



**RESULTS MATTER**  
SERVING SOLUTIONS FOR ALL YOUR NEEDS **ANYTIME ANYWHERE**

WE DELIVER

**2,071  
BUYER'S GUIDE  
PRODUCTS**

**2,351  
FOLLOWERS\***  
(\*Twitter — Sept. 1, 2014)

**POET-DSM Opens First Commercial-scale Cellulosic Ethanol Plant in US**

**Why Bins Fail**

How the most expensive piece of equipment at a site may fail and steps to take to prevent it.

**STAND OUT**  
by using the one uniquely qualified group you can trust to grow your business

**AgVantage Edge**

**Agitated Vessels with Silicone Heating Blanket**

**Custom Engineered Spiral Staircase**

## FEED & GRAIN DELIVERS THE POWER OF MULTIPLE PLATFORMS

Feed & Grain delivers leading-edge coverage of the critical industry issues to the feed and grain community through multiple platforms. Our portfolio helps you reach decision makers, generate leads and drive sales with cost-effective programs customized to deliver your marketing message.

### Print

- Feed & Grain Magazine
- Supplements
- Inserts
- Reprints
- Ride-Alongs
- List Rentals
- Stickers
- Unique Covers
- Specialty Ad Positions

### Digital

- FeedandGrain.com
- eNewsletters
- Targeted email Blasts
- Webcasts
- Whitepapers
- Newscasts
- Profile Video
- Video Spotlight

### Mobile

- Responsive Design
- Tablet App
- Digital Edition

### Social

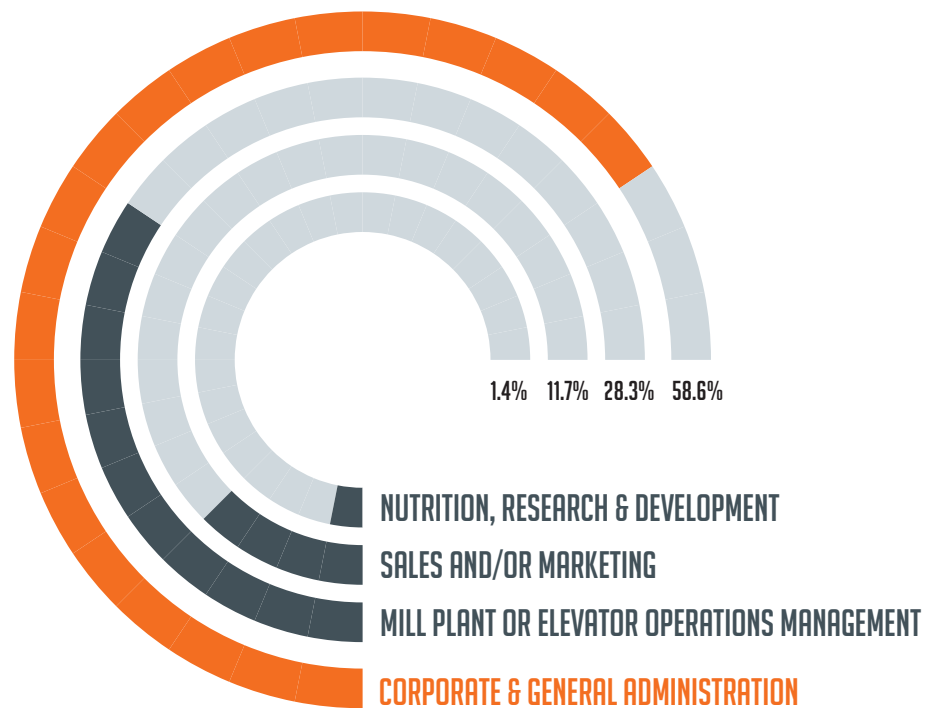
- Facebook
- Twitter

**86.9% OF OUR  
SUBSCRIBERS ARE UPPER  
TO MID-LEVEL MANAGEMENT  
DECISION MAKERS\*\***

\*\*June 2014 BPA Statement. Upper to Mid Level Management = 9,195 Corporate & General Administration + 4,441 Mill, Plant or Elevator Operations Management. TQ = 15,700

Feed & Grain delivers your marketing message to the most influential and engaged feed and grain industry professionals. Our multimedia platform connects you to buyers through print and digital editions, tablet apps, website advertising, email marketing, social media and more!

### AUDIENCE PROFILE BY TITLE\*



\*June 2014 BPA Statement, TQ = 15,700.



