

# Audience Engagement Report

2nd Half 2023



DaydreamsGirl | istock.com



# 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:

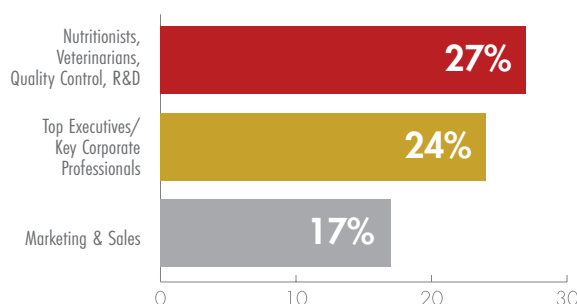
**155,600**



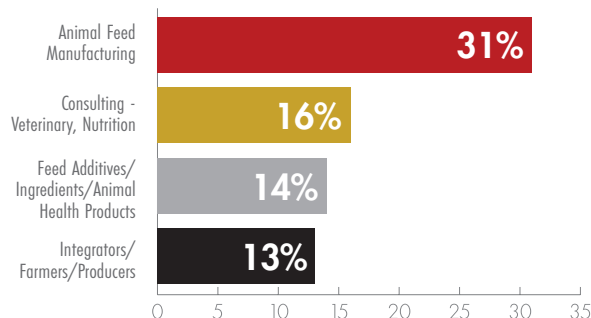
Geographical Reach:

**176 countries**

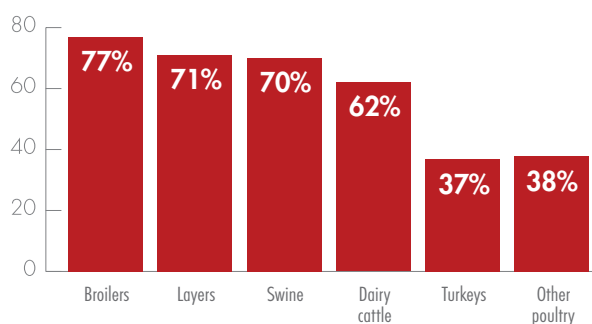
## Global audience reach to nutritionists and vets



## 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:

**54,400**



Average Monthly New Site Registrants:

**300**



Average Unique Monthly Users:

**39,700**



Average Monthly Page Views:

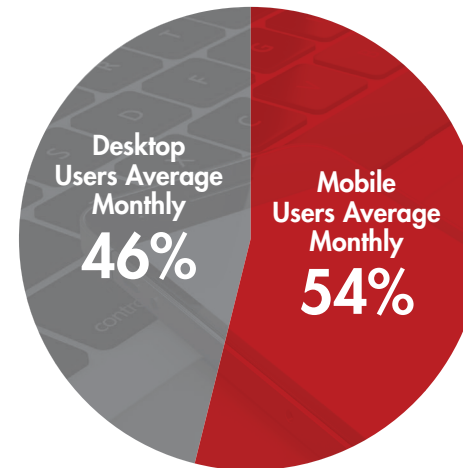
**71,700**



Combined LinkedIn and Facebook Following:

**5,700**

Desktop/Mobile Users Average Monthly:



# Feed Strategy eNewsletter Engagement & Insights



eNewsletter Reach:  
**75,400**



Average Unique Open Rate:  
**40.9%**



Average  
Circulation:



Average Unique  
Open Rate:

	Average Circulation:	Average Unique Open Rate:
Feed Strategy eNews	<b>18,200</b>	<b>37.2%</b>
African Swine Fever Update	<b>5,300</b>	<b>40.7%</b>
WATTFood Trending Topics	<b>23,200</b>	<b>41.6%</b>
Feed Mill of the Future	<b>28,700</b>	<b>40.0%</b>

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

**400**

Average Registrations Per Webinar

**36%**

Average Percentage of Registrants  
Attending the Live Broadcast

**1,200**

Total Webinar Registrants



## Top Viewed Articles:

- Benefits beyond growth: How methionine levels, sources boost poultry health
- Si-Ware, Cargill partner on dairy feed analysis solutions
- Growing-finishing pig feed formulations
- 2023 World's Top Feed Companies: 147 feed manufacturers rank
- Feed Pelleting Reference Guide
- Traditional US broiler feed formulations
- Eggs as an anti-cancer and anti-inflammatory superfood
- Feeding sorghum as an alternative to corn
- Piglet Feed Formulations
- Dry roasting soybeans an inexpensive farm processing method



