

Feed&Grain

INFORMATION TO GUIDE YOUR PROFIT AND GROWTH

Delivering a connected experience by focusing on solutions for all your marketing needs



PRINT | DIGITAL | E-LEARNING | SOCIAL



MEDIA PLANNER 2021

MEDIA PLANNER



Industry Watch eNewsletter
11,974*

Print qualified subscribers
15,700**



Email marketing
11,393*

9,000* Social Media Followers

FOCUS ON SOLUTIONS

When you wrap your marketing messages around our editorial content, you tap into an engaged audience, optimizing the value of your marketing investment.

Feed & Grain readers are industry decision makers. Based on our most recent audit, of the 15,700** qualified subscribers we reach with Feed & Grain magazine, 8,848** people say they are involved in corporate and general administration. Another 4,972** people are in mill, plant or elevator operations management. That's more than 13,820** feed and grain industry professionals.

Our digital media reaches decision makers, too. Corporate and general administration or mill, plant and elevator operations management make up the following percentage of each list:

- Digital Issue: 88% of 15,715* subscribers
- Industry Watch eNewsletter: 80% of 11,974* subscribers
- Third Party Marketing: 81% of 11,393* subscribers

LEADING-EDGE CONTENT

Our audience will tell you Feed & Grain's editorial team and contributors write effectively for each medium, whether it be written, video or audio content.

Respondents of our latest reader survey*** ranked Feed & Grain content as the most preferred in the industry in regards to Industry News & Latest Trends, Product Information, Grain Merchandising, Facility Operations & Safety and Profitability.

According to the same study,*** 56% of respondents would choose Feed & Grain over five other competing publications if they could only subscribe to one magazine and 64% read about half or more of each issue.

65%

are responsible for recommending the purchase of equipment/products/services***

56%

have the authority to approve purchases***

60%

are responsible for developing business strategies***

*Publisher's own data | **June 2020 BPA audit statement | ***Study conducted by Readex Research September 2019

2021 EDITORIAL CALENDAR

	ISSUE EMPHASIS	THE MIX	PRODUCT SPOTLIGHTS	DATES	EXTRA DISTRIBUTION
	JANUARY Feed Industry Trends	Focus on Poultry	<ul style="list-style-type: none"> Dust Control & Explosion Prevention Design, Construction & Remodeling Maintenance, Motors & Personnel Elevators 	CLOSE: 11/10/2020 ART DUE: 11/16/2020	 International Production & Processing Expo (IPPE) Jan. 26-28 (Digital Distribution)
	FEBRUARY/MARCH Grain Handling Safety	Focus on Beef	<ul style="list-style-type: none"> Storage (including fumigation & pest control) Drying & Aeration Safety & Rescue Equipment 	CLOSE: 12/21/2020 ART DUE: 12/30/2020	 NGFA Annual Convention March 14-16 San Diego, CA
	APRIL/MAY Transportation	Focus on Petfood	<ul style="list-style-type: none"> Operations Management (including financial products/services & automation) Transportation Renovation & Bin Cleaning 	CLOSE: 2/22/2021 ART DUE: 3/1/2021	We share not just the “what” with our readers ...
	JUNE/JULY Grain Quality	Focus on Dairy	<ul style="list-style-type: none"> Cleaning Equipment & Magnets Grain Testing & Analysis Weighing 	CLOSE: 4/19/2021 ART DUE: 4/26/2021	 GEAPS Exchange Aug. 6-9 Columbus, OH
	AUGUST/SEPTEMBER Facility Management	Focus on Aquaculture	<ul style="list-style-type: none"> Conveying & Material Handling Bags, Bagging & Palletizing 	CLOSE: 6/14/2021 ART DUE: 6/21/2021	... but delve further into the “why.”
	OCTOBER/NOVEMBER Feed Management	Focus on Swine	<ul style="list-style-type: none"> Mixing & Batching Milling & Grinding Automated Control Systems 	CLOSE: 8/16/2021 ART DUE: 8/23/2021	 NGFA Country Elevator Conference Dec. 7-9 Chicago, IL
	SHOWCASE 2022 Annual Buyer's Guide		<ul style="list-style-type: none"> Hundreds of product listings Buyer's Guide Product/Service Directory Engineering, Construction & Millwrights Directory 	CLOSE: 10/4/2021 ART DUE: 10/11/2021	 Distribution at ALL major shows & meetings throughout the year!
	JANUARY 2022 Feed Industry Trends	Focus on Poultry	<ul style="list-style-type: none"> Dust Control & Explosion Prevention Design, Construction & Remodeling Maintenance, Motors & Personnel Elevators 	CLOSE: 11/9/2021 ART DUE: 11/16/2021	 International Production & Processing Expo (IPPE) Jan. 25-27 Atlanta, GA



