

Feed Strategy Audience Engagement Report

2ND HALF 2024



Audience Engagement

Feed Strategy delivers leading-edge, original content about relevant industry topics for animal feed manufacturers, nutritionists, veterinarians and suppliers.



Average Monthly Reach*

120,650



Geographical Reach

201 countries

*120,650 average monthly reach calculated as follows: (65,700 Feed Strategy newsletter distribution) + (20,700 magazine subscribers/2 [magazine is every other month]) + (38,400 average site users) + (800 LinkedIn followers) + (5,400 Facebook followers)
The Audience Engagement Report provides an integrated view of the Feed Strategy community. Unless otherwise noted, the data on this page was obtained via internal and third-party sources, including Google Analytics and Omeda.

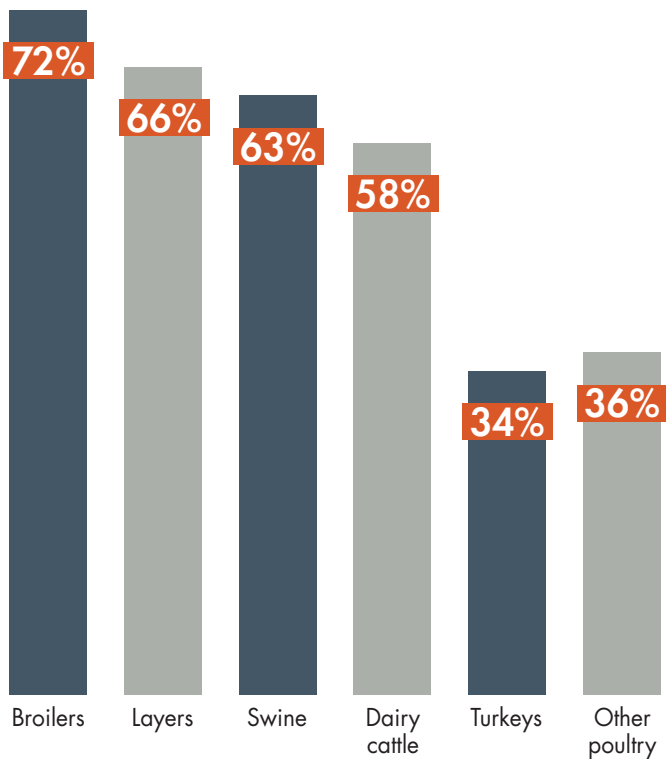
Organizations That Engage



Audience Engagement

Feed Strategy delivers leading-edge, original content about relevant industry topics for animal feed manufacturers, nutritionists, veterinarians and suppliers.

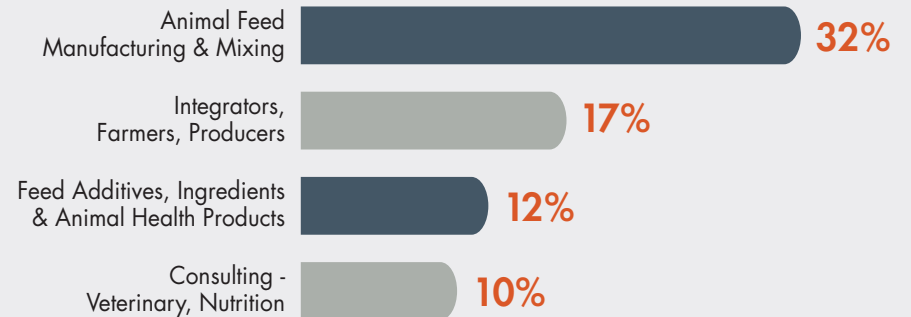
Species our audience serves



Global audience reach to nutritionists and vets



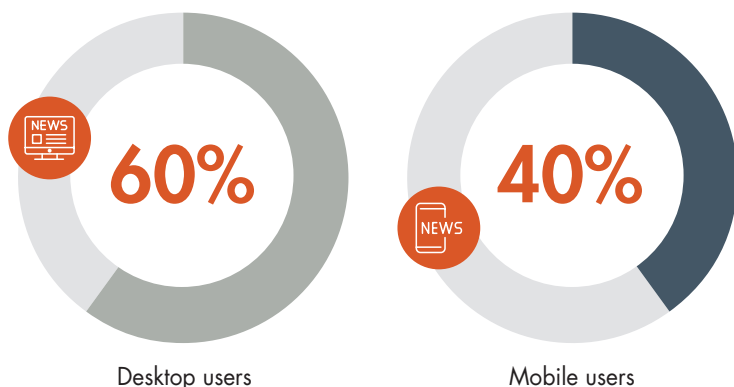
Top industries served



Feed Strategy Website & Social Media Engagement

FeedStrategy.com provides news, trends and analysis for the global animal feed industry and its supply chain. Feed Strategy administers communities and shares content on Facebook and LinkedIn.

