

PETFOODINDUSTRY®

Audience Engagement Report

2nd Half 2023

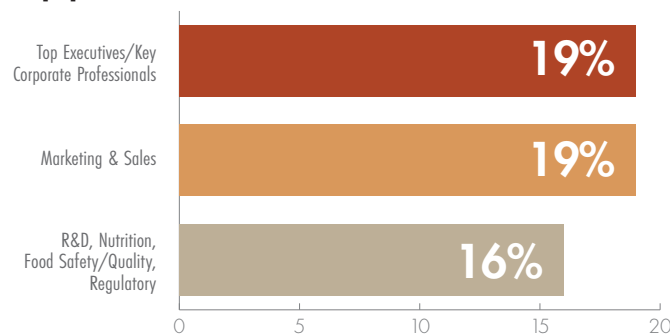


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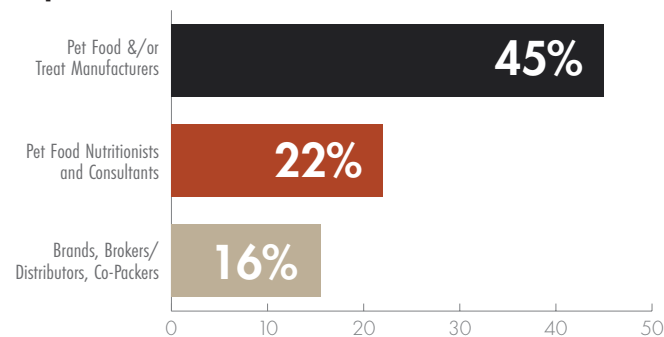
Petfood Industry Digital Engagement & Insights

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:

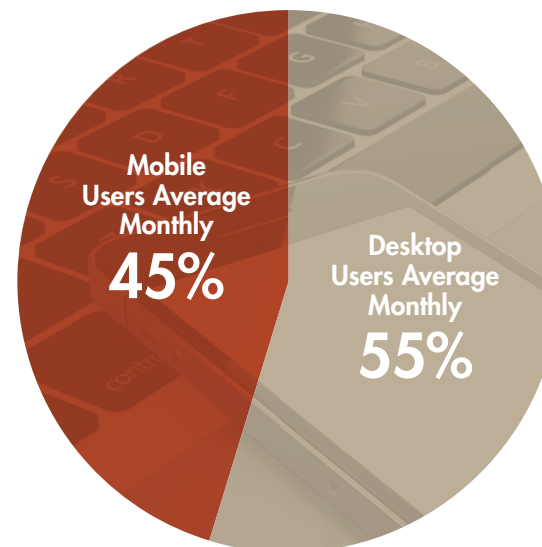
177,886



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
Circulation*:



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:

- Hill's prescription pet food faces class action lawsuit
- FDA warns Chewy, others about antimicrobials in pet drugs
- 35 dog, cat foods now in Mid America recall; 7 infections
- AIM protein-enriched cat food aims to help cats live longer
- Instant ramen for dogs reaches other Asian markets
- Cat food with activated AIM protein launched
- 10 top US-based pet food companies in 2022
- Purina faces lawsuit over natural claims on dog, cat food
- Dog experts reveal dog superfoods
- 10 top European pet food companies in 2022



Top Webinars of 2023:

- What's the buzz? Benefits of industrial symbiosis for pet food
- Real Time Process Control to Optimize your Petfood Operations
- Pet Food probiotics: taking an evidence-based approach
- From Lab to Leash: The science of probiotic stability in pet food products



Top Ask the Pet Food Pro Chats:

- Tips to maintain food safety in an aging pet food processing plant
- Ins & outs of sustainable ingredients for pet food, treats
- Industry 4.0 in pet food production lines