FOCUS ON SOLUTIONS

2021 RATES (GROSS)

Size	B/W	2-Color	4-Color
Full	\$4,495	\$4,945	\$5,610
2/3	3,550	3,995	4,670
1/2	2,765	3,205	3,885
1/3	2,050	2,390	3,160
1/4	1,530	1,975	2,650

MARKETPLACE RATES

Get your product or service highlighted in this quick reference section.

- 4-color, 2-color or B/W
- Personalized url



Ad Size: 3% x 4%

	Black/White	Color
7X	\$830	\$935
3X	\$890	\$995
1X	\$970	\$1,070

All rates listed are NET rates per insertion. All special section advertising is pre-paid prior to closing. Applicable credit cards are MasterCard, Visa or American Express. **Feed & Grain's policy is for all first-time advertisers to prepay for the first ad insertion.**

SEND MATERIALS TO:

Feed & Grain
 45 S. Water Street East, Fort Atkinson, WI 53538
Marie Escobar | 920.397.3829
marie.escobar@feedandgrain.com

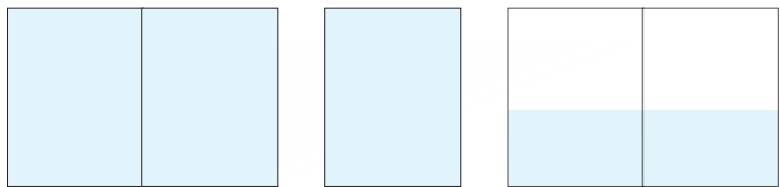
PDF files preferred. Files may be emailed as long as they are less than 25 MB. Photos within ad must be at least 300 dpi. To send files exceeding 25 MB, please use the following ftp site: <http://pruploads.fb.org/>

CLASSIFIED AD RATES

Ads sold per column inch. Ad can be 1-4 columns wide by 1-10 inches high.

Size	1X	4X	7X
1 COLUMN INCH 1.75 in. wide x 1 in. high	\$175	\$170	\$165
2 COLUMN INCH 1.75 in. wide x 2 in. high	\$305	\$295	\$275
3 COLUMN INCH 1.75 in. wide x 3 in. high	\$450	\$430	\$410
4 COLUMN INCH (2X2) 3.625 in. wide x 2 in. high	\$580	\$560	\$520
5 COLUMN INCH 1.75 in. wide x 5 in. high	\$715	\$660	\$640
6 COLUMN INCH (2X3) 3.625 in. wide x 3 in. high	\$860	\$825	\$765

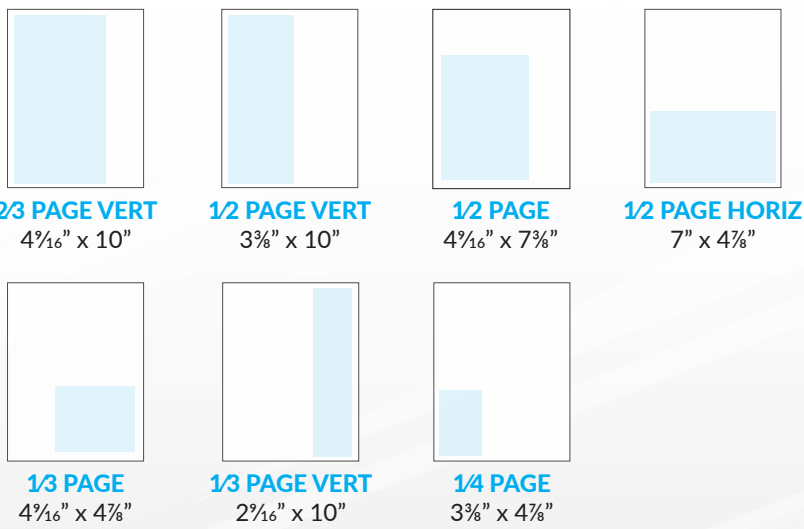
AD SIZES



FULL PAGE SPREAD
 Bleed: 16" x 11"
 Trim: 15 3/4" x 10 3/4"
 Live area: 15" x 10"

