

PETFOODINDUSTRY®

Audience Engagement Report

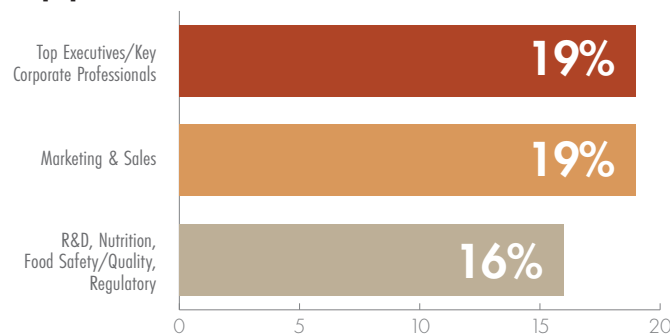
1st Half 2023



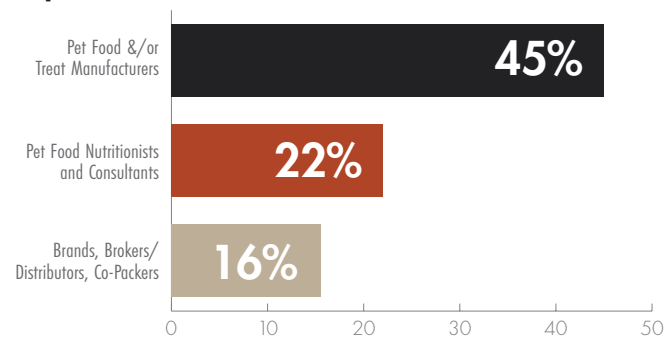
Petfood Industry Digital Engagement & Insights

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

Top job titles



Top industries served



Average Monthly Reach:

157,008*



Geographical Reach:

Audience in 180 countries & all 50 US states



Top Companies Reach:

Audience from all 106 top pet food manufacturing companies**

Organizations That Engage

Agrolimen⁷¹



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.

*157,008 monthly opportunities calculated as follows: (21,267 average distribution for Petfood Industry News) + (13,538 average distribution for PetfoodIndustry.com Trending Topics) + (11,000 magazine subscribers) + (82,387 average site users) + (9,468 LinkedIn followers) + (19,348 Facebook followers)

**Top companies defined as those listed in the June 2023 issue of Petfood Industry magazine.



Petfood Industry Digital Engagement & Insights



Average Monthly Sessions:

111,896



Average Unique Monthly Users:

82,387



Average Monthly Page Views:

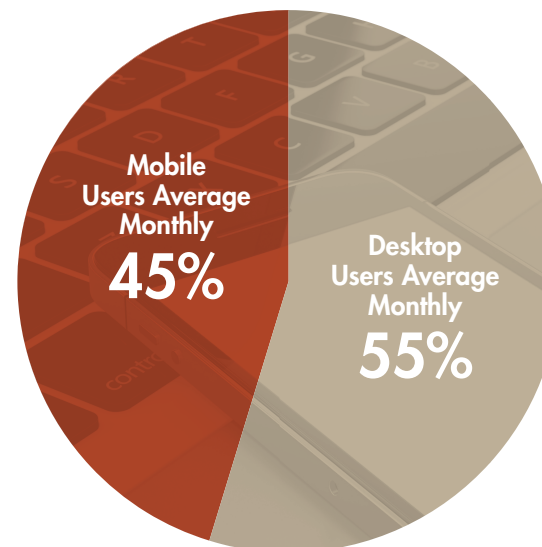
177,886



Combined LinkedIn and Facebook Following:

28,816

Desktop/Mobile Users Average Monthly*:



Petfood Industry eNewsletter Engagement & Insights



eNewsletter Reach*:

34,805



Average Unique
Open Rate**:

40%



Average
Monthly Reach*:



Average Unique
Open Rate**:

Petfood Industry News

21,267

39%

PetfoodIndustry.com
Trending Topics

13,538

46%

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. For newsletters, the average open unique open rate among Omeda's clients is 32.5%.

