How could your company benefit from access to key poultry stakeholders? WATT Poultry brands provide you with a connection to over 87,000 industry decision-makers, covering 92% of the world’s leading poultry companies. These professionals trust and rely on WATT Global Media as the preeminent provider of poultry business information, research and market data.

For specific audience information or breakdown by country, contact a Sales Manager for details: www.WATTpoultry.com/help-and-information

**Agrifood Audience Engagement**
TOTAL poultry industry audience reach (unduplicated) **87,182**

- **Publications**
- **Newsletters**
- **Events, website, content marketing**

**Primary Business & Industry Profile**

- **32%** Producer/Breeder
- **16%** Veterinarian/Nutritionist/Consultant
- **14%** Supplier
- **12%** Feed Manufacturer
- **10%** Processor
- **9%** Distributor/Broker/Import/Export/Retail
- **7%** University/Government/Industry Association

**Geographical Breakdown**

- **US/Canada** 34,644
- **Asia/Pacific** 17,601
- **Latin America** 12,973
- **Europe** 12,496
- **Middle East/Africa** 9,468

Percentages based on consensus data