FULL PAGE
 Bleed: 8" x 11"
 Trim: 7 7/8" x 10 3/4"
 Live area: 7" x 10"

1/2 PAGE SPREAD
 Bleed: 16" x 6"
 Trim: 15 3/4" x 5 7/8"
 Live area: 15" x 5"



2/3 PAGE VERT
 4 7/16" x 10"

1/2 PAGE VERT
 3 3/8" x 10"

1/2 PAGE
 4 1/16" x 7 7/8"

1/2 PAGE HORIZ
 7" x 4 7/8"

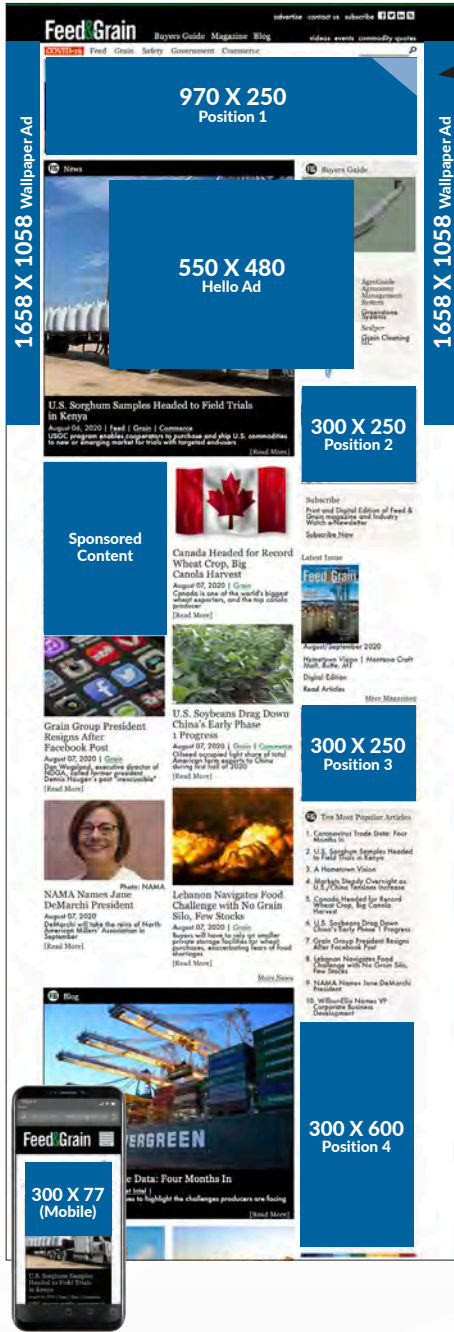
1/3 PAGE
 4 7/16" x 4 7/8"

1/3 PAGE VERT
 2 1/16" x 10"

1/4 PAGE
 3 3/8" x 4 7/8"

Page trim size is 7 7/8" wide by 10 3/4" high. Keep essential matter 3/8" inside trim dimensions on all four sides. (All sizes are width x height.)





Page Peel

FEEDANDGRAIN.COM

Web Banner Ads* (net)

Position 1 Banner 970 x 250 300 x 77 (mobile)**	\$840
Position 2 Banner 300 x 250	\$715
Position 3 Banner 300 x 250	\$635
Position 4 Banner 300 x 600	\$560

(3-month commitment required) *Rotates with other advertisers

**Both sizes are needed to ensure visibility on all devices

High Impact Advertising Units* (net)

Hello Ad 550 x 480 300 x 250 (mobile)**	\$450 per week
Page Peel	\$450 per month
Wallpaper Ad 1658 x 1058	\$2,500 per month
Sponsored Content	Call For Rates

**Both sizes are needed to ensure visibility on all devices

BUYER'S GUIDE*

FEEDANDGRAIN.COM/PRODUCT

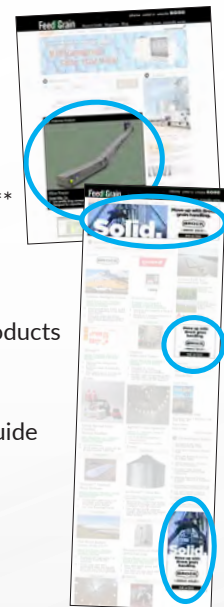
Category sponsorships provide maximum exposure for branding.

