

# WATTPoultry Audience Engagement Report

2ND HALF 2024



## Audience Engagement

WATTPoultry delivers leading-edge, original content about relevant topics for the global poultry industry and its allies.



Average Monthly Reach\*

**283,150**



Geographical Reach

**197 countries**

\*283,150 average monthly reach calculated as follows: (58,600 average newsletter reach) + ((12,300 WATTPoultry USA magazine subscribers + 20,000 WATTPoultry International magazine subscribers)/2 [magazines are every other month]) + (131,500 average site users) + (2,400 LinkedIn followers) + (74,500 Facebook followers)

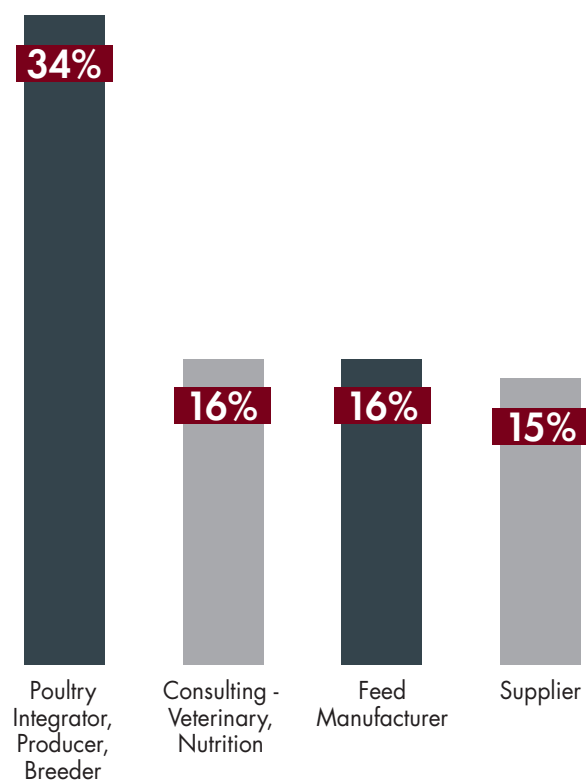
### Organizations That Engage



# Audience Engagement

WATTPoultry delivers leading-edge, original content about relevant topics for the global poultry industry and its allies.

## Top industries served



## Job titles

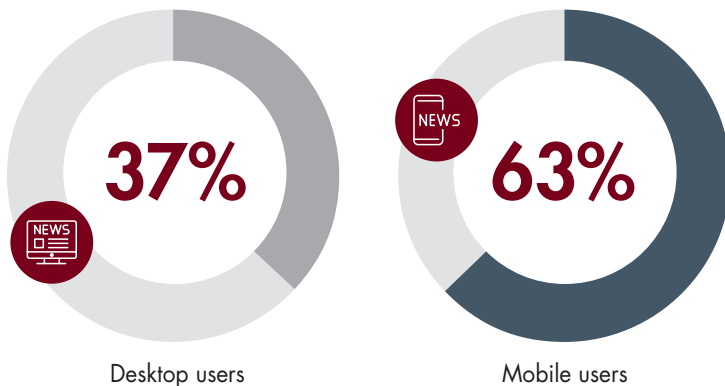




## Website & Social Media Engagement

WATTPoultry.com provides news, trends and analysis for the global poultry and egg industries and their supply chain. WATTPoultry administers communities and shares content on Facebook and LinkedIn.

