

Feed & Grain

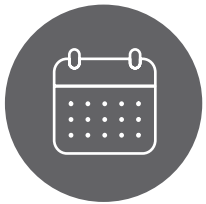
Audience Engagement Report

2ND HALF 2024



Audience Engagement

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



Average Monthly Reach*

78,550



Geographical Reach

**Subscribers in
all 50 states
and 8 Canadian
provinces**

Organizations That Engage



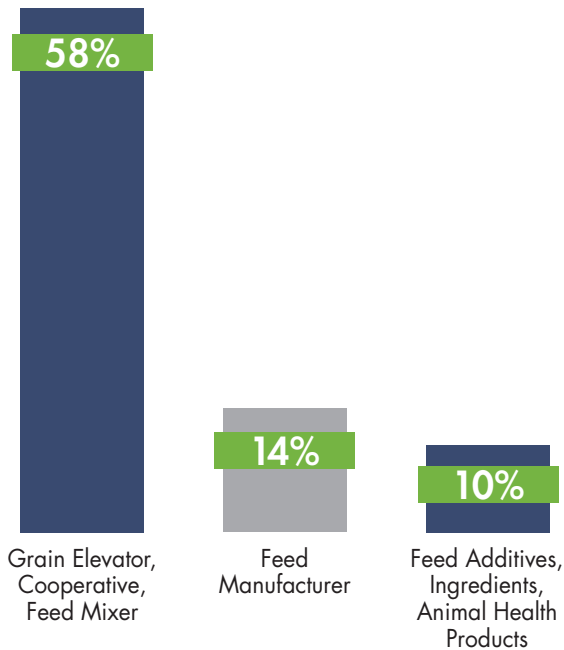
*78,550 average monthly reach calculated as follows: (42,800 Feed & Grain newsletter distribution) + (13,500 magazine subscribers/2 [magazine is every other month]) + (29,000 average site users)



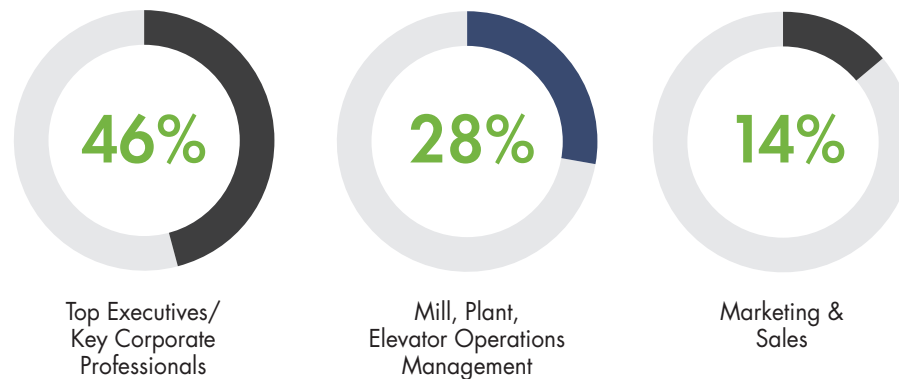
Audience Engagement

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

Top industries served



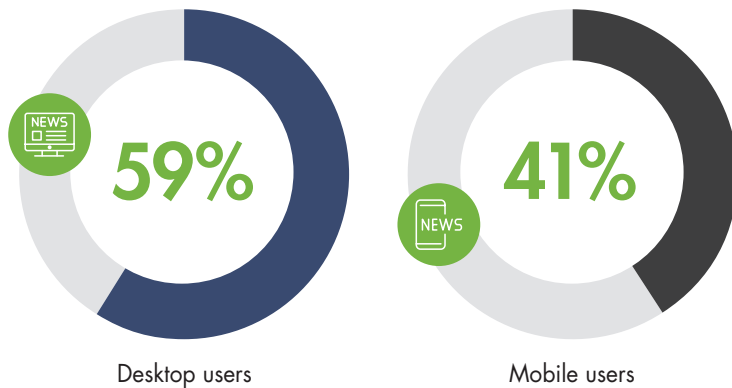
Audience reach to industry executives and mill operations management



Website & Social Media Engagement

FeedandGrain.com provides news, trends and analysis for the North American grain and animal feed industries.