- 3 banners in your product category
970 x 250 Top Leaderboard & 300 X 77 (mobile)**
300 x 250 Medium Rectangle
300 x 600 Skyscraper
- Company listing in all categories that apply
- 150-200 words describing your company and products
- Product releases with image and copy
- Company logo
- Listed as a "Featured Company" in the Buyer's Guide

\$1,595 FOR 12 MONTHS (NET)

*Rotates with other advertisers

**Both sizes are needed to ensure visibility on all devices



OPPORTUNITIES

SEND MATERIALS FOR DIGITAL ADVERTISING TO:

Lisa Cleaver | 920.397.3834
lisa.cleaver@feedandgrain.com

- .jpg, .gif or .png files accepted
- Max file size 200kb
- Unlimited animation
- Ad link (provided by advertiser)



FOCUS ON SOLUTIONS



EMAIL MARKETING

Select from the *Feed & Grain* database of over 11,000 email subscribers*. Your targeted email blast can be used for new product promotion, lead generation and to drive website traffic.

\$250 PER 1,000 EMAILS

*Publisher's own data

SEND MATERIALS FOR NEWSLETTER ADVERTISING TO:

Lisa Cleaver | 920.397.3834
lisa.cleaver@feedandgrain.com

- .jpg, .gif and .png files
- Max file size 100kb
- Ad link (provided by advertiser)

INDUSTRY WATCH DAILY NEWSLETTER

Reach over 10,000+ subscribers* by advertising in *Feed & Grain's* daily newsletter. Generate measurable traffic to your company's website as well as build your company's brand.

- Limited space available (first-come/first-serve basis)
- 3-month commitment required
- Different advertisers each day (4-5 exposures per month)

Industry Watch Daily eNewsletter Banner Ads (net)

Position 1 Banner 600 X 155	\$840 per month
Position 2 Banner 600 X 155	\$765 per month
Position 3 Banner 600 X 155	\$715 per month
Position 4 Banner 600 X 155	\$685 per month
Position 5 Banner 300 x 250	\$605 per month

Sponsored Content Call For Rates

*Publisher's own data

OUR DIGITAL OPPORTUNITIES

- Webinars
- Custom eNewsletters
- Sponsored Content
- Email Marketing
- Digital Edition Advertising
- eNewsletter Advertising
- Online Buyer's Guide
- Show Daily eNewsletters
- Videos & Podcasts
- Social Media Marketing



CALL FOR RATES

600 X 155
Position 1

July 23, 2020
f t in

Global Efforts Needed to Curb African Swine Fever
On a global scale, sustained spread of ASF poses a threat to food security, economic and rural development (ISAC/MCR)

Sponsored Content

600 X 155
Position 2

Feed Mill Fire in Courtland, MN
Fire was contained to animal lot tank at Hanks Farm's Cooperative and is still under investigation (ISAC/MCR)

GEAPS Elects New Leadership
Association announces 2020-2021 International Board Elections results at its Annual Meeting (ISAC/MCR)

600 X 155
Position 3

News, Briefs & More

China Needs U.S. Soybeans
China has increased purchases of U.S. soybeans over past week to cover needs for the fall (ISAC/MCR)

How to Manage Multi-Generational Workplaces
Soybeans Face as U.S.-China Tensions Create Concerns
Stouffer Donates \$150,000 to Food Bank
Rabobank Reviews 2020 Pock Production
Rural Port Resumes Grain Loading After Fire
Man Dies in Iowa Grain Bin Accident

600 X 155
Position 4

Buyers Guide

Ingos Valve Repair & Recycle USA

Global Climate SAS Forks

300 X 250
Position 5



Feed & Grain Product Watch
July Focus - 07/15/20
Grain Cleaning, Testing & Analysis

Feed & Grain's Product Watch is a monthly newsletter collected from the most comprehensive list of products and services for the feed and grain industry. This month we're taking a look at Grain Cleaning, Testing & Analysis Equipment.