### Desktop Users vs Mobile Users



Average Monthly Sessions

**184,000**



Average Unique Monthly Users

**131,500**



Average Monthly Page Views

**248,400**



Combined LinkedIn and Facebook Following

**76,900**



# WATTPoultry eNewsletter Engagement & Insights



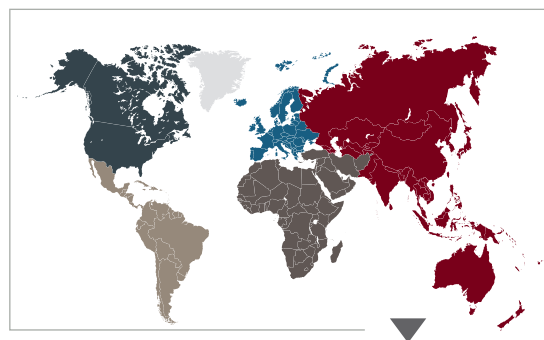
eNewsletter  
Reach

**58,600**



Average Unique  
Open Rate

**40%**



	<b>Poultry Update</b> Delivers news, trends, analysis, and insights for the global poultry industry every weekday	<b>Poultry Future</b> Provides analysis and information about poultry technology and consumer trends each week	<b>Egg Industry Insight</b> Provides news, analysis and information for the egg industry every week	<b>WATTPoultry.com Trending Topics</b> Shares the top 5 articles from the week every Sunday
Average Circulation	<b>19,100</b>	<b>16,100</b>	<b>10,200</b>	<b>13,200</b>
Average Unique Open Rate	<b>41%</b>	<b>36%</b>	<b>40%</b>	<b>47%</b>
US, Canada	<b>39%</b>	<b>37%</b>	<b>42%</b>	<b>40%</b>
Africa, Middle East	<b>11%</b>	<b>14%</b>	<b>14%</b>	<b>11%</b>
Mexico, Central America, South America	<b>11%</b>	<b>12%</b>	<b>10%</b>	<b>10%</b>
Europe	<b>15%</b>	<b>15%</b>	<b>14%</b>	<b>16%</b>
Asia, Pacific	<b>19%</b>	<b>20%</b>	<b>19%</b>	<b>18%</b>
Unknown	<b>5%</b>	<b>2%</b>	<b>1%</b>	<b>5%</b>

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



# WATTPoultry

## Trending Content

WATTPoultry®

WATTPoultry delivers leading-edge, original content about relevant topics for the global poultry industry and its allies.

### Top Topics



Top poultry companies



Sustainability



Broilers & turkeys



Diseases & health



Egg production

### Webinar Engagement

**570** Average Registrations per Webinar

**36%** Average Percentage of Registrants Attending the Live Broadcast

**3,400** Total Webinar Registrants



### Top Viewed Content

- ▶ The ultimate insect control program to protect your poultry
- ▶ Former Tyson Foods plant to be demolished
- ▶ Raising Cane's founder to guest star on ABC's Shark Tank
- ▶ Who will produce poultry in a few years
- ▶ Promoting gut health and minimizing the impact of Enterococcus-associated diseases
- ▶ Cultivated meat ban under consideration in Michigan
- ▶ Controlling coccidiosis with data-driven disease management
- ▶ Understanding insecticidal modes of action for improved pest control in poultry facilities
- ▶ Balancing responsible antibiotic use and flock health in poultry production
- ▶ Top 25 US egg producers in 2024