*Source: Petfood Industry June 2023 BPA Brand Report

**Source: Publisher's own data from Omeda



Petfood Industry Trending Content

Top Topics



Pet food ingredients



Pet food regulation



Pet ownership



Pet food brands



Pet food trends



Top Viewed Articles:

- FDA ends DCM updates; no causality data with dog foods
- DNA analysis finds undeclared grains, animals in dog food
- RECALL: Purina recalls Pro Plan Veterinary dog food due to vitamin D issue
- FDA's DCM probe starts with a roar, ends with a whimper
- 11 years of dry versus wet cat food influenced cat health
- 10 dog food brands with rising US market share, 9 falling
- 41 pet food industry mergers and acquisitions 2022
- 13 most purchased cat, dog food attributes in 2022
- 5 pet food brands lead US market share, Purina tops
- Kibble affects dog antioxidant levels, regardless of recipe



Top Webinars of 2023:

- 2023 global pet food market trends
- Navigating probiotics for pet food from the inside out
- How to use high pressure processing (HPP) for raw pet food diets
- Sustainability and the future of pet food
- Pet food risk assessments key for food safety



Top Ask the Pet Food Pro Chats:

- Will hemp and CBD ever be viable, legal pet food ingredients
- Benefits of using natural colors in pet food and treats

Ask the Pet Food Pro Engagement

337 Average Registrations Per Chat

42% Average Percentage of Registrants Attending the Live Chat

1,011 Total Chat Registrants YTD

Webinar Engagement

287 Average Registrations Per Webinar

46% Average Percentage of Registrants Attending the Live Broadcast

2,010 Total Webinar Registrants YTD

Top Topics & Top Viewed Articles data from Google Analytics.
Webinar and Ask the Pet Food Pro metrics from registration data.



Petfood Industry Primary Business

Qualified Circulation by Issue 2023

Primary Business	Grand Total	% of total	Consultant	Corporate/ General Management	Engineering	Marketing/ Sales	Nutritionist	Production Management	Professor/ Academic Researcher/ Student	Purchasing	QC/QA/ Food Safety	Regulatory	Research & Development	Veterinary	Other
Pet Food &/or Treat Manufacturer	5,035	45.8%	42	1,478	53	1,087	184	271	8	220	334	119	714	114	411
Pet Food Brand Owner/Marketer	669	6.1%	9	320	1	200	20	21	1	18	9	11	54	5	0
Pet Food Distributor/Broker	778	7.1%	20	370	6	227	9	32	1	62	18	4	21	8	0
Pet Food Retailer	1,365	12.4%	11	1,089	0	110	15	25	2	69	11	3	20	8	2
Importer/Exporter	119	1.1%	11	50	0	35	1	5	0	6	0	4	5	1	1
Nutritionist/ Consulting Companies	1,023	9.3%	202	357	6	89	122	19	11	10	14	11	49	132	1
Academia/ Government	381	3.5%	16	50	0	17	19	6	221	0	1	25	15	9	2
Veterinary Practice	1,222	11.1%	17	481	4	27	13	23	3	11	1	5	6	631	0
Private Label Manufacturer/ Co-Packer	319	2.9%	9	132	5	83	6	15	2	22	11	6	24	4	0
Others allied to the field	89	0.8%	14	50	1	8	1	0	0	0	1	1	8	0	6
	11,000	100.0%	351	4,377	76	1,883	390	417	249	418	400	189	916	912	423
			3.2%	39.8%	0.7%	17.1%	3.6%	3.8%	2.3%	3.8%	3.6%	1.7%	8.3%	8.3%	3.9%

