

# Petfood Industry Audience Engagement Report

2ND HALF 2024



# Petfood Industry Audience Engagement

PETFOODINDUSTRY®

Petfood Industry delivers leading-edge, original content about relevant industry topics for pet food manufacturers and pet food brand owners.



Average Monthly Reach\*

**146,951**



Geographical Reach

**Audience in 189 countries  
& all 50 US states**



Top Companies Reach

**Audience from all 108 top pet  
food manufacturing companies\*\***

The Audience Engagement Report provides an integrated view of the Petfood Industry community. Unless otherwise noted, the data on this page was obtained via internal and third party sources, including Google Analytics and Omeda.  
\*146,951 average monthly reach calculated as follows: (22,519 average distribution for Petfood Industry News) + (13,257 average distribution for PetfoodIndustry.com Trending Topics) + (11,745 magazine subscribers) + (63,298 average site users) + (16,132 LinkedIn followers) + (20,000 Facebook followers)

\*\*Top companies defined as those listed in the June 2024 issue of Petfood Industry magazine.

## Organizations That Engage

**Agrolimen<sup>TI</sup>**



**MARS**  
Petcare



# Petfood Industry Audience Engagement

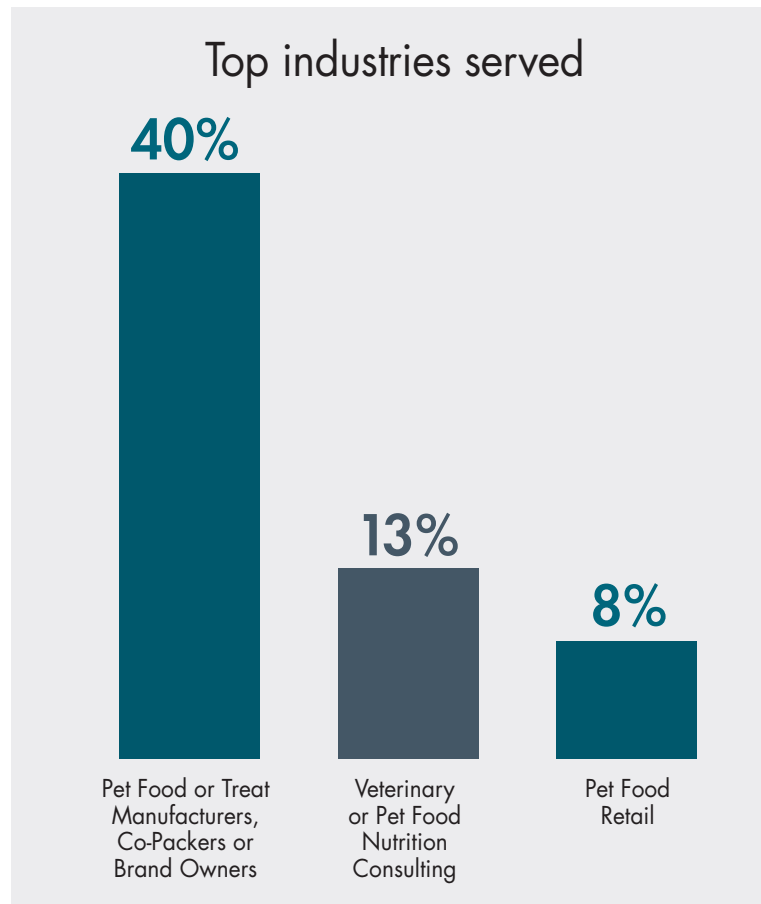
PETFOODINDUSTRY®

Petfood Industry delivers leading-edge, original content about relevant industry topics for pet food manufacturers and pet food brand owners.