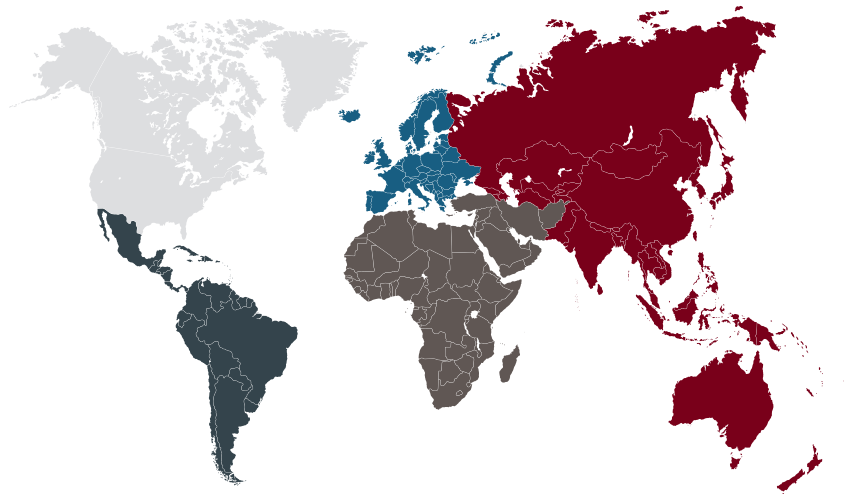
### Top Webinars

- ▶ Predicting broiler performance: hatching egg quality and incubation
- ▶ HPAI update on today's epidemiology and experience with vaccination as part of strategy for prevention and control
- ▶ How to assess NIR quality and enhance feed formulation efficiency
- ▶ Salmonella Surprise: How Integrators can accelerate compliance with proposed new USDA regulations
- ▶ Nourish to Flourish: The impact of gut microbiome health on poultry performance



## Subscribers by Global Region

Global Region	Total Qualified	% of Total
<b>Asia, Pacific</b>	8,800	<b>44%</b>
Middle East, Africa	5,200	<b>26%</b>
Europe	3,700	<b>18%</b>
Mexico, Central America, South America	2,300	<b>11%</b>
<b>Total</b>	<b>20,000</b>	<b>100%</b>



## Subscribers by US Region

US Region	Total Qualified
Midwest	<b>3,400</b>
Southeast	<b>3,100</b>
South Central	<b>1,700</b>
Northeast	<b>1,500</b>
Pacific	<b>700</b>
Mountains	<b>300</b>

	Total Qualified
US	<b>10,700</b>
Canada	<b>400</b>
Other Countries	<b>1,200</b>
<b>Total Subscribers</b>	<b>12,300</b>



# Magazine Subscriber Demographics

## Qualified Subscriber Primary Business & Job Function

	Grand Total	% of total	Corporate, General Management	Grower, Farm Owner, Live Production Management	Marketing, Sales	Poultry Processing Management	Purchasing	Nutritionists, Veterinarians, Consultants, R&D, Technical Service	QC, QA, Food Safety	Academic, Government, Association	Other
Integrated Poultry Operation	3,209	26.1%	1,517	401	344	166	134	360	269	2	16
Poultry Production	2,306	18.7%	625	1,176	134	65	43	159	51	34	19
Breeder Farm, Hatchery	624	5.1%	163	232	40	11	5	156	10	3	4
Poultry Processing	1,181	9.6%	554	86	180	94	53	104	92	5	13
Egg Production, Breaking or Processing	1,926	15.7%	548	85	277	30	46	835	48	52	5
Poultry Feed Manufacturing	147	1.2%	65	4	42	4	11	11	5	3	2
Consulting - Veterinary, Nutrition, Other	407	3.3%	181	10	141	1	34	29	9	2	0
Broker, Distributor, Wholesaler, Foodservice	1,268	10.3%	296	90	92	22	82	224	60	392	10
University, Government, Industry Association	33	0.3%	16	7	5	0	2	3	0	0	0
Suppliers, Allied Industries, Other	1,199	9.7%	310	54	354	6	18	366	25	31	35
<b>Grand Total</b>	<b>12,300</b>	<b>100.0%</b>	<b>4,275</b>	<b>2,145</b>	<b>1,609</b>	<b>399</b>	<b>428</b>	<b>2,247</b>	<b>569</b>	<b>524</b>	<b>104</b>
<b>% Total</b>			<b>34.8%</b>	<b>17.4%</b>	<b>13.1%</b>	<b>3.2%</b>	<b>3.5%</b>	<b>18.3%</b>	<b>4.6%</b>	<b>4.3%</b>	<b>0.8%</b>





