

Feed&Grain®

# Audience Engagement Report

1st Half 2023

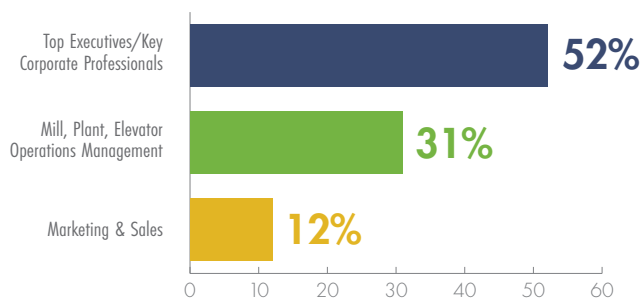




# Feed & Grain Audience Engagement

Feed & Grain delivers leading-edge, original content about relevant industry topics for North American feed and grain industry professionals.

## Audience reach to industry executives and mill operations management



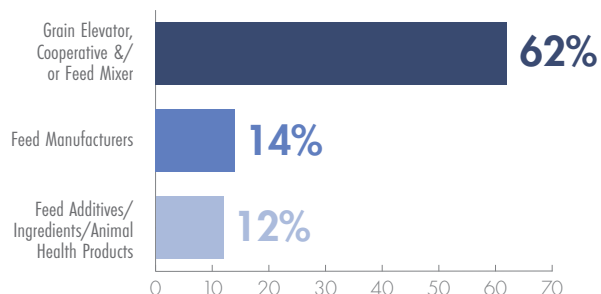
Average Monthly Reach:

**82,600**



Geographical Reach:  
**Subscribers in all 50 states and 9 Canadian provinces**

## Top industries served



## Organizations That Engage



The Audience Engagement Report provides an integrated view of the Feed & Grain community. The data provided is obtained via internal and third party sources, including Google Analytics and Omeda.

# Feed & Grain Digital Engagement & Insights



Average Monthly Sessions:

**50,200**



Average Unique Monthly Users:

**38,500**



Average Monthly Page Views:

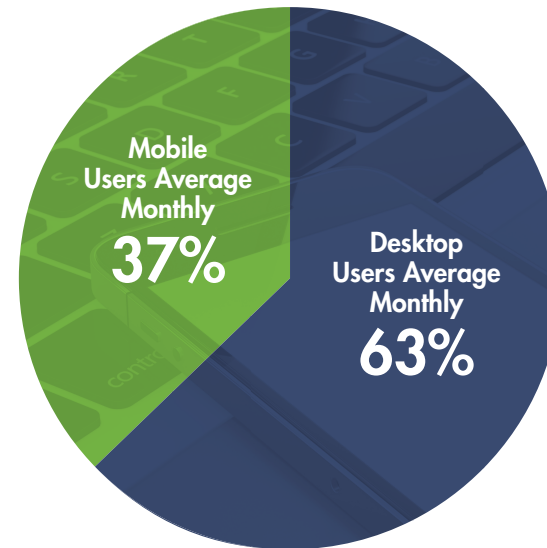
**67,400**



Combined LinkedIn and Facebook Following:

**5,700**

Desktop/Mobile Users Average Monthly:



# Feed & Grain eNewsletter Engagement & Insights



eNewsletter Reach:

**17,200**



Average Unique Open Rate:

**33.9%**



Average  
Monthly Reach:

Feed & Grain  
Industry Watch

**9,100**

Feed & Grain  
Product Watch

**8,100**



Average Unique  
Open Rate:

**33.6%**

**40.0%**



Due to user privacy features in Apple's iOS 15 launch, open rates for email newsletters have become inflated and should now be treated as a directional metric rather than an exact measure.

# Feed & Grain Trending Content



## Webinar Engagement

**300**

Average Registrations  
Per Webinar

**43%**

Average Percentage  
of Registrants Attending  
the Live Broadcast

**1,200**

Total Webinar  
Registrants YTD



## Top Viewed Articles:

- ▶ USDA approves Bayer's shorter GM corn
- ▶ U.S. trade policy implications for 2023 [Video]
- ▶ AFIA highlights feed industry programs at IPPE 2023 [Video]
- ▶ How Much Food, Grain Does the US Produce [Infographic]?
- ▶ 5 Basic Rules for Hand & Power Tools
- ▶ Donnie Smith shares why he quit retirement to lead Foster Farms
- ▶ Mycotoxin report: Contamination is the rule
- ▶ ADM Corn Plant Explosion in Decatur, IL
- ▶ ADM dust explosion injures 3
- ▶ Missing man found dead in grain bin