**PRINT & DIGITAL PUBLICATIONS**  
Subscribers

**15,700** \*\*



**EMAIL MARKETING**  
Opt-in Subscribers

**14,076** \*\*



**FEEDANDGRAIN.COM**  
Monthly Page Views

**43,644** \*\*



**FEEDANDGRAIN.COM**  
Mobile Visits

**3,576** \*\*

\*\* Publisher's Own Data

## 2015 EDITORIAL CALENDAR

ISSUE EMPHASIS

JANUARY



**FEED INDUSTRY TRENDS**

FEBRUARY/MARCH



**GRAIN HANDLING SAFETY**

APRIL/MAY



**TRANSPORTATION**

JUNE/JULY



**GRAIN QUALITY**

AUGUST/SEPTEMBER



**FACILITY MANAGEMENT**

OCTOBER/NOVEMBER



**AUTOMATED CONTROL SYSTEMS**

SHOWCASE 2015



**ANNUAL BUYER'S GUIDE**

PRODUCT SPOTLIGHTS

Dust control & explosion prevention; Design, construction & remodeling; Maintenance, motors & generators

Storage (including fumigation & pest control); Drying & aeration; Safety & rescue equipment

Operations management software; Transportation-related products; Renovation & bin cleaning

Cleaning equipment & magnets; Grain testing & analysis; Weighing

Conveying & material handling; Bags, bagging & palletizing

Mixing & batching; Milling & grinding

Most comprehensive listings and buyer's index for the industry

- Hundreds of full color product listings
- Buyer's Guide
- Product/Service Directory
- Inquiries processed year-round

DATES

Close: 11/21/14  
Art Due: 12/2/14

Close: 12/29/14  
Art Due: 1/7/15

Close: 3/9/15  
Art Due: 3/16/15

Close: 5/4/15  
Art Due: 5/11/15

Close: 7/7/15  
Art Due: 7/14/15

Close: 9/8/15  
Art Due: 9/15/15

Close: 10/23/15  
Art Due: 10/30/15

BONUS DISTRIBUTION



International Production & Processing Expo (IPPE)  
Jan. 27-29 | Atlanta, GA



GEAPS Exchange  
Feb. 22-24 | St. Louis, MO



NGFA Annual Convention  
Mar. 15-17 | San Antonio, TX

**WE SHARE NOT JUST THE "WHAT"  
WITH OUR READERS BUT DELVE  
FURTHER INTO THE "WHY"**



NGFA Country Elevator/  
Feed Industry Conference  
Dec. 6-8 | Kansas City, MO

**extra**

Distribution at **ALL** major shows & meetings throughout the year!

## 2015 RATES (GROSS)

| Size | B/W     | 2-Color | 4-Color |
|------|---------|---------|---------|
| Full | \$4,235 | \$4,655 | \$5,285 |
| 2/3  | 3,345   | 3,765   | 4,400   |
| 1/2  | 2,605   | 3,025   | 3,655   |
| 1/3  | 1,930   | 2,250   | 2,980   |
| 1/4  | 1,445   | 1,865   | 2,500   |

## FEED MART RATES

Get your product or service highlighted in this quick reference section. 4-color, 2-color or Black/White Personalized url Ad Size: 3 3/8" x 4 7/8"



|    | Black/White or 2-color | 4-Color |
|----|------------------------|---------|
| 7X | \$740                  | \$840   |
| 3X | \$800                  | \$900   |
| 1X | \$875                  | \$975   |

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.

### Send materials to:

**Feed & Grain** | 45 S. Water Street East | Fort Atkinson, WI 53538  
**Attn: Vicki Roth** | vicki.roth@feedandgrain.com | 920.397.3834

Terms and conditions apply for details go to [www.feedandgrain.com](http://www.feedandgrain.com)



## CLASSIFIED AD RATES

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

### 1 column inch

1.75 in. wide x 1 in. high  
 1x = \$145/4x = \$140/7x = \$135

### 2 column inch

1.75 in. wide x 2 in. high  
 1x = \$275/4x = \$265/7x = \$245

### 3 column inch

1.75 in. wide x 3 in. high  
 1x = \$420/4x = \$400/7x = \$380

### 4 column inch (2x2)

3.625 in. wide x 2 in. high  
 1x = \$550/4x = \$530/7x = \$490

### 5 column inch

1.75 in. wide x 5 in. high  
 1x = \$685/4x = \$660/7x = \$610

### 6 column inch (2x3)

3.625 in. wide x 3 in. high  
 1x = \$830/4x = \$795/7x = \$735

## WEB CLASSIFIED AD

Duplicate your classified ad on [www.feedandgrain.com](http://www.feedandgrain.com). Includes link to your website or email address.