Desktop Users vs Mobile Users



Average Monthly Sessions

42,500



Average Unique Monthly Users

29,000



Average Monthly Page Views

53,700



eNewsletter Engagement & Insights



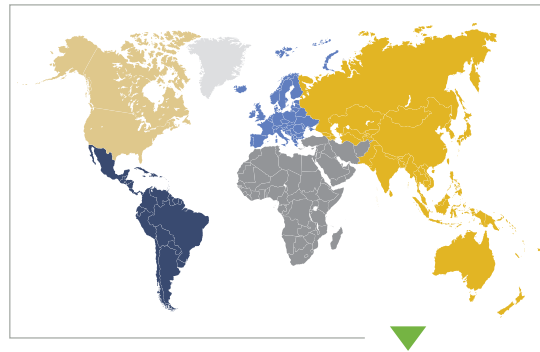
eNewsletter
Reach

42,800



Average Unique
Open Rate

37%



	Feed & Grain Industry Watch	Feed & Grain Product Watch	Feed Mill of the Future	WATTGrain Trending Topics
	Daily newsletter providing feed and grain related news, updates and product information	Monthly newsletter delivering information on a different product category each month, including key features, photos and links to learn more	Weekly newsletter focusing on future sustainability and profitability issues	Shares the week's trending stories from FeedandGrain.com every Sunday
Average Circulation	9,100	5,000	23,700	5,000
Average Unique Open Rate	34%	44%	43%	45%
US, Canada	76%	78%	56%	73%
Africa, Middle East	3%	3%	7%	4%
Mexico, Central America, South America	3%	4%	9%	4%
Europe	5%	6%	11%	5%
Asia, Pacific	7%	7%	14%	8%
Unknown	6%	2%	3%	6%

Due to user privacy features in Apple's iOS 15, open rates for email newsletters have become inflated and should now be treated as a directional metric rather than an exact measure. For newsletters, the average unique open rate among Omeda's clients is 31.2%. Source: Publisher's own data from Omeda



Feed & Grain

Trending Content

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

Top Topics



Animal feed manufacturing



Grain handling & processing



Safety



Business & Markets



Grain supply chain

Webinar Engagement

110 Average Registrations per Webinar

37% Average Percentage of Registrants Attending the Live Broadcast

450 Total Webinar Registrants

Top Viewed Articles

- ▶ Expert tips on electrical preventive maintenance standard [VIDEO]
- ▶ Major organizational overhaul plan at Cargill leaked
- ▶ USDA slashes US corn ending stocks as exports and ethanol demand surge
- ▶ 2022 Top North American feed companies
- ▶ Contaminated feed kills 70 rodeo horses
- ▶ How Much Food, Grain Does the U.S. Produce? [INFOGRAPHIC]
- ▶ Revolutionizing grain bin safety with Grain Weevil [PODCAST]
- ▶ US grain export sales surge as transportation costs fluctuate
- ▶ Explosion at ADM's Decatur processing complex shuts down operations
- ▶ OSHA cites Nebraska grain cooperative for life-threatening hazards

Top Webinars

- ▶ Sustainable animal feed ingredients and byproduct utilization
- ▶ Integrated Solutions: The Future of the Nutrition Industry
- ▶ Cost-Effective Combustible Dust Safety for Feed and Grain
- ▶ How Milling Operations can recover from Ransomware Attacks
- ▶ Future-proof your grain business with modern tech strategies