600 X 155
Position 1

FG Feature



Protecting What's in the Bin
 After a wet harvest last fall, mycotoxin testing can be your first line of defense against spoilage. [READ MORE](#)

600 X 155
Position 2

FG Grain Cleaning, Testing & Analysis



Scalperator
 Carter Steel International, Inc.

- Large material scalping and air density separation in one pass
- New rotary feed valve as air column discharge

[READ MORE](#)



Rotary Drum Grain Cleaner
 Grain Cleaning LLC

- Designed for commercial operations and larger producers
- Combines all cleaning and screen cleaning into one system

[READ MORE](#)

600 X 155
Position 3



Portable Ingredient Analyzer (PIA) NTR
 Kona Pro International

- Capable of predicting nutrient values in select samples
- Results can be obtained in a matter of minutes

[READ MORE](#)



Super Screens
 SMM Screening Solutions

- High speed gyratory screen for medium applications
- Up to 80 ton-hour feed/grain capacity

[READ MORE](#)

600 X 155
Position 4



SensorSpear™
 TeleSense Inc.

- For barges and ground piles to monitor stored grain
- Sends temperature and moisture data to cloud where data is analyzed and users alerted to any anomalies and issues that may arise

[READ MORE](#)

PRODUCT WATCH ENEWSLETTER

Each newsletter will focus on a specific product category and will offer key features, photos and links to more information. Product Watch is delivered the third Wednesday of each month.

- Sends: Monthly 12,000+ subscribers

Product Watch eNewsletter Banner Ads (net)

Position 1 Banner 600 X 155	\$600
Position 2 Banner 600 X 155	\$500
Position 3 Banner 600 X 155	\$400
Position 4 Banner 600 X 155	\$300

PRICING IS PER MONTH NEWSLETTER

2021 Product Watch eNewsletter Content Schedule

January 20	Feed Additives
February 17	Feed Manufacturing
March 17	Aeration, Drying & Storage
April 21	Transportation
May 19	Operations, Management, Consulting & Financial
June 16	Weighing & Bagging
July 21	Grain Cleaning, Testing & Analysis
August 18	Conveying & Material Handling
September 15	Maintenance
October 20	Dust Control & Explosion Prevention
November 17	Engineering Design & Construction
December 15	Safety & Rescue Equipment

SEND MATERIALS FOR PRODUCT WATCH ENEWSLETTER ADVERTISING TO:

Lisa Cleaver | 920.397.3834
lisa.cleaver@feedandgrain.com

- .jpg, .gif and .png files
- Max file size 100kb
- Ad link (provided by advertiser)



DIGITAL EDITION ADVERTISING

- Available to view online or on your mobile device

SPONSORSHIP PACKAGE \$2,500 PER YEAR



Sponsorship package includes cover logo and front forward ad in every issue.

OPPORTUNITIES



FOCUS ON SOLUTIONS

FEED & GRAIN LIVE WEBINAR SERIES

Feed & Grain LIVE is our readers' go-to destination for networking, education and growth. Now we provide a digital connection between our captive audience and webinar sponsors through our monthly Wednesday Webinar Series. Our engaging, to-the-point, 45-minute webinars feature topics that matter most to our subscribers. *Feed & Grain* provides the content, expert speakers and platform. You provide your company logo for our marketing efforts to drive webinar registration.

Sponsorship includes:

- Hello and Wallpaper Ads
- Banner Ads
- Sponsored Content
- Direct Email Marketing
- Social Media Posts
- 15-second Plug during webinar
- Lead Gen

CALL FOR RATES*

*Only 12 webinars available
First-come, first-served

FOR SPONSORSHIP OPPORTUNITIES CONTACT:

Elise Schafer | 920.397.3831
Jill Draeger | 920.397.3835
Arlette Sambs | 920.397.3828

- Full-color company logo size must be at least 300 dpi and provided in .eps, .ai, .tif or .jpg format



