

FeedStrategy®

Audience Engagement Report

1st Half 2023



Feed Strategy Audience Engagement

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



Average Monthly Reach:

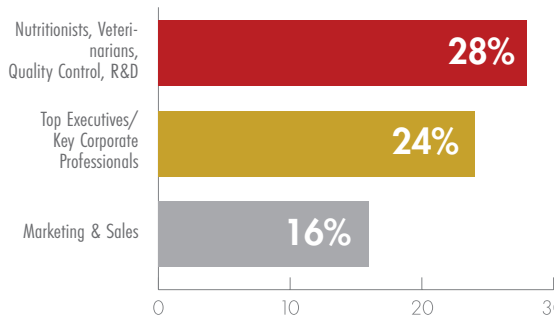
155,500



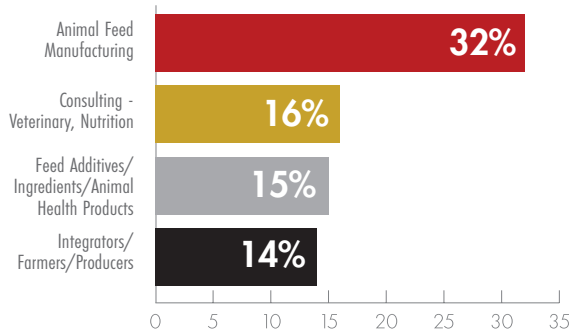
Geographical Reach:

176 countries

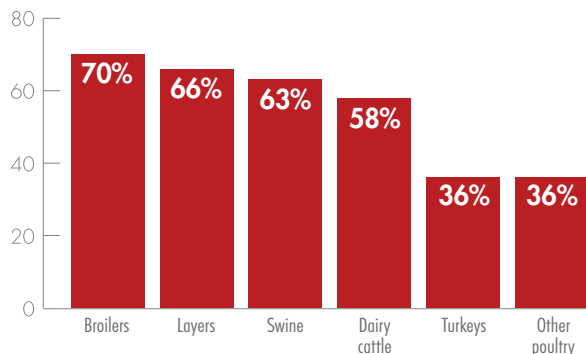
Global audience reach to nutritionists and vets



Top industries served



Species our audience serves



Multiple answers permitted. Many feed manufacturers and other industry professionals produce or formulate feed for multiple species.

Organizations That Engage



The Audience Engagement Report provides an integrated view of the Feed Strategy community. The data provided is obtained via internal and third party sources, including Google Analytics and Omeda.

Feed Strategy Digital Engagement & Insights



Average Monthly Sessions:

49,400



Average Monthly New Site Registrants:

140



Average Unique Monthly Users:

34,100



Average Monthly Page Views:

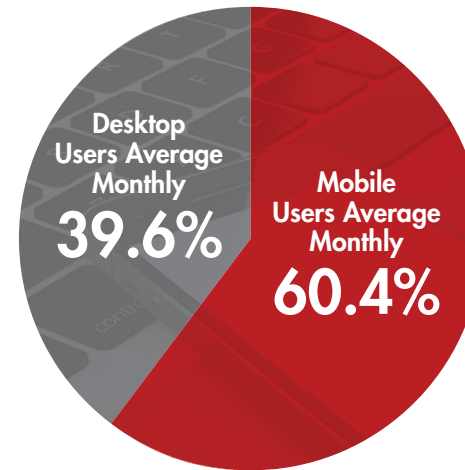
79,400



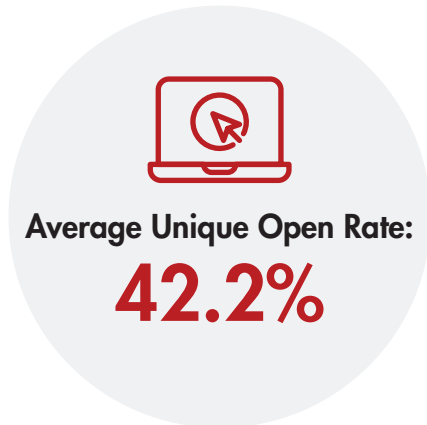
Combined LinkedIn and Facebook Following:



5,600

Desktop/Mobile Users Average Monthly:



Feed Strategy eNewsletter Engagement & Insights



	 Average Monthly Reach:	 Average Unique Open Rate:
Feed Strategy eNews	18,200	37.7%
African Swine Fever Update	5,300	42.4%
WATTFood Trending Topics	23,200	45.6%
Feed Mill of the Future	28,700	43.2%

Due to user privacy features in Apple's iOS 15 launch, open rates for email newsletters have become inflated and should now be treated as a directional metric rather than an exact measure.



