

Feed & Grain

# Audience Engagement Report

1ST HALF 2025



# Audience Engagement

Feed & Grain uses multiple media channels to deliver leading-edge, original content about relevant industry topics for North American feed and grain industry professionals.



Average Monthly Reach\*

**55,950**



Geographical Reach

**Subscribers in  
all 50 states  
and 10 Canadian  
provinces**

## Organizations That Engage



Source: Publisher's own data

\*55,950 average monthly reach calculated as follows:

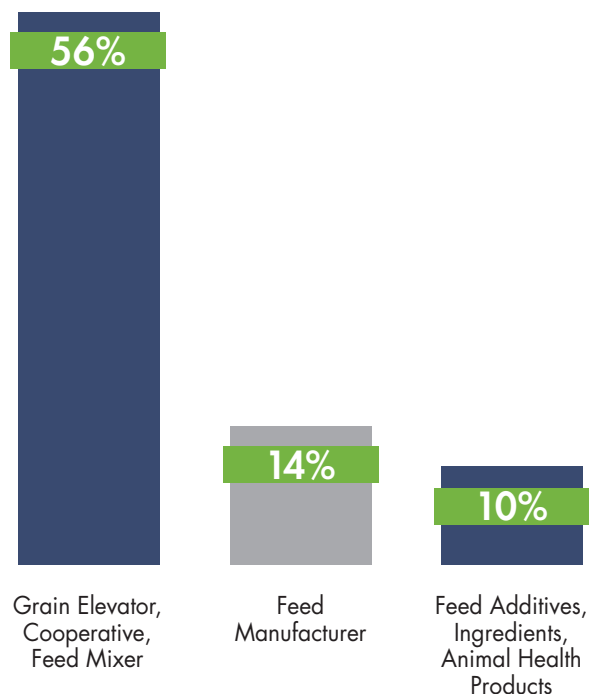
(19,100 Feed & Grain newsletter distribution) + (13,500 magazine subscribers/2 [magazine is every other month]) + (30,100 average site users)



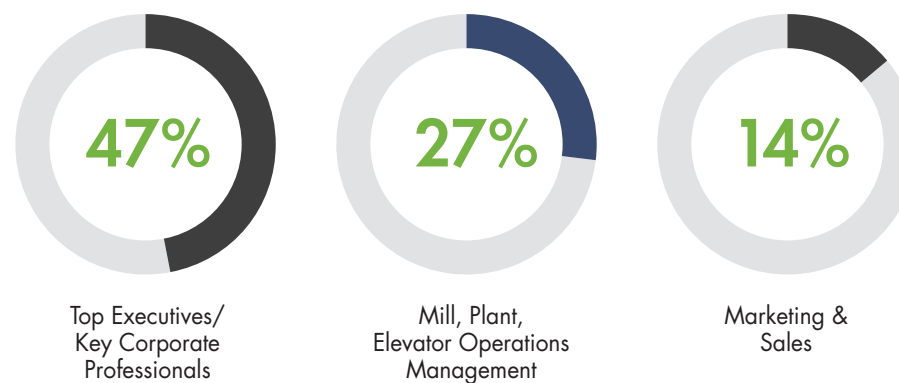
# Audience Engagement

Feed & Grain provides content for industry professionals in executive and operations management roles at grain elevators, cooperatives, feed mixers, and related sectors.

## Top industries served



## Audience reach to industry executives and mill operations management

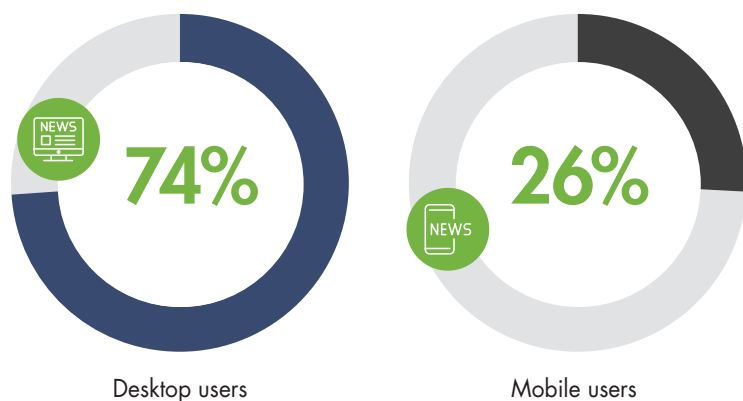


# Feed & Grain Website Engagement

FeedandGrain.com provides news, trends and analysis for the North American grain and animal feed industries.