## Job titles



## Top industries served



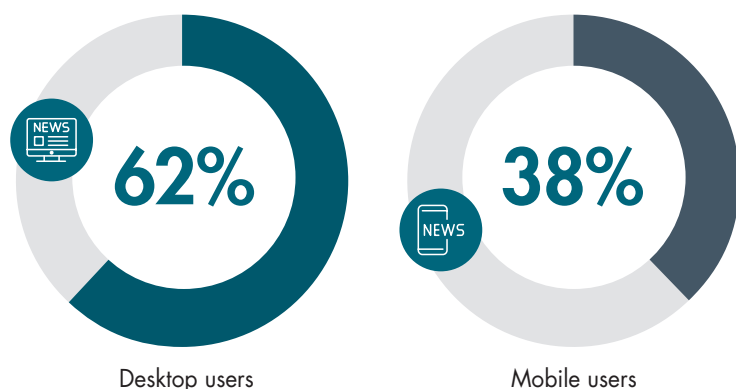


# Petfood Industry Website & Social Media Engagement

**PETFOOD**INDUSTRY®

PetfoodIndustry.com provides news, trends and analysis for the global pet food industry and its supply chain. Petfood Industry administers communities and shares content on Facebook and LinkedIn.

Desktop Users vs Mobile Users\*



Average Monthly Sessions

**97,307**



Average Unique Monthly Users

**63,298**



Average Monthly Page Views

**136,601**



Combined LinkedIn and Facebook Following

**36,132**

Unless otherwise noted, metrics are from Alliance for Audited Media's Consolidated Media Report for the 6-month period ending December 31, 2024.

\*Source: Publisher's own data from Google Analytics.



# Petfood Industry eNewsletter Engagement & Insights

PETFOODINDUSTRY®



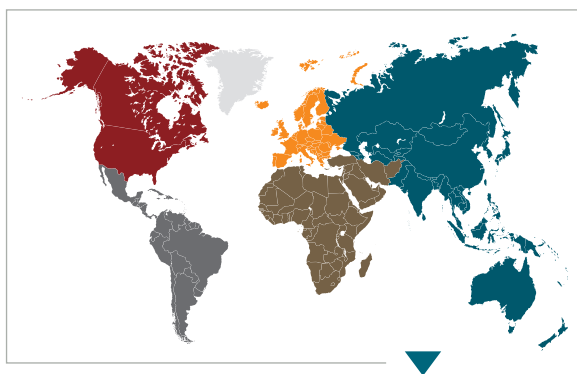
eNewsletter  
Reach\*

**35,776**



Average Unique  
Open Rate

**39%**



**Petfood Industry  
eNews**

Delivers news for the  
global feed industry  
every weekday

**PetfoodIndustry.com  
Trending Topics**

Shares the top 5 articles  
from the week every  
Saturday

Average Circulation*	22,519	13,257
Average Unique Open Rate**	38%	50%
US, Canada	49%	51%
Africa, Middle East	4%	2%
Mexico, Central America, South America	7%	6%
Europe	19%	20%
Asia, Pacific	16%	15%
Unknown	5%	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, unless otherwise noted.

\*Source: Alliance for Audited Media's Consolidated Media Report for the 6-month period ending December 31, 2024.



# Petfood Industry Trending Content

PETFOODINDUSTRY®

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

## Top Topics



Top pet food companies



Market trends



Nutrition



Food safety & quality



Pet food production



## Top Viewed Articles

- ▶ Lawyer analyzed US\$2.6 billion DCM lawsuit against Hill's Pet Nutrition
- ▶ Lawsuit over alleged DCM, grain-free dog food connection
- ▶ Amazon, Chewy dominate pet product e-commerce
- ▶ 3 trends observed at SuperZoo 2024
- ▶ 5 global trends influencing pet food in 2024
- ▶ 3 future trends in pet food manufacturing
- ▶ 22 US pet food companies with US\$100 million in 2023
- ▶ Freeze-dried, air-dried, baked, fresh pet foods grew more than 20%
- ▶ US pet food recalls: More than 40% due to Salmonella
- ▶ 3 reasons pet owners stop feeding raw meat-based dog food



# Petfood Industry Audience Engagement

**PETFOOD**INDUSTRY®

Petfood Industry delivers leading-edge, original content about relevant industry topics for pet food manufacturers and pet food brand owners.

