

TOTAL AUDIENCE PROFILE



45 South Water Street East
P.O. Box 788
Fort Atkinson, WI 53538-0788
920.397.3828
www.feedandgrain.com

For Period of APRIL - JUNE 2021

Feed & Grain

INFORMATION TO GUIDE YOUR PROFIT AND GROWTH

PROFILE OF MARKET SERVED:

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



Audience Profile for Quarterly Period: April/June 2021	Frequency	Qualified/Delivered Distribution
Feed & Grain		
Print Version (BPA audited) - October/November 2019 edition	7	15,700
Digital Version (Non-audited)	6	13,251
E-Newsletters		
Industry News	5x/week	11,998
Email Marketing		
Email Marketing		11,588

WEBSITE METRICS

www.feedandgrain.com	Sessions	Users	Pageviews	Avg Time on Site
April 2021	46,982	34,642	68,693	1:46:00
May 2021	49,848	36,727	71,993	1:44:00
June 2021	44,875	33,234	67,839	1:51:00
Average for Period	47,235	34,868	69,508	1:47:00

Source: Google Analytics

Sessions: Total number of visits to the site.

Users: The total number of 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.



PRINT ISSUE DISTRIBUTION

Business and Industry	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)
GRAIN/FEED BUSINESSES:						
Grain Elevator (Country or Terminal) (Note 5)	3,866	24.6%	1,631	1,884	19	332
BOTH Grain Elevator and Feed Mixer/Dealer	1,157	7.4%	572	426	14	145
Feed Mixer/Dealer (Note 6)	4,956	31.6%	3,090	1,283	26	557
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	1,673	10.7%	949	559	26	139
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	1,282	8.2%	834	368	20	60
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	1,075	6.8%	631	137	20	287
CONTRACTORS/ENGINEERS:						
Millwright	263	1.7%	191	36	2	34
Plant Builder and/or Designer	213	1.4%	131	25	4	53
PROCESSORS:						
Soybean or Corn Processor	268	1.7%	145	81	5	37
Seed or Peanut Processor	145	0.9%	80	32	5	28
Rice or Flour Mill (Note 10)	432	2.8%	234	181	3	14
Brewery or Distillery (Note 11)	46	0.3%	31	8	3	4
ALLIED BUSINESSES:						
Aquaculture	269	1.7%	164	70	9	26
Biofuel Producer	55	0.4%	27	15	1	12
Total Qualified Circulation	15,700	100.0%	8,710	5,105	157	1,728
Percent	100.0%		55.5%	32.5%	1.0%	11.0%



Source: June 2021 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)	2,952	22.3%	1,236	1,386	25	292	13
BOTH Grain Elevator and Feed Mixer/Dealer	1,152	8.7%	528	417	30	148	29
Feed Mixer/Dealer (Note 6)	3,440	26.0%	1,951	1,114	32	337	6
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	1,106	8.3%	532	386	64	113	11
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	940	7.1%	535	296	48	44	17
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	829	6.3%	451	97	37	240	4
CONTRACTORS/ENGINEERS:							
Millwright	458	3.5%	273	119	5	56	5
Plant Builder and/or Designer	318	2.4%	146	46	11	103	12
PROCESSORS:							
Soybean or Corn Processor	219	1.7%	105	63	16	30	5
Seed or Peanut Processor	110	0.8%	60	22	4	22	2
Rice or Flour Mill (Note 10)	292	2.2%	131	135	7	13	6
Brewery or Distillery (Note 11)	107	0.8%	72	23	2	7	3
ALLIED BUSINESSES:							
Aquaculture	179	1.4%	111	35	9	20	4
Biofuel Producer	71	0.5%	35	18	3	15	-
Others Allied to the Field	1,078	8.1%	243	251	50	184	350
Total Qualified Circulation	13,251	100.0%	6,409	4,408	343	1,624	467
Percent	100.0%		48.4%	33.3%	2.6%	12.3%	3.5%



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.

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)	2,751	22.9%	1,118	1,290	19	288	36
BOTH Grain Elevator and Feed Mixer/Dealer	1,054	8.8%	464	385	26	141	38
Feed Mixer/Dealer (Note 6)	2,994	25.0%	1,596	1,048	24	304	22
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	1,063	8.9%	498	376	61	107	21
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	836	7.0%	449	277	38	36	36
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	709	5.9%	372	84	35	201	17
CONTRACTORS/ENGINEERS:							
Millwright	363	3.0%	211	84	5	53	10
Plant Builder and/or Designer	282	2.4%	115	45	11	88	23
PROCESSORS:							
Soybean or Corn Processor	218	1.8%	99	66	13	28	12
Seed or Peanut Processor	104	0.9%	55	22	2	20	5
Rice or Flour Mill (Note 10)	286	2.4%	123	133	6	16	8
Brewery or Distillery (Note 11)	98	0.8%	60	21	3	8	6
ALLIED BUSINESSES:							
Aquaculture	150	1.3%	92	26	8	20	4
Biofuel Producer	69	0.6%	29	17	3	17	3
Others Allied to the Field	1,021	8.5%	246	237	46	189	303
Total Qualified Circulation	11,998	100.0%	5,527	4,111	300	1,516	544
Percent	100.0%		46.1%	34.3%	2.5%	12.6%	4.5%

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.



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)	2,535	21.9%	1,053	1,202	22	249	9
BOTH Grain Elevator and Feed Mixer/Dealer	987	8.5%	451	361	23	127	25
Feed Mixer/Dealer (Note 6)	3,117	26.9%	1,737	1,041	27	306	6
Feed/Premix Manufacturer, Pet Food Manufacturer (Note 7)	983	8.5%	466	360	52	100	5
Manufacturer of Livestock/Poultry Feed for Own Use (Note 8)	798	6.9%	454	262	35	38	9
Distributor/Broker of Feed or Animal Health Additives/Ingredients (Note 9)	726	6.3%	395	87	32	209	3
CONTRACTORS/ENGINEERS:							
Millwright	394	3.4%	233	103	4	52	2
Plant Builder and/or Designer	242	2.1%	112	37	11	78	4
PROCESSORS:							
Soybean or Corn Processor	175	1.5%	84	52	13	24	2
Seed or Peanut Processor	97	0.8%	53	19	5	19	1
Rice or Flour Mill (Note 10)	272	2.3%	120	128	7	11	6
Brewery or Distillery (Note 11)	99	0.9%	67	20	3	7	2
ALLIED BUSINESSES:							
Aquaculture	156	1.3%	96	31	7	19	3
Biofuel Producer	57	0.5%	28	15	2	12	
Others Allied to the Field	950	8.2%	179	239	41	146	345
Total Qualified Circulation	11,588	100.0%	5,528	3,957	284	1,397	422
Percent	100.0%		47.7%	34.1%	2.5%	12.1%	3.6%

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.

The data reflected within this report is provided in good faith as an accurate representation of the audience served for *Feed & Grain*.

Elise Schafer, Publisher

Total Audience Profile report provided by
 IDEAg Group LLC
 45 South Water Street East, P.O. Box 788, Fort Atkinson WI 53538-0788
 920.397.3828
 www.feedandgrain.com