**Add \$100 each** (for print ads only)

## TABLET EDITIONS

Available in iPad and Android formats, the *Feed & Grain* tablet app ad dimensions are 1024 x 768 pixels (horizontal). Ads can be supplied or created to design requirements and include interactive rich media such as video, audio, slideshows, etc.



**Sponsorship Package \$2,500/ per year**  
**Tablet Ad \$100/per issue**



## RIDE-ALONG RATES

Insert or poly-bag your promotional material with *Feed & Grain*.

**Contact the publisher for details**

## AD SIZES

**FULL PAGE**  
 Bleed: 8 1/8" x 11"  
 Trim: 7 7/8" x 10 3/4"  
 Live area: 7" x 10"

**2/3 PAGE VERTICAL**  
 4 9/16" x 10"

**1/2 PAGE VERTICAL**  
 3 3/8" x 10"

**1/2 PAGE STANDARD**  
 4 9/16" x 7 3/8"

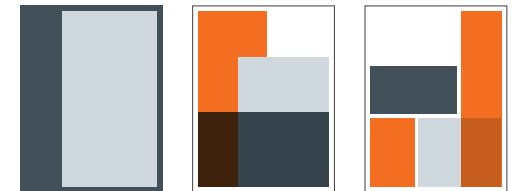
**1/2 PAGE HORIZONTAL**  
 7" x 4 7/8"

**1/3 PAGE STANDARD**  
 4 9/16" x 4 7/8"

**1/3 PAGE VERTICAL**  
 2 3/16" x 10"

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

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



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.)

## DIGITAL MARKETING

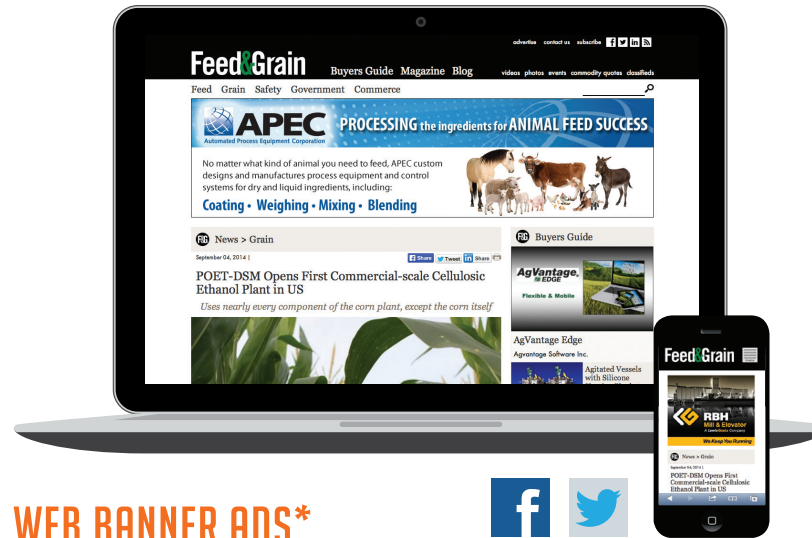
### THE ONLINE HOME OF FEED AND GRAIN DECISION-MAKERS

Look beyond traditional media for new ways to connect with your audience, generate leads and engage customers.

Engage the *Feed & Grain* audience and get measurable results with these Digital Marketing Opportunities:

- Web Banner Advertising
- Online Buyer's Guide
- Email Marketing
- E-Newsletter Sponsorships
- Whitepapers
- Webcasts
- Video
- Case Studies

Ask your publisher for details!