Feed&Grain®

Desktop Users vs Mobile Users



Average Monthly Sessions

**42,800**



Average Unique Monthly Users

**30,100**



Average Monthly Page Views

**53,000**





# Feed & Grain Trending Content

Feed & Grain provides trusted educational content and insights on topics important to grain and animal feed professionals in the United States and Canada.

## Top Topics



Animal feed  
manufacturing



Grain  
handling &  
processing



Safety



Sustainability



Grain supply  
chain

Feed&Grain®



## Top Viewed Articles

- ▶ Land sale approved for BNSF's \$1.5 billion Barstow International Gateway project
- ▶ US grain export sales surge as transportation costs fluctuate
- ▶ How Much Food, Grain Does the US Produce? [Infographic]
- ▶ US wheat exports surge 85% as soybean sales plummet 74%
- ▶ A brief guide to preserving cereal quality during storage
- ▶ ADM shareholder demands CEO resignation amid ongoing accounting probe
- ▶ 2022 Top North American feed companies
- ▶ ADM announces global workforce reduction, targeting up to 700 jobs
- ▶ USDA layoffs raise concerns for agricultural services and disease response
- ▶ Explosion at Sunray Co-Op grain elevator injures five, forces partial evacuation

## Webinar Engagement

**230** Average Registrations per Webinar

**31%** Average Percentage of Registrants  
Attending the Live Broadcast

**450** Total Webinar Registrations



# Newsletter Engagement

Feed & Grain's newsletters provide the North American feed and grain industry with news, trends and analysis six days a week.



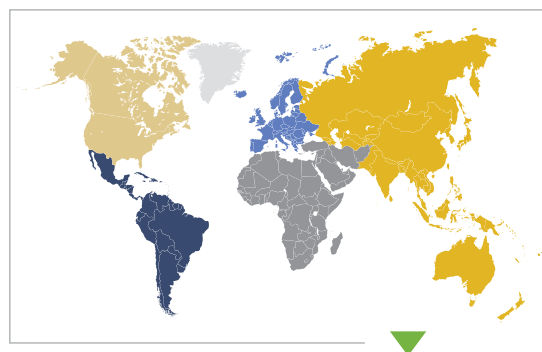
Newsletter Reach

**19,100**



Average Unique  
Open Rate

**39%**



## Feed & Grain Industry Watch

Daily newsletter  
providing feed  
and grain related  
news, updates and  
product information

## Feed & Grain Product Watch

Monthly newsletter  
delivering information on a  
different product category each  
month, including key features,  
photos and links to learn more

## WATTGrain Trending Topics

Shares the  
week's trending  
stories from  
FeedandGrain.com  
every Sunday

	Feed & Grain Industry Watch	Feed & Grain Product Watch	WATTGrain Trending Topics
Average Circulation	9,100	5,000	5,000
Average Unique Open Rate	37%	49%	51%
US, Canada	74%	75%	74%
Africa, Middle East	4%	4%	3%
Mexico, Central America, South America	4%	4%	4%
Europe	5%	6%	5%
Asia, Pacific	8%	8%	8%
Unknown	5%	3%	6%

Source: Publisher's own data.

Media newsletters have an average unique open rate of 33.6% (Source: Omeda's Q2 2025 email benchmarks)