## Webinar Engagement



**218**

Average Registrations  
Per Webinar

## Ask the Pet Food Pro Engagement

**455**

Average Registrations  
Per Chat



**38%**

Average Percentage  
of Registrants Attending  
the Live Broadcast

**50%**

Average Percentage  
of Registrants Attending  
the Live Chat



**655**

Total Webinar  
Registrations

**1,366**

Total Chat  
Registrations



## Top Webinars

- ▶ Beyond the bowl: Unleash the power of pre-, pro-, and postbiotics in pet nutrition
- ▶ Pet Nutrition & Beyond: How to leverage formulation software
- ▶ Beyond compliance: Driving food safety culture in the pet food industry



## Top Ask the Pet Food Pro Chats

- ▶ Regulatory Risks: Functional pet treats vs. health supplements
- ▶ Unlock the potential of freeze-dried pet food: A practical guide for manufacturers
- ▶ How to reduce pet food drying energy usage and carbon emissions



# Petfood Industry Magazine Subscriber Demographics

PETFOODINDUSTRY®

## Qualified Subscriber Primary Business & Job Function

	Total	% of total	General Management	Marketing & Sales	Production	Purchasing	Nutritionist/ Veterinary	Quality Control, Food Safety, Research, Regulatory, Engineering	Consultant	Academia/ Government/ Associations	Other functions
Petfood Manufacturer	5,257	44.8%	1,602	1,103	633	235	293	1,294	62	6	29
Petfood Marketer	708	6.0%	316	154	28	16	33	138	17	1	5
Petfood Distributor/Broker	604	5.1%	275	189	31	52	12	29	13	1	2
Retail Outlet	1,334	11.4%	1,004	126	42	81	23	38	12	2	6
Importer/Exporter	163	1.4%	70	58	6	7	2	14	3	0	3
Nutritionist/Consulting Companies	974	8.3%	302	126	18	8	211	77	224	7	1
Academia/Government	399	3.4%	59	45	6		35	79	13	158	4
Veterinary Practice	1,016	8.7%	407	16	28	9	534	6	13	3	
Private Label Manufacturer/Co-Packer	366	3.1%	146	102	21	25	10	50	9	1	2
Others allied to the field	924	7.9%	162	438	23	16	24	145	21	4	91
<b>Total Qualified Circulation</b>	<b>11,745</b>	<b>100.0%</b>	<b>4,343</b>	<b>2,357</b>	<b>836</b>	<b>449</b>	<b>1,177</b>	<b>1,870</b>	<b>387</b>	<b>183</b>	<b>143</b>
			37.0%	20.1%	7.1%	3.8%	10.0%	15.9%	3.3%	1.6%	1.2%



