

WATTPoultry®

Audience Engagement Report

2nd Half 2023



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WATTPoultry Digital Engagement & Insights

WATTPoultry delivers leading-edge, original content about relevant topics for the global poultry industry and its allies.



Average Monthly Reach:

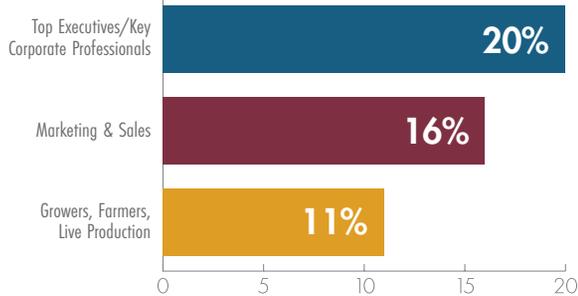
268,600



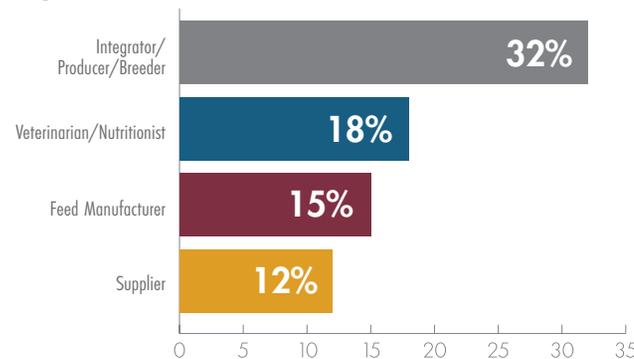
Geographical Reach:

201 countries

Reach key decision makers in the poultry industry



Top industries served



Organizations That Engage



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



WATTPoultry Digital Engagement & Insights



Average Monthly Sessions:

141,200



Average Monthly New Site Registrants:

600



Average Unique Monthly Users:

100,000



Average Monthly Page Views:

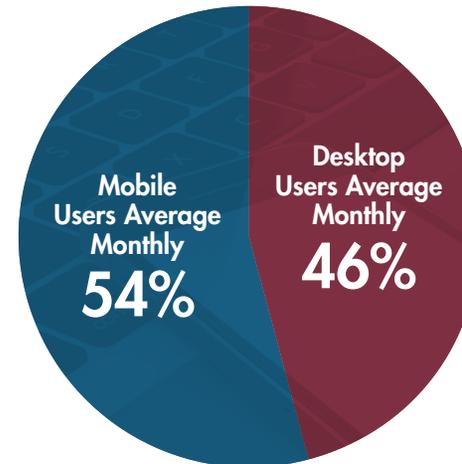
206,000



Combined LinkedIn and Facebook Following:

77,300

Desktop/Mobile Users Average Monthly:



WATTPoultry eNewsletter Engagement & Insights



eNewsletter Reach:
58,000



Average Unique Open Rate:
40%



Average
Circulation:



Average Unique
Open Rate:

WATT Poultry Update	18,700	40%
Poultry Future	16,100	37%
WATTPoultry.com Trending Topics	13,000	44%
Egg Industry Insight	10,200	38%

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.



WATTPoultry Trending Content

Top Topics



Animal health & veterinary



Live production & animal science



Egg production



Economics, industry profitability & forecasts



Operations management & worker safety

Webinar Engagement

700

Average Registrations Per Webinar

36%

Average Percentage of Registrants Attending the Live Broadcast

4,000

Total Webinar Registrants



Top Viewed Articles:

- ▶ VIDEO: New technologies helping the egg sector overcome numerous hurdles
- ▶ Top 25 US egg producers in 2023
- ▶ Which are the world's 10 biggest broiler producers?
- ▶ 10 tips for cleaning, disinfecting broiler houses
- ▶ Top 10 turkey companies in the United States
- ▶ Michael Foods announces loss of 4.2 million layers to HPAI
- ▶ Michael Foods egg farm fire causes damage, claims layers
- ▶ US egg industry sued for exporting eggs, cage-free shift
- ▶ The largest US egg-producing companies of 2023
- ▶ Cal-Maine Foods announces acquisition of Fassio Egg Farms



Top Webinars:

- ▶ HPAI vaccination strategies for prevention and control
- ▶ Early coccidiosis detection, intervention to help protect your flock
- ▶ The science of eggshell translucency: What you need to know
- ▶ How AI can maximize poultry production sustainability
- ▶ Unlock broiler costs savings via energy with amino acids, enzymes





WATTPoultry International Magazine

Subscribers by Global Region

Global Region	Total Qualified	% of Total
Asia & the Pacific	8,800	44%
Middle East & Africa	5,200	26%
Europe	3,800	19%
Mexico, Central America, South America	2,200	11%
Total	20,000	100%



WATTPoultry USA Magazine

Qualified Circulation by Issue 2023

2023 Issues	Total Qualified
Midwest	3,700
Southeast	3,600
South Central	2,100
Northeast	1,000
Pacific	700
Mountains	400

2023 Issues	Total Qualified
US	11,500
Canada	400
Other Countries	400
Total Subscribers	12,300



WATTPoultry USA Primary Business

Qualified Circulation by Issue 2023

Primary Business	Grand Total	% of total	Corporate & General Management	Grower, Farm Owner, Live Production Management	Marketing/Sales	Poultry Processing Management	Purchasing	Nutritionists, Veterinarians, Consultants, R&D, Technical Service	QC/QA/ Food Safety	Academic/ Government/ Association	Other
Integrated Poultry Operation	2,280	18.5%	960	206	384	63	142	289	202	4	30
Poultry Production	2,756	22.4%	669	1,501	148	66	47	176	63	37	49
Breeder Farm/Hatchery	494	4.0%	141	201	37	12	6	80	11	1	5
Poultry Processing	2,079	16.9%	781	122	267	183	85	154	141	5	341
Egg Production, Breaking or Processing	254	2.1%	105	66	23	9	9	26	15	1	0
Poultry Feed Manufacturing	904	7.3%	330	79	189	31	59	160	49	4	3
Consulting - Veterinary, Nutrition, Other	989	8.0%	245	41	103	5	7	519	13	53	3
Broker, Distributor, Wholesaler, Foodservice	941	7.7%	390	28	243	21	121	60	47	26	5
University, Government, Industry Association	364	3.0%	26	2	8	0	0	45	6	274	3
Suppliers, Allied Industries & Other	1,239	10.1%	344	148	278	11	26	322	37	33	40
Grand Total	12,300	100.0%	3,991	2,394	1,680	401	502	1,831	584	438	479
% Total			32.4%	19.5%	13.7%	3.3%	4.1%	14.9%	4.7%	3.6%	3.9%



WATTPoultry International Primary Business

Qualified Circulation by Issue 2023

Primary Business	Grand Total	% of total	Corporate/ General Management	Grower, Farm Owner, Live Production Management	Marketing/ Sales	Poultry Processing Management	Purchasing	Nutritionists, Veterinarians, Consultants, R&D, Technical Service	QC/QA/ Food Safety	Academic/ Government/ Association
Integrated Poultry Operation	2,513	12.6%	540	445	220	47	40	1,080	118	22
Poultry Production	3,076	15.4%	848	1,163	180	68	50	665	33	68
Breeder Farm/Hatchery	1,191	6.0%	254	392	95	13	12	399	16	10
Egg Production, Breaking or Processing	1,222	6.1%	279	446	98	37	19	293	33	18
Poultry Processing	792	4.0%	170	154	111	101	35	166	41	15
Poultry Feed Manufacturing	1,620	8.1%	313	132	284	41	30	751	58	12
Consulting - Veterinary, Nutrition, Other	2,324	11.6%	299	55	223	9	4	1,653	24	58
Broker, Distributor, Wholesaler, Foodservice	1,571	7.9%	466	102	534	35	111	285	33	6
University, Government, Industry Association	1,886	9.4%	111	34	50	7	6	548	12	1,117
Suppliers, Allied Industries & Other	3,805	19.0%	792	87	1,261	33	55	1,474	71	33
Grand Total	20,000	100.0%	4,072	3,009	3,055	392	362	7,314	438	1,358
% Total			20.4%	15.0%	15.3%	2.0%	1.8%	36.6%	2.2%	6.8%