Webinar Date	Webinar Topic
January 13	How Following NEC Reduces Dust Explosion Hazards
February 10	Policy Update: Issues that Matter in 2021
March 10	Innovations in Biosecurity Measures for Feed Mills
April 7	Hemp Panel Discussion
May 5	Facility Managers Panel Discussion: Grain Storage & Management
June 2	Why Safety is Every Employee's Job
June 30	TBD: Hottest Industry Issue of Summer 2021
July 21	Facility Manager's Panel Discussion: Harvest Readiness
August 25	Developing a Mycotoxin Management Plan
September 22	Advances in Pet Food Manufacturing
October 20	Consumer Trends Impacting the Grain & Feed Industry
November 17	Mycotoxin Snapshot: 2021 Harvest Review
December 15	TBD: Hottest Industry Issue of Winter 2021



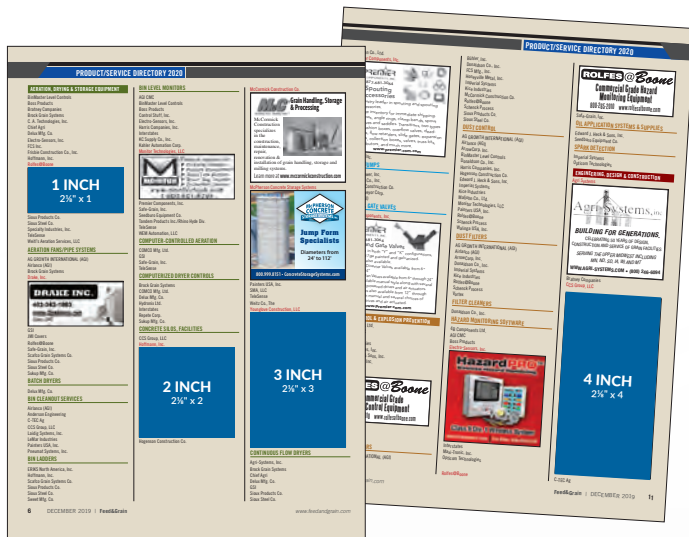
PRODUCT/SERVICE DIRECTORY

Capture your customer's attention with ADLETS in the Showcase Product/Service Directory.

- Comprehensive supplier directory
- Preferred category placement
- Over 150 product categories to choose from
- Easy and affordable advertising

PUBLISHED IN THE DECEMBER ISSUE

ADLET Sizes & Net Rates	1 AD	2 ADS/each	3 ADS+/each
1 inch (2½" x 1")	\$325	\$310	\$295
2 inch (2½" x 2")	\$435	\$410	\$385
3 inch (2½" x 3")	\$535	\$495	\$470
4 inch (2½" x 4")	\$630	\$585	\$535



SEND MATERIALS FOR MILLWRIGHTS GUIDE AND SHOWCASE DIRECTORY ADVERTISING TO:

Feed & Grain
 45 S. Water Street East, Fort Atkinson, WI 53538
Marie Escobar | 920.397.3829
marie.escobar@feedandgrain.com

PDF files preferred. Files may be emailed as long as they are less than 25 MB. Photos within ad must be at least 300 dpi. To send files exceeding 25 MB, please use the following ftp site: <http://pruploads.fb.org/>



MILLWRIGHTS GUIDE

Reach key decision-making upper level managers at grain elevators, feed mills and processors.

- Company advertising by region(s) and state(s) of choice
- Year-round visibility in print and feedandgrain.com/millwrights
- Publishes in the December issue
- Website has 36,000+ monthly visitors

Millwrights Guide Rates

Full Contact Listing (print & digital)	\$350
Cross Reference Listing (print & digital)	\$35

PRICING IS PER STATE

OPPORTUNITIES

MEDIA PLANNER



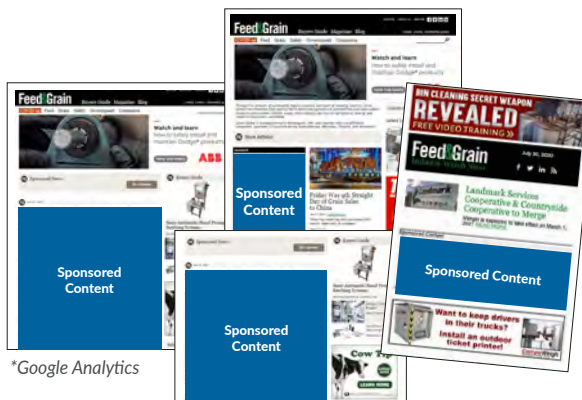
IMPACT MARKETING

Need that wow factor? Make an immediate impression as a subscriber flips through the magazine!