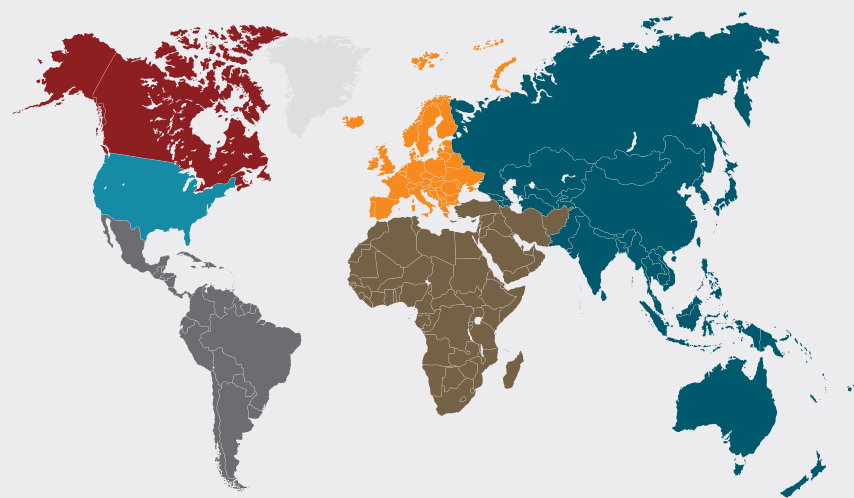


# Petfood Industry Magazine Subscriber Geography

PETFOODINDUSTRY®

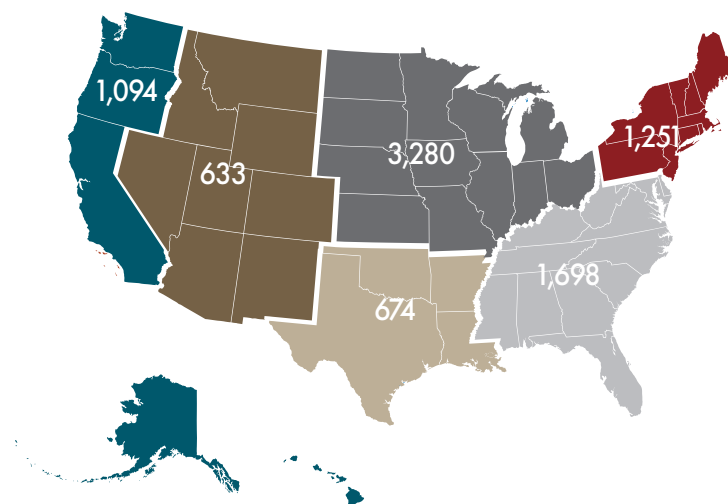
## Subscribers by Global Region

Global Region	Count
US & US Possessions	8,634
Europe	1,041
Asia & the Pacific	758
Canada	687
Mexico, Central America, South America, Caribbean	445
Middle East & Africa	107
Unknown/Email Only	73
<b>Total</b>	<b>11,745</b>



## Subscribers by US Region

US Region	Count
Midwest	3,280
Southeast	1,698
Northeast	1,251
Pacific	1,094
South Central	674
Mountain	633
<b>Total</b>	<b>8,630</b>



# Targeted Outreach for the Pet Food Industry

Petfood Industry can deliver your messages to a targeted audience of pet food professionals.

## Audience Targeted Messages

Audience Targeted Messages help you reach the right people via email to generate leads, contact key decision-makers, and increase engagement. We tailor your list based on job functions, geographies, and industry segments, connecting you with qualified pet food industry professionals from around the world who have opted in to receive messages sent on behalf of Petfood Industry's advertisers and sponsors.



**13,300**

opt-in qualified pet food industry professionals to choose from



**32.5%**

average unique open rate for audience targeted messages

## Audience Extension

Petfood Industry's Audience Extension keeps you visible to key decision-makers by retargeting website visitors. Using our proprietary data, we can target a specialized pet food industry audience via Google Search, YouTube, Facebook and LinkedIn, ensuring your message reaches the right professionals and keeps your brand top of mind.



**84,000**

pet food industry professionals in our global database



**65%**

maintain an active profile on LinkedIn\*



**53%**

maintain an active profile on Facebook\*



# Petfood Industry Petfood Forum

PETFOODINDUSTRY®

Petfood Forum, organized and hosted by Petfood Industry, is the pet food industry's global conference and exhibition focused on research and technologies utilized in the development, formulation and processing of pet food and treats. **It is the industry's must-attend event for global networking and business, as well as for education on the latest research and trends in pet food manufacturing.**

## Petfood Forum 2024 by the numbers



**3,892**

Total attendees from  
48 countries on 6 continents



**393**

Exhibiting companies



**182**

Pet food manufacturing  
companies represented



**23**

Educational sessions  
covering nutrition,  
marketing, production  
and other topics  
important to the industry



**79%**

Top pet food manufacturing  
companies\* in the US and  
Canada represented at  
Petfood Forum 2024



**645**

Attendees from pet food  
manufacturers with jobs  
in R&D, safety, quality,  
purchasing, production or  
senior management.

## What attendees say\*\*

**88% attendees**

that would recommend Petfood Forum to a colleague.

**76% attendees**

found new companies to do business with.

## Most valuable experiences at Petfood Forum 2024

- ▶ **88% say networking** with industry partners, colleagues and suppliers
- ▶ **72% say meetings** with suppliers
- ▶ **70% say educational sessions**, Tech Talks and keynote speakers and presentations

**71% of purchasers<sup>†</sup>**

find information to guide their decision-making at industry events.