# Magazine Subscriber Demographics

## Qualified Subscriber Primary Business & Job Function

	Grand Total	% of total	Corporate, General Management	Grower, Farm Owner, Live Production Management	Marketing, Sales	Poultry Processing Management	Purchasing	Nutritionists, Veterinarians, Consultants, R&D, Technical Service	QC,QA, Food Safety	Academic, Government, Association	Other
Integrated Poultry Operation	2,728	13.6%	473	396	167	37	34	1,102	95	17	407
Poultry Production	2,561	12.8%	622	932	155	52	39	657	30	52	22
Breeder Farm, Hatchery	1,227	6.1%	232	382	77	11	10	458	29	7	21
Egg Production, Breaking or Processing	725	3.6%	138	130	92	85	25	177	52	11	15
Poultry Processing	1,098	5.5%	222	370	79	26	15	313	28	16	29
Poultry Feed Manufacturing	1,414	7.1%	244	97	225	31	25	689	56	9	38
Consulting - Veterinary, Nutrition, Other	2,341	11.7%	228	49	190	8	5	1,787	21	44	9
Broker, Distributor, Wholesaler, Foodservice	1,275	6.4%	374	77	419	26	89	241	28	6	15
University, Government, Industry Association	1,775	8.9%	86	29	41	7	5	588	13	993	13
Suppliers, Allied Industries, Other	4,856	24.3%	954	167	1,345	41	60	2,015	79	141	54
<b>Grand Total</b>	<b>20,000</b>	<b>100.0%</b>	<b>3,573</b>	<b>2,629</b>	<b>2,790</b>	<b>324</b>	<b>307</b>	<b>8,027</b>	<b>431</b>	<b>1,296</b>	<b>623</b>
<b>% Total</b>			<b>17.9%</b>	<b>13.1%</b>	<b>14.0%</b>	<b>1.6%</b>	<b>1.5%</b>	<b>40.1%</b>	<b>2.2%</b>	<b>6.5%</b>	<b>3.1%</b>



# WATTPoultry Special Issues

WATTPoultry®

WATTPoultry offers two special issues annual issues as added value for subscribers to other magazines and newsletters.



## WATT Executive Guide to World Poultry Trends

**81,000  
distribution**  
to global poultry and feed market  
professionals in 197 countries

The WATT Executive Guide to World Poultry Trends is an exclusive statistical reference for global poultry executives who rely on it for industry insight throughout the year.



## Egg Industry Special Report: Top U.S. Egg Companies

**16,100  
distribution**  
to egg and poultry professionals  
in the United States and Canada

Egg Industry's annual Top Egg Company survey results are released in a special report that is recognized by the layer niche market as the source for information about egg producers, product solutions and pressing industry issues.



# WATTPoultry Audience Engagement

Nearly **870,000** monthly opportunities\* to reach poultry industry professionals utilizing WATTPoultry's portfolio

WATTPoultry offers **869,750** opportunities each month\* to reach a global poultry audience with your communication initiatives. Here's how:



**131,500**

average monthly users on WATTPoultry.com



**74,500**

Facebook followers



**645,200**

aggregate monthly distribution for WATTPoultry newsletters



**2,400**

LinkedIn followers



**12,300**

subscribers to WATTPoultry USA Magazine



**869,750**

monthly opportunities\* to share your message with engaged poultry industry professionals through WATTPoultry products



**20,000**

subscribers to WATTPoultry International Magazine

\*869,750 monthly opportunities calculated as follows: (131,500 average monthly users on WATTPoultry.com) + (Poultry Update average distribution per issue of 19,100 x 20 issues per month) + (Poultry Future average distribution per issue of 16,100 x 8 deployments per month) + (Egg Industry Insight average distribution per issue of 10,200 x 8 deployments per month) + (WATTPoultry.com Trending Topics average distribution per issue of 13,200 x 4 issues per month) + ((12,300 WATTPoultry USA magazine subscribers + 20,000 WATTPoultry International magazine subscribers)/2) [magazines are every other month]) + (2,400 LinkedIn followers) + (74,500 Facebook followers)