### WEB BANNER ADS\*

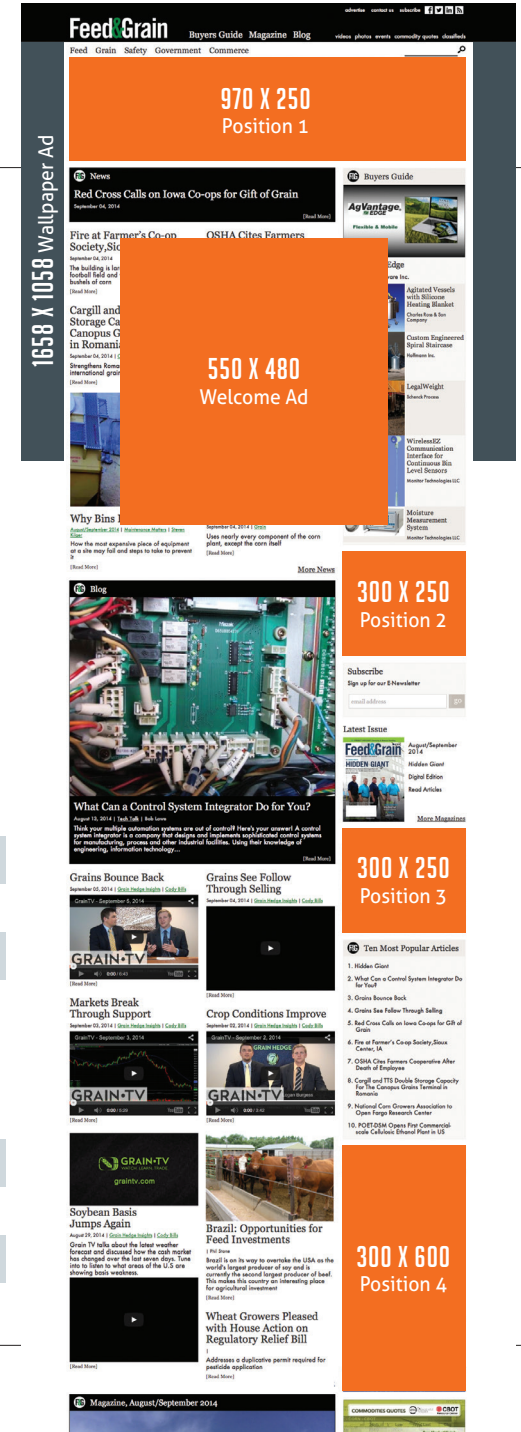
|                             |       |
|-----------------------------|-------|
| Position 1 Banner 970 x 250 | \$650 |
| Position 2 Banner 300 x 250 | \$550 |
| Position 3 Banner 300 x 250 | \$490 |
| Position 4 Banner 300 x 600 | \$430 |

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

### HIGH IMPACT ADVERTISING UNITS\*

|              |                   |
|--------------|-------------------|
| Welcome Ad   | \$400/per week    |
| Road Block   | \$400/per week    |
| Page Peel    | \$400/per month   |
| Wallpaper Ad | \$2,000/per month |

\* Exclusives only



Entrapment Training Effective ... Brazil Approves Port ... AFIA Offers FSMA Training - Feed & Grain Industry Watch eNews

468 X 60 Position 1

**Feed Grain** Industry Watch eNews

Breaking News

Entrapment Training Effective ... Brazil Approves Port ... AFIA Offers FSMA Training



**Grain Bin Training Has Cut Fatalities Almost In Half**

August 20, 2014 | News

Survival rate increases as more first responders go through training

[Read More](#)

468 X 60 Position 2

**Brazil Approves \$1.74 Billion Port Works**

August 20, 2014 | Commerce | News

Project involves expanding its Tecar solid grain terminal

[Read More](#)

Social Media

Like on Facebook Follow on Twitter

News & Briefs

468 X 60 Position 3



News & Briefs Headlines:

- [AFIA Completes First Phase of FSMA Seminars, Announces Additional Training](#)
- [China's Engagement with African Agriculture](#)
- [Insects Crawling Their Way Into Feed Regulation](#)
- [Strong Corn Exports to Colombia Continue](#)

**Brazil: Opportunities for Feed Investments**

August 20, 2014 | Magazine

Brazil is on its way to overtake the USA as the world's largest producer of soy and is currently the second largest producer of beef. This makes this country an interesting place for agricultural investment.