Unless otherwise noted, Petfood Forum metrics are from 2024 registration data.

\*Top companies defined as those listed in the June 2024 issue of Petfood Industry magazine.

\*\*Petfood Forum 2024 Post-Event Survey

† Petfood Industry 2024 audience research.



# Petfood Audience Engagement

PETFOODINDUSTRY®

Over **640,000 monthly opportunities\*** to reach animal feed industry professionals around the world utilizing Petfood Industry's portfolio

Petfood Industry offers **640,773\*** opportunities each month to reach a global animal feed industry audience with your communication initiatives. Here's how:



**63,298**

average monthly users  
on PetfoodIndustry.com



**20,000**

Facebook followers



**472,897**

aggregate monthly distribution for  
Petfood Industry News daily newsletter



**16,132**

LinkedIn followers



**57,446**

aggregate monthly distribution for  
PetfoodIndustry.com Trending Topics  
weekly newsletter



**640,773**

monthly opportunities\* to share your  
message with engaged pet food professionals  
through Petfood Industry products



**11,745**

subscribers to Petfood Industry Magazine

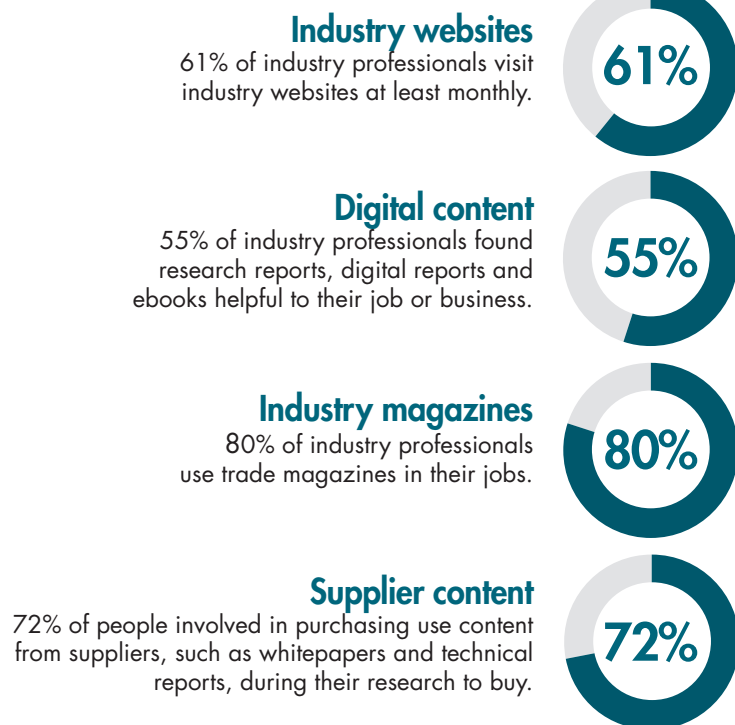
Source: Alliance for Audited Media's Consolidated Media Report for the 6-month period ending December 31, 2024 unless otherwise noted.  
Petfood Industry is the only AAM-audited brand serving the global pet food industry, assuring that qualified professionals in relevant roles see your message.  
**\*640,773 monthly opportunities calculated as follows:** (63,298 average monthly users on PetfoodIndustry.com) + (Petfood Industry eNews average total net distribution per month of 472,897) + (PetfoodIndustry.com Trending Topics average total net distribution per month of 57,446) + (11,000 monthly magazine subscribers) + (16,132 LinkedIn followers) + (20,000 Facebook followers)



# Industrial Buying Influence & Media Usage in Pet Food Manufacturing

In 2024, Petfood Industry surveyed its audience to learn more about the global pet food manufacturing industry's purchasing process and how media is used during their research to buy. The survey's findings were analyzed and developed into a special report, Petfood Industry's Industrial Buying Influence & Media Usage in Pet Food Manufacturing, which is the industry's only comprehensive study specific to the pet food manufacturing industry. Report highlights:

## Media usage



## Advertising influence & purchasing

