behinds and trade show handouts.

Inserts: Insert your materials into our magazine. It's an excellent way for your literature to be noticed. Inserts can be included in a variety of circulation options. Contact Arlette Sambs at (920) 563-1628 for rates and mechanical specifications.

"Ride-Along Program": Use the "ultimate envelope" for your next direct mail campaign! *Feed & Grain* continues to offer this program in which your catalog, multi-page ad, white paper or CD-ROM can be mailed along with an issue of *Feed & Grain*.

- Your piece will be poly-bagged on the outside of each issue, and only one outsert is available each issue, so you are assured premium exposure.

- Benefit from our targeted list of sought-after decision makers; more than 15,700 subscribers will see your ride-along.**
- Have your mail piece arrive on the desk of a person who has personally requested the magazine it accompanies.

List Rentals: *Feed & Grain* has the most comprehensive database of the commercial feed, grain and allied grain facilities available. It can be rented with a variety of selection options.

Ask us for more info on:

- Unique cover designs
- Front cover stickers
- Specialty ad positions

**Source: BPA June 2012 circulation statement

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Rates & Mechanical Specs

Closing & Ad Materials Deadlines		
Month	Closing Date	Materials Date
Showcase 2013	October 19, 2012	October 26, 2012
January 2013	November 21, 2012	November 30, 2012
February/March 2013	January 4, 2013	January 11, 2013
April/May 2013	March 7, 2013	March 14, 2013
June/July 2013	May 3, 2013	May 10, 2013
August/September 2013	July 5, 2013	July 12, 2013
October/November 2013	September 6, 2013	September 13, 2013
Showcase 2014	October 24, 2013	October 31, 2013
January 2014	November 21, 2013	December 2, 2013

2013 Rates (Gross)			
Size	B/W	2-Color	4-Color
Full	\$4,025	\$4,425	\$5,025
2/3	3,180	3,580	4,180
1/2	2,475	2,875	3,475
1/3	1,835	2,235	2,835
1/4	1,375	1,775	2,375

<p>PAGE LIVE: 7 3/8" X 10 1/4" TRIM: 7 7/8" X 10 3/4" BLEED: 8 1/8" X 11"</p>	<p>1/3 PAGE VERTICAL 2 3/16" X 10"</p>	<p>1/2 PAGE STANDARD 4 9/16" X 7 3/8"</p>
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<p>1/2 PAGE VERTICAL 3 3/8" X 10"</p>	<p>1/3 PAGE STANDARD 4 9/16" X 4 7/8"</p>	<p>1/4 PAGE STANDARD 3 3/8" X 4 7/8"</p>
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Send materials to:

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Attn: Vicki Roth

vicki.roth@feedandgrain.com
(800) 547-7377,
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Fax (920) 563-1699
www.feedandgrain.com

<p>1/2 PAGE HORIZONTAL 7" X 4 7/8"</p>	<p>2/3 PAGE VERTICAL 4 9/16" X 10"</p>
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Commissions

Recognized advertising agencies are allowed 15% of gross billing provided the account is paid in full within 30 days of invoice date. No cash discounts.

Cancellations & changes

Cancellations and changes in orders may not be made after the ad closing date.

Publisher's copy clause

Advertisers and advertising agencies assume liability for all content (including text, representation and illustrations) of advertisements printed, and also

assume responsibility for any claims arising there from made against the publisher. The publisher reserves the right to reject any advertising not in keeping with the publication's standards.

Mechanical specs

For specific information on digital ad submission please visit our corporate website and under the "For Customers" tab, click on "Mechanicals" (www.cygnusb2b.com/mechanicals.cfm).

Electronic file transfer

Sometimes when submitting graphics electronically, the file size can exceed the limits acceptable by regular e-mail. To send advertising

files exceeding 5 MB, please follow the directions below for using our FTP site.

To send a file to our Media Production Representative:

- Go to <http://webftp.cygnusb2b.com>
- Type Vicki Roth. Press continue.
- Select Vicki Roth from the matches found.
- Fill in your name, subject, e-mail address and message.
- Press the browse button to attach a file.
- Press continue.

Please upload single files. If you have multiple files, stuff/zip them into a single file.

Feed & Grain Digital

Your one-stop shop for leading-edge marketing tools

Feed & Grain magazine and its official website, FeedandGrain.com, provide powerful capabilities to help marketing executives connect with influential customers in the feed and grain industry. Marketing and lead-generation opportunities span a wide range of digital channels, including conventional Internet, mobile Internet, e-mail newsletters, Buyer's Guide, e-mail marketing, white papers, case studies, text messaging, QR codes and webinars.