[Read More](#)

300 X 250 Position 4

Buyers Guide

- Check out these Product Categories
- Aeration, Drying & Storage Equipment
  - Consulting
  - Conveying & Material-Handling Equipment
  - Dust Control & Explosion Prevention
  - Engineering, Design & Construction Services
  - Feed Mills & Grinding Equipment
  - Feed Mixing & Batching Equipment
  - Grain Cleaning, Testing & Analysis Equipment
  - Maintenance
  - Operations Management Software
  - Safety & Rescue Equipment
  - Transportation Equipment
  - Weighing & Bagging Equipment

300 X 250 Position 5

**DIGITAL MARKETING**

**ENEWSLETTERS**

Newsletters are one of the most popular forms of generating sales leads online. Reach over 12,000 subscribers\* by sponsoring one of *Feed & Grain's* three weekly newsletters. 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)

**ENEWSLETTER BANNER ADS\*** (NET)

|                             |                 |
|-----------------------------|-----------------|
| Position 1 Banner 468 x 60  | \$650/per month |
| Position 2 Banner 468 x 60  | \$590/per month |
| Position 3 Banner 468 x 60  | \$555/per month |
| Position 4 Banner 300 x 250 | \$525/per month |
| Position 5 Banner 300 x 250 | \$470/per month |

\* Exclusives only

**EMAIL CAMPAIGNS**

Select from the Feed and Grain database of over 14,000 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

**BUYER'S GUIDE\***

Category sponsorships provide maximum exposure for generating leads.

- 3 banners in your product category
  - 970 x 250, Top leaderboard
  - 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

**\$1,395/per year**



\* Rotates with other advertisers

## ENGAGE THE FEED & GRAIN AUDIENCE = GET RESULTS

### CUSTOM PUBLISHING

Custom Publishing is a service that provides a simple and quick way to purchase publications you want assembled, using articles you create or we create for you. You may choose your product delivery in high-quality print or electronic format.



### ADVERTORIALS

'Advertorials', which are written in the house style of the host magazine, enable the advertiser to don the mantle, use the voice and sport the values of the magazine. This intimacy brings added credibility to the brand, while readers appreciate the extra material for them to read.



### CUSTOM REPRINTS

Magazine print and digital reprints are a powerful way to connect with your audience, generate leads and engage customers. Promote awareness and credibility through our magazine reprints that are produced at the highest quality, with options for customization (such as adding the magazine cover, disclaimer text, and company logos).



### WHITEPAPERS & INSERTS

Promote your product or service with the overall goal to generate sales leads, establishing thought leadership, make a business case, or inform and persuade prospective customers.



Arlette Sambs | *Feed & Grain* | 920.397.3828 | [arlette.sambs@feedandgrain.com](mailto:arlette.sambs@feedandgrain.com)  
 Jonathan Franks | *Feed & Grain* | 920.397.3835 | [jonathan.franks@feedandgrain.com](mailto:jonathan.franks@feedandgrain.com)

Contact us today to request a quote and learn more about the many marketing opportunities available from *Feed & Grain*.



## GIVE YOUR BUSINESS A COMPELLING PRESENCE

### SPONSORED CONTENT

Use the power of the internet to get your message to over 44,000 page views per month on FeedandGrain.com. Your company's hot topics can reach an even greater audience of more than 13,000 people each day!

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

**\$350/per month**



### TABLET/DIGITAL EDITION ADVERTISING

With over 17,000 views, the *Feed & Grain* digital edition is a sure fire way to get your name in front of new customers. Advertise in the *Feed & Grain* tablet app/digital edition and take advantage of the many readers using alternative methods to receive their *Feed & Grain* information.

Available in iPad, Android formats and online, the *Feed & Grain* tablet app/digital edition ad dimensions are 1024 x 768 pixels (horizontal).

- Available to view online or on your tablet device
- Ads can be supplied or created to design requirements
- FREE interactive rich media included such as video, audio, slideshows, etc.
- Ad view stats supplied on request

**\$100/per issue print advertiser**

**\$200/per issue non-print advertiser**



Contact us to learn more about the many marketing opportunities available from *Feed & Grain*.



#### 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 headlined by Farm Forum Magazine, the official custom publication of Case IH.

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.

Farm Forum Magazine showcases IDEAg's custom publishing success. Each issue includes crisp and dynamic writing and colorful photography, as well as a full complement of new media solutions that position the client's brand as a leader in the field of agricultural equipment.

#### 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 LEADERSHIP ADVANTAGE

Arlette Sambs is Publisher for IDEAg Publications. Arlette has more than 30 years of experience in magazine publishing and management. In addition to leading the IDEAg Publications staff at their base

office in Fort Atkinson, Wisconsin, her areas of expertise range from magazine production and marketing to digital and print management.

#### 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.

# Feed & Grain

45 S. Water Street East | Fort Atkinson, WI 53538 | 920.397.3830 | www.feedandgrain.com

## IF YOU HAVE ANY QUESTIONS CONTACT



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