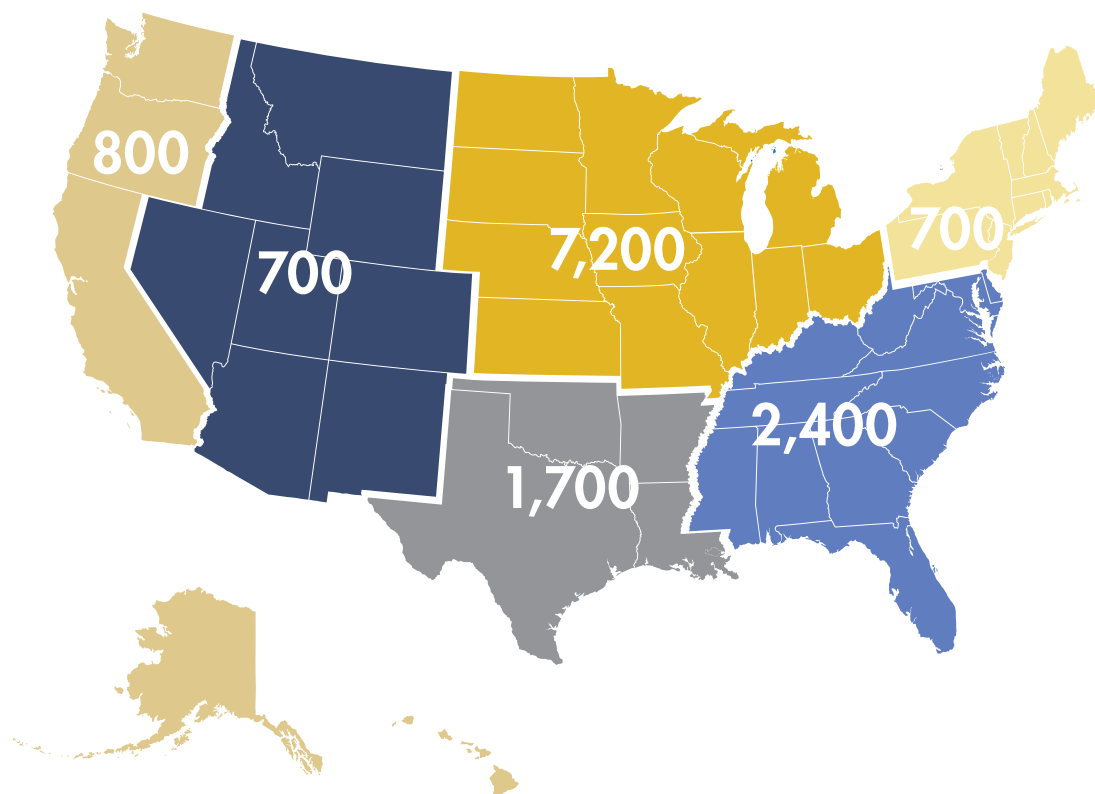


# Magazine Subscribers

Feed & Grain magazine, published every other month, features practical and real life information to help grain facilities and feed mixers avoid safety incidents, maintain quality and increase profitability.

## Subscribers by US Region

US Region	Count
Midwest	7,200
Southeast	2,400
South Central	1,700
Pacific	800
Mountains	700
Northeast	700
TOTAL	13,500



# Magazine Subscriber Demographics

## Qualified Subscriber Primary Business & Job Function

	Grand Total	% of Total	Corporate, General Admin	Mill, Plant, Elevator Operations Management	Nutrition, R&D	Sales, Marketing	Other
Grain Elevator (Cooperative)	3,422	25.3%	1,432	1,597	70	311	12
Feed Mixer/Dealer	3,499	25.9%	2,256	827	40	368	8
Both Grain Elevator & Feed Mixer	1,157	8.6%	583	427	19	125	3
Animal Health Products Distributor/ Broker/Manufacturer	1,068	7.9%	615	126	56	265	6
Millwright	258	1.9%	169	42	1	44	2
Plant Builder and/or Designer	292	2.2%	167	41	6	71	7
Soybean or Corn Processor	227	1.7%	115	61	13	36	2
Seed or Peanut Processor	152	1.1%	88	38	4	21	1
Rice or Flour Mill	115	0.9%	58	44	2	11	
Feed/Premix Manufacturer	1,189	8.8%	551	380	119	126	13
Manufacturer of Livestock/ Poultry Feed for Own Use	1,841	13.6%	904	587	214	124	12
Other	280	2.1%	90	14	14	91	71
<b>Total</b>	<b>13,500</b>	<b>100%</b>	<b>7,028</b>	<b>4,184</b>	<b>558</b>	<b>1,593</b>	<b>137</b>
			52.1%	31.0%	4.1%	11.8%	1.0%





# Feed & Grain Audience Engagement

Feed&Grain®

**Almost 244,000 monthly opportunities\*** to reach feed and grain industry professionals utilizing Feed & Grain's portfolio

Feed & Grain offers **243,850** opportunities each month to reach a North American feed and grain industry audience with your communication initiatives. Here's how:



**30,100**

average monthly users  
on FeedandGrain.com



**20,000**

aggregate monthly distribution  
for WATTGrain Trending Topics



**182,000**

aggregate monthly distribution  
for Feed & Grain Industry Watch



**13,500**

subscribers to Feed & Grain Magazine



**5,000**

monthly distribution  
for Feed & Grain Product Watch



**243,850**

**monthly opportunities\* to share your message  
with engaged feed and grain industry  
professionals through Feed & Grain products**

**\*243,850 monthly opportunities calculated as follows:** (30,100 average monthly users on FeedandGrain.com) + (Feed & Grain Industry Watch average distribution per issue of 9,100 x 20 issues per month) + (Feed & Grain Product Watch average distribution per issue of 5,000 x 1 deployment per month) + (WATTGrain Trending Topics average distribution per issue of 5,000 x 4 deployments per month) + (13,500 Feed & Grain magazine subscribers)/2 [magazine is every other month]