Ask the Pet Food Pro Engagement

177 Average Registrations Per Chat

54% Average Percentage of Registrants Attending the Live Chat

531 Total Chat Registrants

Webinar Engagement

205 Average Registrations Per Webinar

45% Average Percentage of Registrants Attending the Live Broadcast

822 Total Webinar Registrants

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%

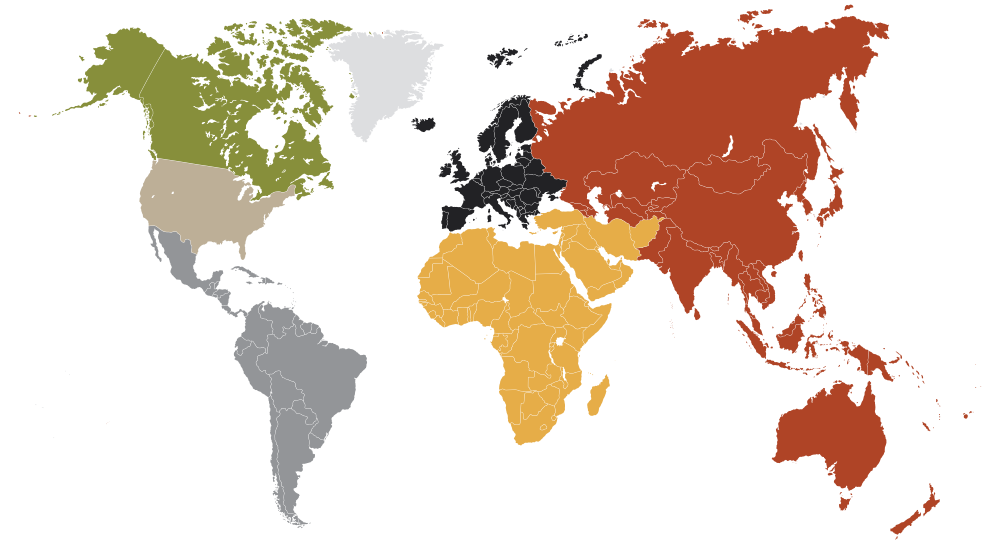
Source: Petfood Industry June 2023 BPA Brand Report



Petfood Industry Subscribers Geography

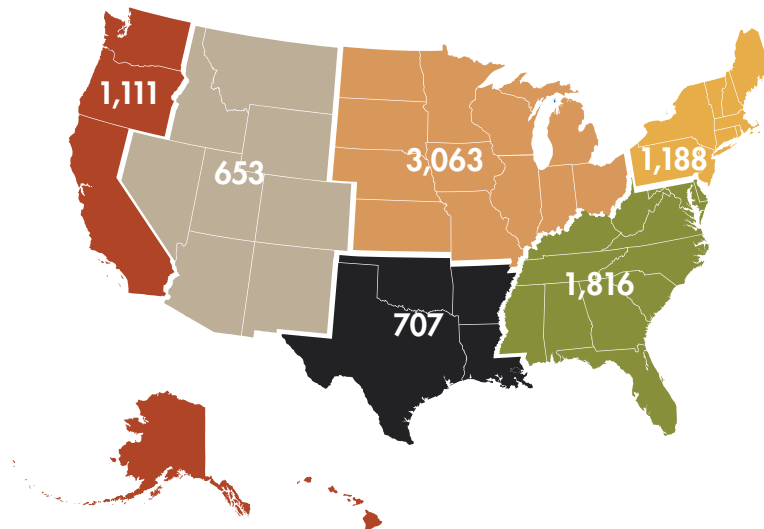
Subscribers by Global Region

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 2023

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 2023 by the numbers



3,707

Total attendees from
43 countries on 6 continents



371

Exhibiting
companies



177

Pet food manufacturing
companies represented

Representation from all top 10 pet food manufacturing companies*,
accounting for 75% of global market share**

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

95% Attendees that would recommend
Petfood Forum to a colleague

594 Pet food manufacturing professionals with jobs in R&D,
safety, quality, purchasing or production attended

Attendees by the numbers:

594 attendees

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

177 pet food

manufacturing companies from around the
world represented at Petfood Forum 2023.

**Representation from
all top 10 pet food**

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

Unless otherwise noted, Petfood Forum metrics are from 2023 registration data.

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

**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)