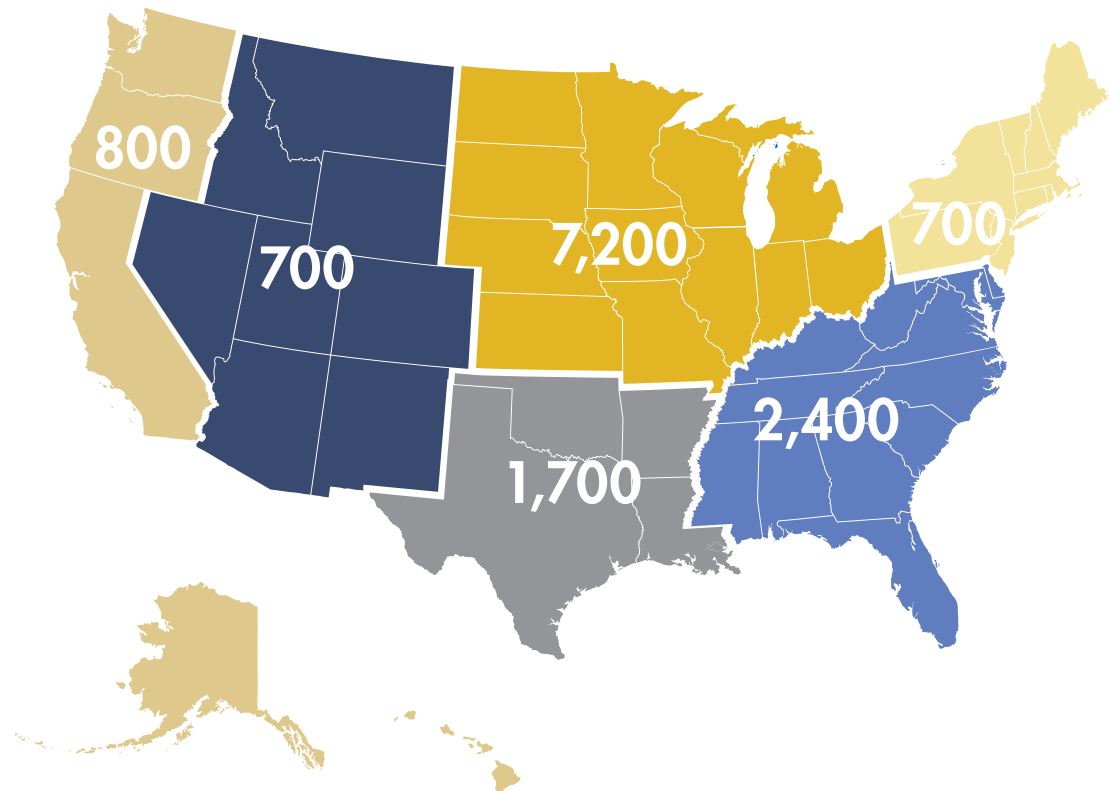


Magazine Subscriber Geography

Feed & Grain Magazine delivers practical and real life information to help grain facilities and feed mixers avoid safety incidents, maintain quality and increase profitability.

Subscribers by US Region

US Region	Count
Midwest	7,200
Southeast	2,400
South Central	1,700
Pacific	800
Mountains	700
Northeast	700
TOTAL	13,500



Magazine Subscriber Demographics

Qualified Subscriber Primary Business & Job Function

	Grand Total	% of Total	Corporate, General Admin	Mill, Plant, Elevator Operations Management	Nutrition, R&D	Sales, Marketing	Other
Grain Elevator (Cooperative)	3,380	25.0%	1,420	1,576	70	304	10
Feed Mixer/Dealer	3,469	25.7%	2,246	814	42	362	5
Both Grain Elevator & Feed Mixer	1,141	8.5%	576	413	20	129	3
Animal Health Products Distributor/ Broker/Manufacturer	1,140	8.4%	604	214	53	263	6
Millwright	259	1.9%	169	45	1	42	2
Plant Builder and/or Designer	285	2.1%	165	39	6	69	6
Soybean or Corn Processor	226	1.7%	114	61	12	36	3
Seed or Peanut Processor	150	1.1%	87	38	3	21	1
Rice or Flour Mill	113	0.8%	59	42	2	10	
Feed/Premix Manufacturer	1,207	8.9%	567	376	127	127	10
Manufacturer of Livestock/ Poultry Feed for Own Use	1,846	13.7%	901	597	214	123	11
Other	284	2.1%	91	15	13	93	72
Total	13,500	100%	6,999	4,230	563	1,579	129
			51.8%	31.3%	4.2%	11.7%	1.0%



Feed & Grain Audience Engagement

Over **337,000 monthly opportunities*** to reach feed and grain industry professionals utilizing Feed & Grain's portfolio

Feed & Grain offers **337,550** opportunities each month to reach a North American feed and grain industry audience with your communication initiatives. Here's how:



29,000

average monthly users on FeedandGrain.com



94,800

aggregate monthly distribution for Feed Mill of the Future



182,000

aggregate monthly distribution for Feed & Grain Industry Watch



13,500

subscribers to Feed & Grain Magazine



5,000

monthly distribution for Feed & Grain Product Watch



337,550

monthly opportunities* to share your message with engaged feed and grain industry professionals through Feed & Grain products



20,000

aggregate monthly distribution for WATTGrain Trending Topics

*337,550 monthly opportunities calculated as follows: (29,000 average monthly users on FeedandGrain.com) + (Feed & Grain Industry Watch average distribution per issue of 9,100 x 20 issues per month) + (Feed & Grain Product Watch average distribution per issue of 5,000 x 1 deployment per month) + (WATTGrain Trending Topics average distribution per issue of 5,000 x 4 deployments per month) + (Feed Mill of the Future average distribution per issue of 23,700 x 4 issue per month) + (13,500 Feed & Grain magazine subscribers)/2 [magazine is every other month]

