

Feed&Grain®

Audience Engagement Report

2nd Half 2023

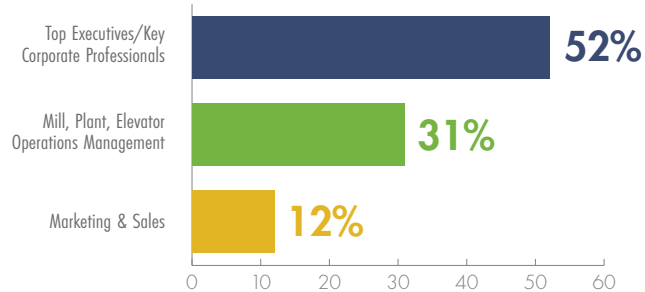


Vladimir Zapletin | istock.com

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:

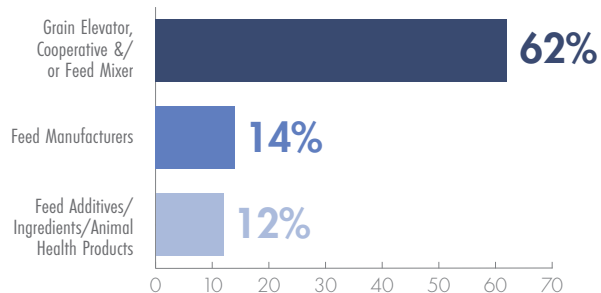
73,300



Geographical Reach:

Subscribers in all 50 states and 6 Canadian provinces

Top industries served



Organizations That Engage

Cargill

GAVILON

CHS

BUNGE

ADM

The Andersons

RICELAND

NEW COOPERATIVE INC.



Feed & Grain Digital Engagement & Insights



Average Monthly Sessions:

41,900



Average Unique Monthly Users:

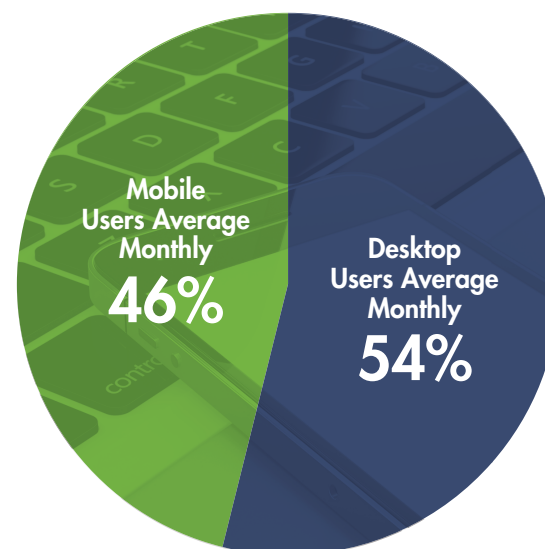
33,600



Average Monthly Page Views:

82,400

Desktop/Mobile Users Average Monthly:



Feed & Grain eNewsletter Engagement & Insights



eNewsletter Reach:

17,200



Average Unique Open Rate:

34.2%



Average
Circulation:



Average Unique
Open Rate:

Feed & Grain
Industry Watch

9,100

34.1%

Feed & Grain
Product Watch

8,100

41.9%

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

250
Average Registrations
Per Webinar



750
Total Webinar
Registrants



Top Viewed Articles:

- AFIA highlights feed industry programs at IPPE 2023 [Video]
- U.S. trade policy implications for 2023 [Video]
- USDA approves Bayer's shorter GM corn
- Body found in grain car delivering corn to Tyson Foods in Arkansas
- Rising cost of grain storage [Podcast]
- Man killed in grain elevator truck accident in Iowa
- How Much Food, Grain Does the US Produce? [Infographic]
- 5 Basic Rules for Hand & Power Tools
- OSHA fines grain elevator after worker death
- Explosion at ADM facility injures 8 employees



Top Webinars:

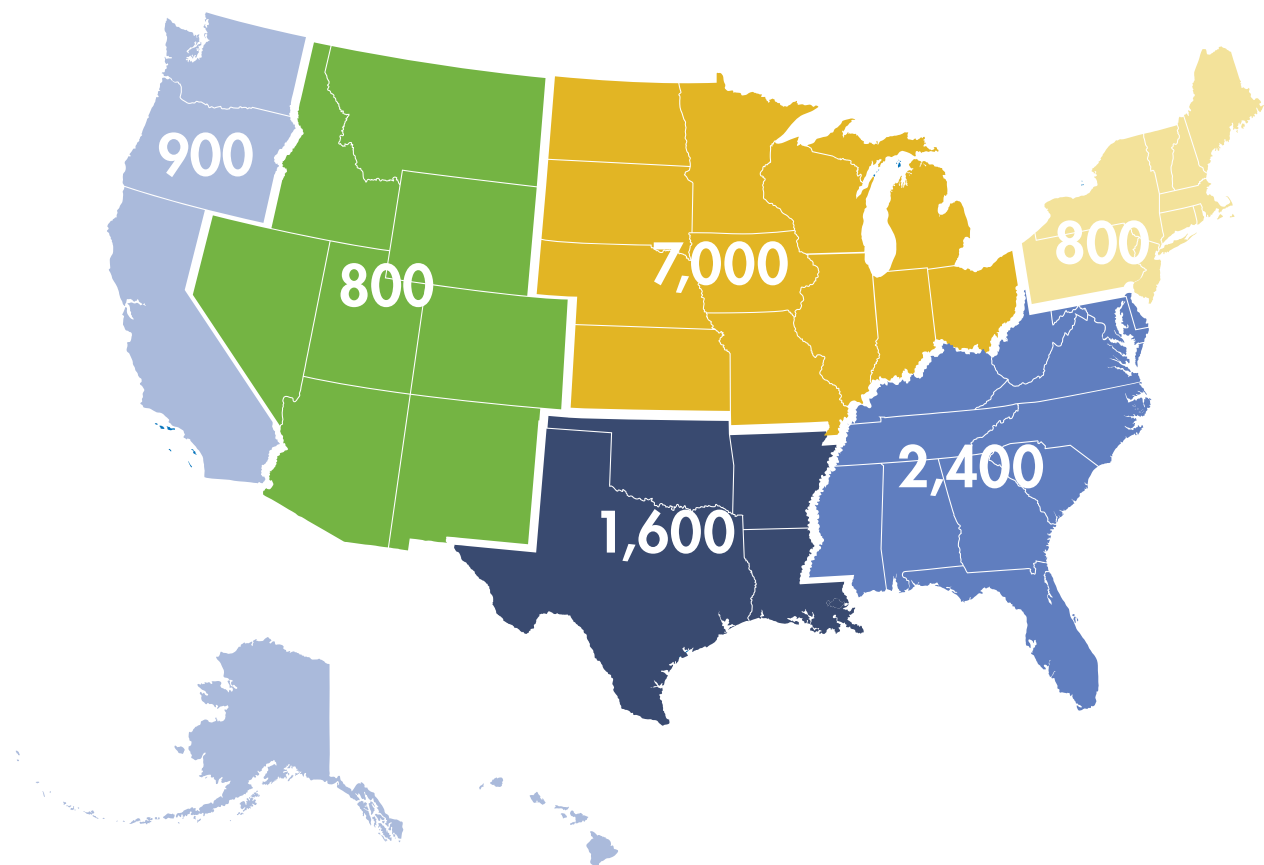
- How new IE5 motor technology optimizes feed and grain milling
- Unlock broiler costs savings via energy with amino acids, enzymes
- Exploring the benefits of U.S. sorghum in poultry feed



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
TOTAL	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
Total	13,500	100.0%	7,526	4,235	150	1,488	101
			55.7%	31.4%	1.1%	11.0%	0.7%