Desktop Users vs Mobile Users



Average Monthly Sessions

57,700



Average Unique Monthly Users

38,400



Average Monthly Page Views

80,900



Combined LinkedIn and Facebook Following

6,200



Feed Strategy eNewsletter Engagement & Insights



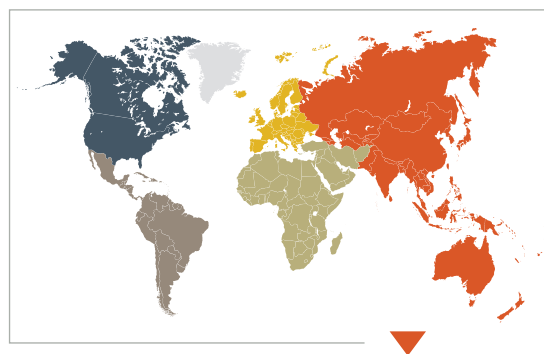
eNewsletter
Reach

65,700



Average Unique
Open Rate

40%



**Feed Strategy
eNews**

Delivers news for the
global feed industry
every weekday

**Feed Mill
of the Future**

Weekly newsletter
focusing on future
sustainability and
profitability issues

**WATTFood
Trending Topics**

Shares the week's
trending stories from
FeedStrategy.com
every Saturday

	Feed Strategy eNews	Feed Mill of the Future	WATTFood Trending Topics
Average Circulation	18,800	23,700	23,200
Average Unique Open Rate	39%	43%	42%
US, Canada	34%	56%	45%
Africa, Middle East	11%	7%	8%
Mexico, Central America, South America	12%	9%	9%
Europe	18%	11%	15%
Asia, Pacific	21%	14%	17%
Unknown	4%	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 Strategy

Trending Content

Feed Strategy delivers leading-edge, original content about relevant industry topics for animal feed manufacturers, nutritionists, veterinarians and suppliers.

Top Topics



Top feed companies



Animal feed additives & ingredients



Feed milling & manufacturing



Feed formulations



Animal nutrition

Webinar Engagement

314 Average Registrations per Webinar

34% Average Percentage of Registrants Attending the Live Broadcast

1,571 Total Webinar Registrants

Top Viewed Articles

- ▶ Chinese animal feed sector shows strong growth in 2024
- ▶ Feed Mill of the Future Conference: Innovations for sustainable feed production
- ▶ California declares state of emergency due to H5N1 in dairy cattle
- ▶ Poultry microbiome insights could boost health, performance
- ▶ Growing-finishing pig feed formulations
- ▶ New probiotic shown to improve digestion in poultry and swine
- ▶ Canada grants market authorization for Bovaer
- ▶ USDA to test milk nationwide for H5N1
- ▶ Study: Extreme low-protein diets offer few environmental benefits
- ▶ Food companies partner to lower dairy methane emissions

Top Webinars

- ▶ How to assess NIR quality and enhance feed formulation efficiency
- ▶ Nourish to Flourish: The impact of gut microbiome health on poultry performance
- ▶ Sustainable animal feed ingredients and byproduct utilization
- ▶ Integrated Solutions: the future of the nutrition industry
- ▶ How milling operations can recover from ransomware attacks