- Stickers
- Post-Its
- Inserts
- Polybag
- Advertorials
- Custom Reprints
- Whitepapers & Inserts
- Supplements
- Custom Publications
- Ride-Alongs
- List Rentals
- Unique Covers
- Specialty Ad Positions



CALL US FOR A CUSTOMIZED CONSULTATION AND QUOTE!



*Google Analytics

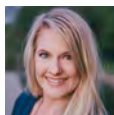
SPONSORED CONTENT

Leverage the power of digital content marketing to share your message with over 87,600* page views per month on feedandgrain.com.

- Displayed on the *feedandgrain.com* home page, news page, "More Articles" list under each news story, and in the Industry Watch eNewsletter
- Limited space available (first-come/first-serve basis)
- Features your image/logo, headline, teaser, article and link to your site

CALL FOR RATES

*Publisher's own data



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OUR PLATFORM ADVANTAGE

The IDEAg Publications Group is located in Fort Atkinson, Wisconsin. IDEAg publishes Feed & Grain Magazine, the leading business-to-business publication serving the American grain storage, milling and grain handling sector, and features a turn-key, custom publishing platform.

IDEAg features a veteran, award-winning staff of editors, writers, designers, production managers and advertising specialists. IDEAg offers communications solutions for multiple platforms, including print, digital, web and app-based publishing. IDEAg also features in-house capabilities such as circulation management, mail administration and advertising sales and tracking.

The flagship publication of IDEAg is Feed & Grain Magazine. With more than 15,000 qualified subscribers, Feed & Grain serves customers across the feed and grain production chain. Each issue provides authoritative journalism for industry professionals. Advertisers are drawn to Feed & Grain's diverse print, digital, web and app-based solutions to reach a top-tier business-to-business audience.

OUR STAFF ADVANTAGE

The IDEAg Publications team is comprised of skilled and award-winning editors, writers, production specialists, digital technicians and design professionals. We specialize in taking your stories and images, or producing those with your approval, and crafting them into communications vehicles that carry your messages to specific audiences. You will be working with senior level pros to accomplish your mission.

OUR TECHNICAL ADVANTAGE

In addition, IDEAg Publications includes experts in the fields of writing, print and digital production, design, web management, social media, marketing and ad sales. We supplement our team by including talented specialists from our parent organization, the American Farm Bureau Federation, with emphases in areas such as technology, broadcast production, public policy writing, print management and events.

We also have strong and established relationships with a hand-selected group of trusted and proven consultants in the areas of publishing, magazine management and production.

OUR CONTENT ADVANTAGE

Our writing and expertise make a difference. Whether it's a hard hitting issues story, a polished company or service profile, a heartfelt feature story or a rural lifestyle story, we excel at sharing the stories of the Feed and Grain sector, dynamic agribusinesses, America's farm and ranch families and their rural communities; it's ingrained in our mission. We believe factual and timely content and engaging writing matters and, we are able to draw from relationships we have with numerous sources in the Feed and Grain, agriculture and food sectors, from numerous allied organizations, groups and associations.

Our content expertise is strengthened by our ability to engage staff experts from AFBF, and from throughout the Feed and Grain sector, who are recognized experts in their fields, ranging from agricultural policy and rural development to economics and rural lifestyle issues.

OUR RELATIONSHIP ADVANTAGE

The American Farm Bureau Federation owns IDEAg. AFBF is the nation's recognized Voice of Agriculture.

WHY US?

Overall, the IDEAg team will ensure that the content for your publication is factual and interesting and that the design and appearance of your product will attract the reader's eyes and command their attention. We can also deploy the power of technology and digital publishing to extend the reach of your effort and we can even help you measure the reach and impact of your communications platforms. Our team, our platforms, our know-how and our relationships offer a focused and collaborative solution. Our solution will help you build comprehensive success for the content, look, feel and effectiveness of your publication and your business.