## Top Webinars:

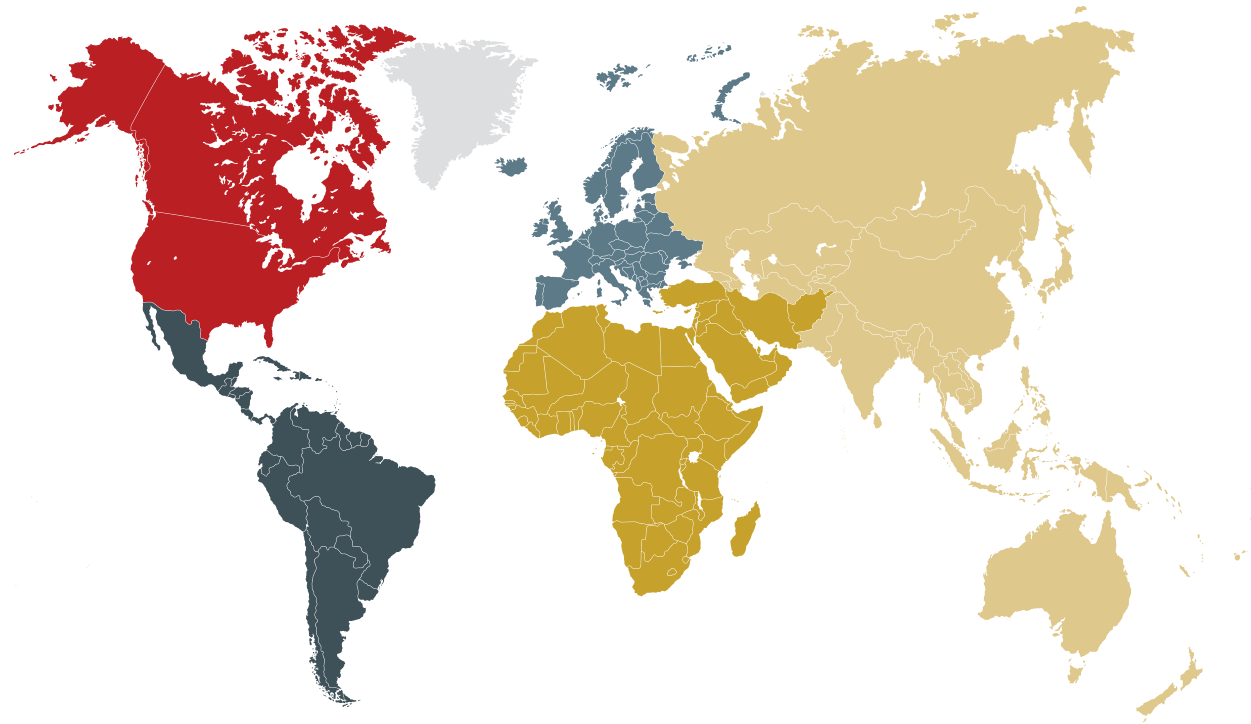
- Early coccidiosis detection, intervention to help protect your flock
- How new IE5 motor technology optimizes feed and grain milling
- Unlock broiler costs savings via energy with amino acids, enzymes
- Exploring the benefits of U.S. sorghum in poultry feed



# Feed Strategy Magazine

## Subscribers by Global Region

Global Region	Total Qualified	% of Total
United States & Canada	7,900	<b>39%</b>
Mexico, Central America, South America	3,000	<b>14%</b>
Europe	2,400	<b>11%</b>
Asia & the Pacific	4,700	<b>23%</b>
Middle East & Africa	2,600	<b>13%</b>
<b>TOTAL</b>	<b>20,600</b>	<b>100%</b>



# 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
<b>Total</b>	<b>20,600</b>	<b>100.0%</b>	<b>4,678</b>	<b>2,054</b>	<b>1,439</b>	<b>3,316</b>	<b>375</b>	<b>7,311</b>	<b>1,427</b>
			22.7%	10.0%	7.0%	16.1%	1.8%	35.5%	6.9%