## Top Webinars of 2023:

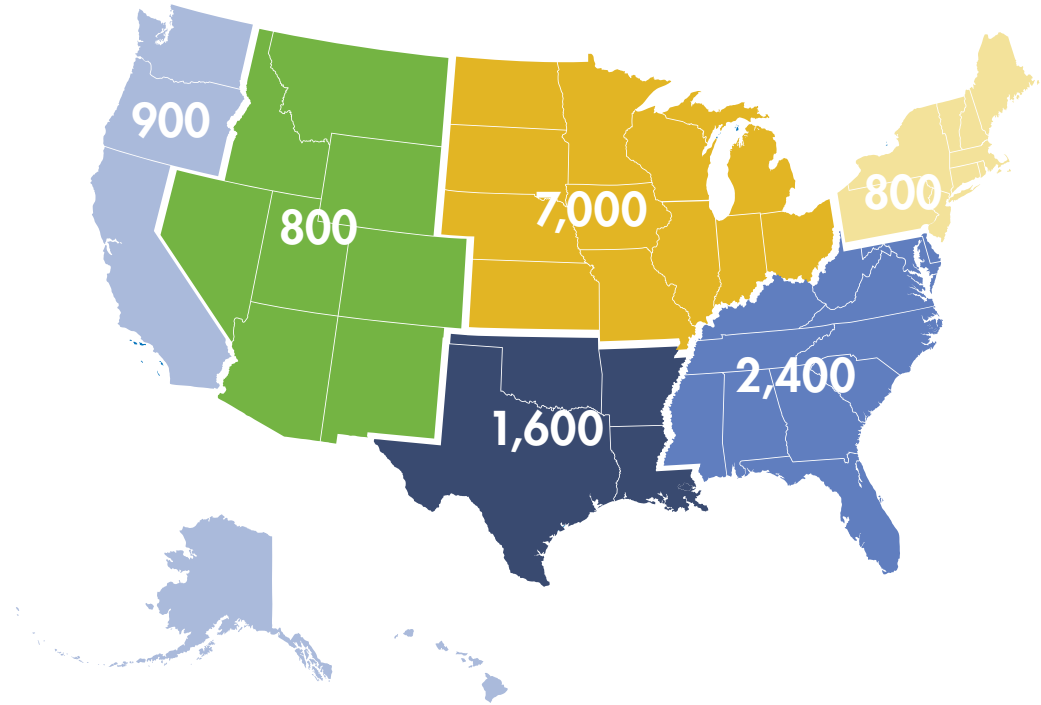
- ▶ Find the best method to manage your operation's mycotoxins
- ▶ SLAM 360: The full circle of grain quality preservation
- ▶ SLAM 360: Control airflow & temperature for maximum grain value
- ▶ How FT-NIR solves alternative feed ingredient variability issues



# Feed & Grain Magazine

## Subscribers by US Region

Global Region	Count
Mountains	800
Midwest	7,000
Northeast	800
South Central	1,600
Southeast	2,400
Pacific	900



## Qualified Circulation by Issue 2023

2023 Issues	Total Qualified
January	13,500
February/March	13,500
April/May	13,500
June/July	13,500
Average for 6-month period	13,500



# Feed & Grain Primary Business

## Qualified Circulation by Issue 2023

Primary Business	Grand Total	% of total	Corporate & General Admin	Mill, Plant, Elevator Operations Management	Nutrition, R&D	Sales and/or Marketing	Other
Grain Elevator (Cooperative)	3,536	26.2%	1,568	1,637	13	312	6
Feed Mixer/Dealer	4,311	31.9%	2,792	1,086	32	399	2
Both Grain Elevator & Feed Mix	1,192	8.8%	617	432	18	124	1
Animal Health Products Distributor/Broker/Manufacturer	1,069	7.9%	602	186	19	259	2
Millwright	257	1.9%	178	35	1	40	3
Plant Builder and/or Designer	273	2.0%	155	27	4	77	10
Soybean or Corn Processor	244	1.8%	134	68	6	34	2
Seed or Peanut Processor	157	1.2%	90	38	3	24	2
Rice or Flour Mill	216	1.6%	110	91	2	13	0
Feed/Premix Manufacturer	1,120	8.3%	628	362	16	106	6
Manufacturer of Livestock/Poultry Feed for Own Use	960	7.1%	612	271	24	42	11
Other	164	1.2%	39	2	10	59	54
<b>Total</b>	<b>13,500</b>	<b>100.0%</b>	<b>7,526</b>	<b>4,235</b>	<b>150</b>	<b>1,488</b>	<b>101</b>
			55.7%	31.4%	1.1%	11.0%	0.7%