Feed Strategy Trending Content

Top Topics



Feed milling
& manufacturing



Animal
nutrition



Animal health
& veterinary



Sustainability



Economics

Webinar Engagement

600

Average Registrations Per Webinar

38%

Average Percentage of Registrants
Attending the Live Broadcast

3,300

Total Webinar Registrants YTD



Top Viewed Articles:

- ▶ Novel alternatives take lead as future fishmeal replacement
- ▶ Feed Pelleting Reference Guide
- ▶ Traditional US broiler feed formulations
- ▶ China issues plan to reduce soymeal use in animal feed
- ▶ 6 animal feed ingredients to look out for in 2023
- ▶ Real-time formulation a more efficient way to feed animals
- ▶ Feeding modern broilers with a single feed formula
- ▶ Top Feed Companies: 144 global producers rank in 2022
- ▶ DSM, Firmenich complete merger, forming new company
- ▶ How NIR, formulation tech can boost feed's sustainability



Top Webinars of 2023:

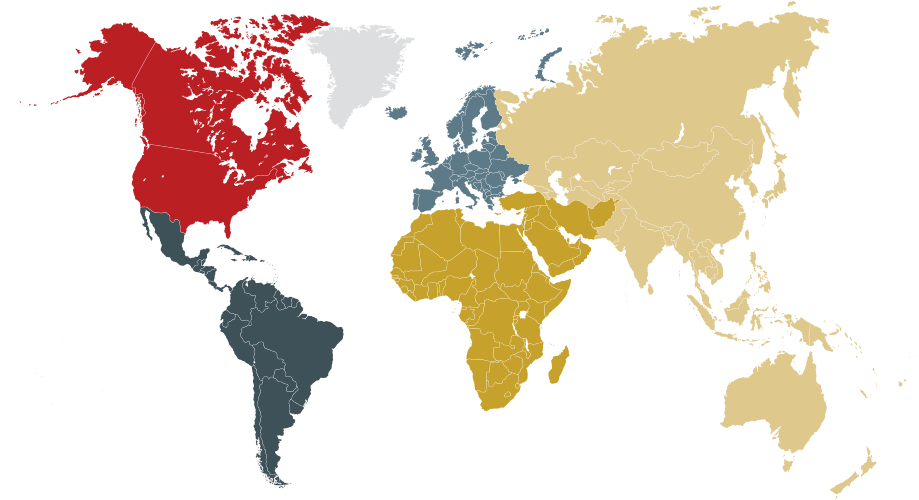
- ▶ Find the best method to manage your operation's mycotoxins
- ▶ Diagnosis and control of novel reassortant IBDV strains
- ▶ How to use microbiome data to monitor poultry health
- ▶ On-farm strategies for Salmonella risk reduction
- ▶ How FT-NIR solves alternative feed ingredient variability issues



Feed Strategy Magazine

Subscribers by Global Region

Global Region	Total Qualified	% of Total
United States & Canada	8,100	39.3%
Mexico, Central America, South America	3,100	15.0%
Europe	2,300	11.2%
Asia & the Pacific	4,600	22.3%
Middle East & Africa	2,500	12.1%
Total	20,600	100.0%



Qualified Circulation by Issue 2023

2023 Issues	Total Qualified
January/February	20,600
March/April	20,400
May/June	20,700
Average for 6-month period	20,600



Feed Strategy Primary Business

Qualified Circulation by Issue 2023

Primary Business	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	6,507	31.6%	1,959	1,095	185	893	200	2,148	27
Animal Health Products Feed Ingredients Manufacturer Distributor	3,248	15.8%	761	416	27	1,113	49	875	8
Consulting - Veterinary - Nutrition - Other	3,327	16.1%	442	97	50	237	11	2,431	59
Import Export	944	4.6%	337	88	12	326	39	138	3
University Government Industry Association	2,423	11.8%	162	96	39	80	3	752	1,291
Livestock Production	2,829	13.7%	654	173	1,110	176	47	642	26
Supplier & Allied	1,322	6.4%	363	90	15	490	26	325	14
Total	20,600	100.0%	4,678	2,054	1,439	3,316	375	7,311	1,427
			22.7%	10.0%	7.0%	16.1%	1.8%	35.5%	6.9%