80%
of Feed & Grain
readers
own smartphones.*

Here are some of the ways Feed & Grain magazine and FeedandGrain.com can generate the responses you need to forge ahead with an effective marketing campaign, whether focused on brand awareness, lead generation or both.

Digital Marketing Technology

Qualified leads, complete with demographics and contact information, can be generated via multiple means including Online Buyer's Guide, e-mail marketing, white papers, case studies and webcasts.

Display Ads

A wide range of options are available, from rotating and fixed ads on home or interior pages, to high-visibility wallpaper and welcome-ad campaigns, to highly targeted contextual ads. Programs can be configured to blanket the market, or target specific segments.

Buyer's Guide

FeedandGrain.com offers the industry's most comprehensive directory of companies and products for the grain handling and feed manufacturing industries. Category sponsorships provide maximum exposure for generating leads.

The screenshot displays the Feed & Grain website interface with several ad placements highlighted in yellow boxes:

- Top Leaderboard (728 x 90):** Located at the top of the page, above the main navigation bar.
- Medium Rectangle (300 x 250):** Located on the right side of the page, below the social media links.
- Middle Leaderboard (468 x 60):** Located below the breaking news section.
- Lower Medium Rectangle (300 x 250):** Located below the middle leaderboard.
- Skyscraper (160 x 600):** Located on the right side of the page, below the 'GET INVOLVED' section.
- Bottom Leaderboard (728 x 90):** Located at the bottom of the page, above the footer.

The website content includes a navigation bar, a main article titled 'McDonald's Outlines Plan For Ending Gestation Stall Use', a 'Breaking News' section with multiple headlines, a 'BUYER'S GUIDE' section, and a 'GET INVOLVED' section with event listings.

FeedandGrain.com Snapshot*

eNewsletter List: 9,021
eBlast List: 9,428
Avg. Unique Monthly Visitors: 10,110
Avg. Monthly Page Views: 23,367
Avg. Time Spent on the Website: 5.13
*Publisher's Own Data

Rates (per month)¹

Top Leaderboard (728 x 90) ²	\$500
Medium Rectangle (300 x 250)	\$450
Middle Leaderboard (468 x 60)	\$350
Lower Medium Rectangle (300 x 250)	\$400
Skyscraper (160 x 600)	\$350
Bottom Leaderboard (728 x 90)	\$200

¹ All rates listed are net

² Dimensions measure pixels per inch (ppi)

Marketing Opportunities

Stand out from your competition with a Featured/Premium Listing in the Buyer's Guide on *Feed & Grain's* website. Includes:

- Two banners in your product category: 970 x 66 Pushdown (can expand to 970 x 415) and 300 x 250 Medium Rectangle
- Company listing in all categories that pertain to your business
- 150 to 200 words of copy describing your company and products
- Product releases complete with image and copy
- Company logo
- Listed as a "Featured Company" in the Buyer's Guide

Ask us about other positions available

Only \$1,295/year

Mobile Web

Mobile web, websites configured for fast and easy navigation on smartphones, is one of the fastest-growing advertising mediums in the market today. *Feed-andGrain.com* is now available in this format, including advertising opportunities specific to mobile.

- **320 x 50 Display Ad:** A 320 x 50 Display Ad appears at or near the home page of the mobile site, and in a similar position on all other mobile-site pages. Its position and impact are similar to that of a leaderboard or banner on a standard website, with the additional benefit of appearing in the only display-ad position on the mobile site.
- **25-Word Text Ad:** A 25-word Text Ad appears within or between content on the home page of the mobile site, and in a similar position on all other mobile-site pages.

E-mail Offerings

eNewsletters

Advertising in online newsletters is one of the most popular forms

of generating sales leads online. Send your advertising message to industry leaders with eNewsletter banner advertising.

Each Monday, Tuesday and Thursday, *Feed & Grain* delivers the latest news and information to our 9,021 subscribers through three weekly newsletters. This format creates the perfect opportunity to capture buyers' attention as a sponsor of this unique medium

- Limited space available on first-come, first-serve basis
- Build company brand
- Three month commitment required
- Generate measurable traffic to your company's website

Customized E-mail Campaigns

Drive leads, introduce new products, create improved awareness and drive buyers directly to your website with E-mail messages sent to our highly qualified list. Customized e-mails are sponsored exclusively by you.

Reach *Feed & Grain's* 9,428 subscribers with your company's dedicated message for far less than the cost of direct mail. *Feed & Grain* subscribers have requested information on products like those offered by your company. The result is a targeted, effective campaign guaranteed to create response.