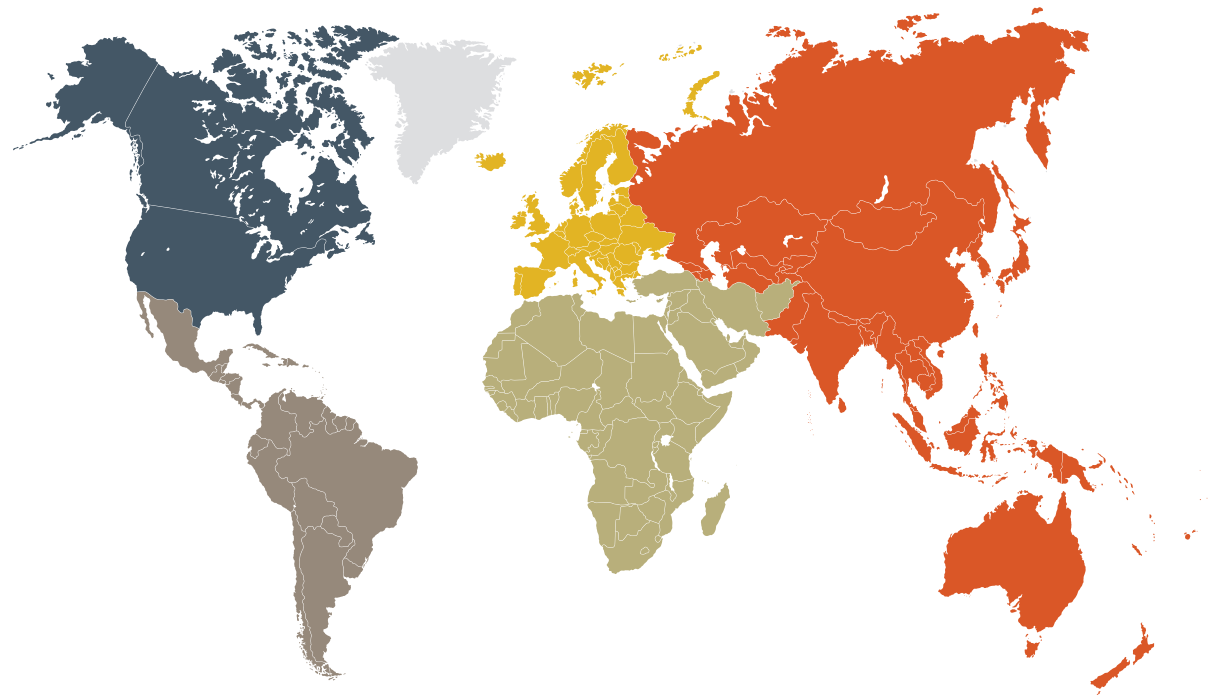


Magazine Subscriber Geography

Feed Strategy delivers leading-edge, original content about relevant industry topics for animal feed manufacturers, nutritionists, veterinarians and suppliers.

Subscribers by Global Region

Global Region	Total Qualified	% of Total
United States & Canada	8,600	41%
Asia & the Pacific	4,500	22%
Mexico, Central America, South America	2,800	13%
Middle East & Africa	2,400	12%
Europe	2,300	11%
Unknown	100	1%
TOTAL	20,700	100%



Magazine Subscriber Demographics

Qualified Subscriber Primary Business & Job Function

	Grand Total	% of Total	Corporate, General Management	Mill, Plant Operations	Livestock Production Management	Marketing, Sales	Purchasing	Nutritionist, R&D, Vets, Consultants, Quality, Feed Safety	Academic, Government, Other
Feed Manufacturer, Mixer, Cooperative	6,036	29.2%	1,710	944	198	803	189	2,165	27
Animal Health Products, Feed Ingredients Manufacturer, Distributor	2,981	14.4%	696	346	28	1,015	46	842	8
Consulting - Veterinary, Nutrition, Other	3,051	14.7%	376	96	55	211	9	2,245	59
Import, Export	823	4.0%	300	70	11	288	35	116	3
University, Government, Industry Association	2,139	10.3%	133	88	31	71	1	720	1,095
Livestock Production	2,626	12.7%	628	168	987	148	44	629	22
Supplier & Allied	3,044	14.7%	928	207	70	854	40	855	90
Total	20,700	100.0%	4,771	1,919	1,380	3,390	364	7,572	1,304
			23.0%	9.3%	6.7%	16.4%	1.8%	36.6%	6.3%



Feed Strategy Audience Engagement

FeedStrategy®

Over **618,000 monthly opportunities*** to reach animal feed industry professionals around the world utilizing Feed Strategy's portfolio

Feed Strategy offers **618,550*** opportunities each month to reach a global animal feed industry audience with your communication initiatives. Here's how:



38,400

average monthly users on FeedStrategy.com



20,700

subscribers to Feed Strategy Magazine



376,000

aggregate monthly distribution for Feed Strategy eNews



5,400

Facebook followers



92,800

aggregate monthly distribution for WATTFeed Trending Topics



800

LinkedIn followers



94,800

aggregate monthly distribution for Feed Mill of the Future



618,550

monthly opportunities* to share your message with engaged animal feed industry professionals through Feed Strategy products

*618,550 monthly opportunities calculated as follows: (38,400 average monthly users on FeedStrategy.com) + (Feed Strategy eNews average distribution per issue of 18,800 x 20 issues per month) + (WATTFeed Trending Topics average distribution per issue of 23,200 x 4 deployments per month) + (Feed Mill of the Future average distribution per issue of 23,700 x 4 deployment per month) + (20,700 Feed Strategy magazine subscribers)/ 2 [magazine is every other month] + (800 LinkedIn followers) + (5,400 Facebook followers)