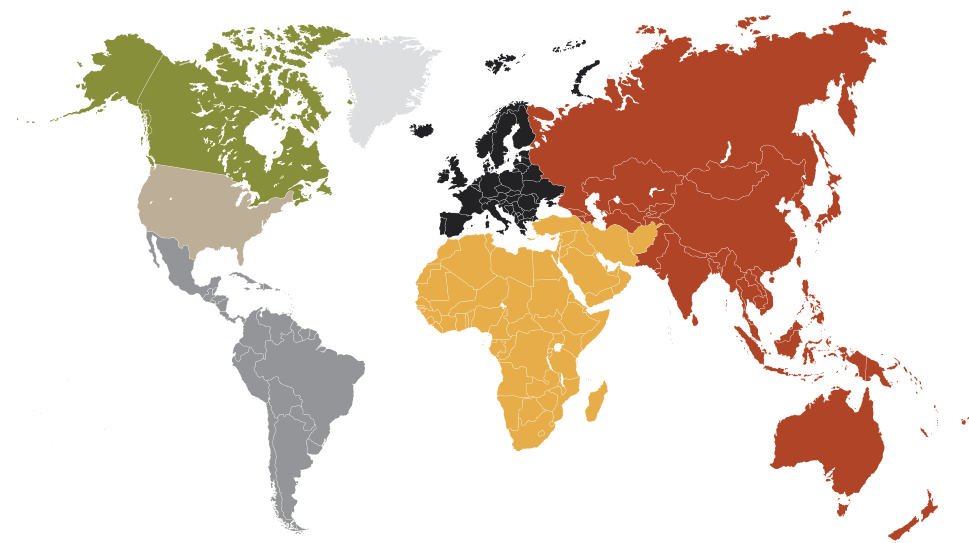
Source: Petfood Industry June 2023 BPA Brand Report



Petfood Industry Subscribers Geography

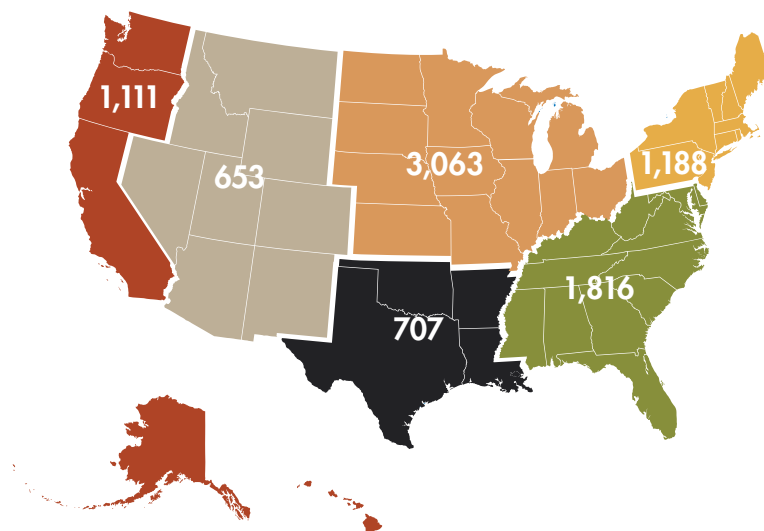
Subscribers by Global Region

Global Region	Total Qualified
US	8,538
Canada	699
Europe	874
Asia & the Pacific	447
Mexico, Central America, South America	339
Middle East & Africa	103
Total	11,000



Subscribers by US Region

US Region	Count
Midwest	3,063
Southeast	1,816
Northeast	1,188
Pacific	1,111
South Central	707
Mountains	653
Total US	8,538



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.**

A world map showing the distribution of the genus Echinops. The distribution is indicated by dark red shading across various continents, including North America, South America, Europe, Africa, Asia, and Australia.

manufacturing companies*, accounting for 75% of global market share.**

**Source: Top Pet Food Companies Database



Over 600,000 monthly opportunities* to reach pet food professionals utilizing Petfood Industry's portfolio

Petfood Industry offers 4 times more monthly opportunities to reach a global pet food industry audience with your communication initiatives than any other pet food media. Here's how:



82,387

average monthly users on
PetfoodIndustry.com



19,000

Facebook likes



425,340

aggregate monthly distribution for
Petfood Industry News daily newsletter



9,468

LinkedIn group members



54,152

aggregate monthly distribution
for PetfoodIndustry.com Trending Topics
weekly roundup newsletter



601,347

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



11,000

subscribers to Petfood Industry Magazine

All numbers from the Petfood Industry June 2023 BPA Brand Report. Petfood Industry is the only BPA-audited brand serving the global pet food industry, assuring that qualified professionals in relevant roles see your message.

*601,347 monthly opportunities calculated as follows: (82,387 average monthly users on the PetfoodIndustry.com) + (Petfood Industry eNews average distribution per issue of 21,267 x 20 issues per month) + (PetfoodIndustry.com Trending Topics average distribution per issue of 13,538 x 4 issues per month) + (11,000 monthly magazine subscribers) + (9,468 LinkedIn group members) + (19,000 Facebook likes)