- Generate traffic directly to your company's website
- Create response that can be easily tracked
- Price includes design by *Feed & Grain*
- Target specific demographics or reach the full list

Price: \$300 per 1,000 E-mails

eProduct Showcase

Imagine the power of your company's specific product information included in *Feed & Grain's* eProduct Showcase. This electronic product section introduces *Feed & Grain's* 9,428 subscribers

*Source: Data derived from a 2012 *Feed & Grain* Reader Survey; 348 subscribers participated.

**Source: Publisher's Own Data

seeking access to the latest hot products in the industry.

- Limit of six products per mailing
- Generate measurable response to your company's website
- Includes being a part of the digital version of *Feed & Grain* in the new products section
- Your product will be showcased in the featured products carousel on the Buyer's Guide home page for 30 days

Price: \$795

59% of *Feed & Grain* readers receive the weekly eNewsletter, *Industry Watch*, which has an average open rate of 24%**

Rates (per month)¹

Top Leaderboard (468 x 60) ²	\$550
Top Position (468 x 60)	\$500
Middle Position (468 x 60)	\$475
Medium Rectangle (300 x 250)	\$450
Medium Rectangle (300 x 250) Lower	\$400

¹ All rates listed are net

² Dimensions measure pixels per inch (ppi)

Video Production

All you need is an idea or objective you need to meet. From there, the *Feed & Grain* team can be your full-service video production house. From conception to completion we've got the resources to produce a high-quality product — and at a competitive price.

Multiple video options are available to help you leverage the format that produces higher advertiser engagement levels. *Feed & Grain* can provide professionally produced product demos, trade show videos and other custom videos tailored to your specific marketing needs. Here are a few

samples of video production marketing ideas:

- **Newscasts:** The Custom Newscast is a medium-length (3 to 5 minutes) video production that aims to be an informational resource for the viewer. With segments that could include news, company highlights, product features, interviews and more, the newscast is a custom production where you determine the content. The video can also be tailored around specific events like trade shows or company milestones.

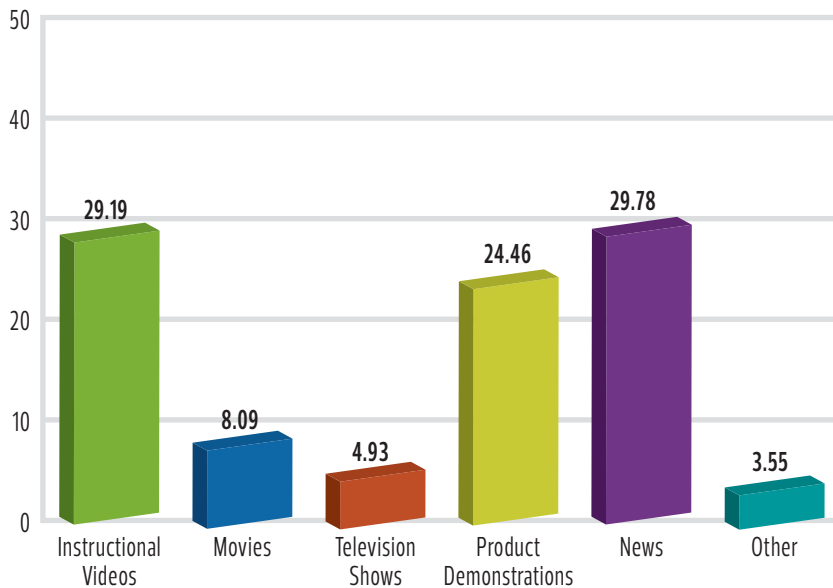


- **Webcasts:** Launch new products; directly interact with your customers; share solutions to critical issues within the industry; drive new leads.
- **Profile Video:** Feature your product, company or key executive, captured on location at your facilities or a trade show. This is blended with supplemental video shot on location, and can also include images and existing video of the product. The end result is an engaging and informative video to drive sales.
- **Video Spotlight:** This is a week-long campaign that features and promotes your video in the following ways to our subscribers and end users: eNewsletter, homepage banner ads, FeedandGrain.com video library, keyword optimized.

83% of our readers whom completed our survey tune into instructional, product demonstrations and news videos online.*

READER PROFILE STATS

Please describe the nature of the videos you watch online.*



*Source: Data derived from a 2012 *Feed & Grain* Reader Survey; 348 subscribers participated.

Tablet Apps

Research proves that advertisers who combine print and digital media are reaching people who are more likely to ask for more information and/or recommend a brand. Custom-built apps, including apps for the industry-leading iPad platform, can be built to your specification. Tablet apps are the perfect format for sales brochures, catalogs and other sales and marketing materials and presentations.

Our in-house team of app designers and developers has created numerous apps of various types. We bring your app ideas to the market quickly and efficiently. To watch a demonstration of *Feed & Grain's Equipment & Services 2013 Guide* app, visit: <http://bcove.me/vgfp0a>.



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