

Feed Strategy Audience Engagement Report

1ST HALF 2025



Feed Strategy Audience Engagement

Feed Strategy uses multiple media channels to deliver leading-edge, original content about relevant industry topics for animal feed industry professionals around the world.



Average Monthly Reach*

93,950



Geographical Reach

203 countries

Source: Publisher's own data

*93,950 average monthly reach calculated as follows: (42,000 Feed Strategy newsletter distribution) + (20,700 magazine subscribers/2 [magazine is every other month]) + (35,500 average site users) + (800 LinkedIn followers) + (5,300 Facebook followers)

The Audience Engagement Report provides an integrated view of the Feed Strategy community.

FeedStrategy®

Organizations That Engage

Cargill



LAND O' LAKES INC.
ROOTED IN TOMORROW™

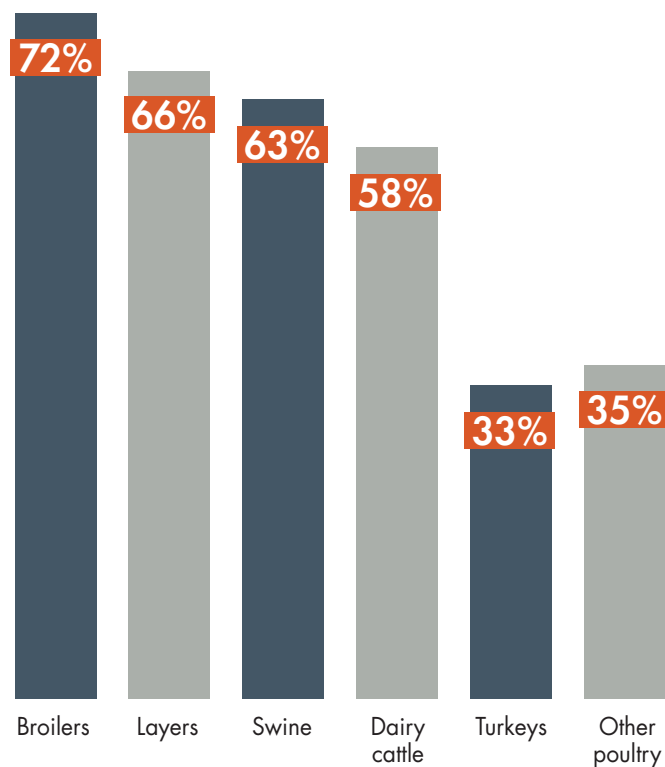


Feed Strategy Audience Engagement

FeedStrategy®

Feed Strategy's content serves animal feed manufacturers, nutritionists, veterinarians, and suppliers. These professionals work with products and solutions for poultry, swine, and dairy cattle.

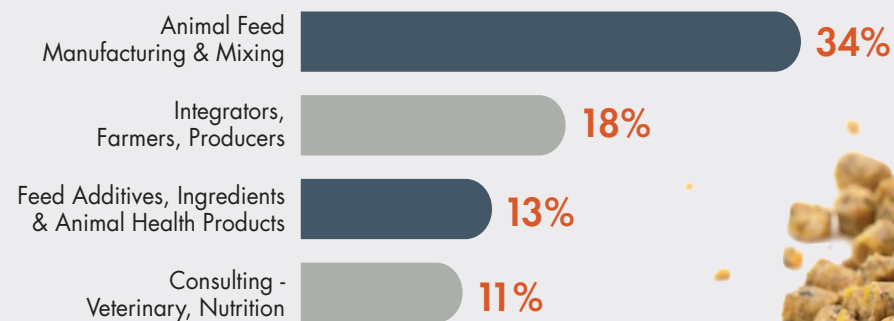
Species our audience serves



Global audience reach to nutritionists and vets



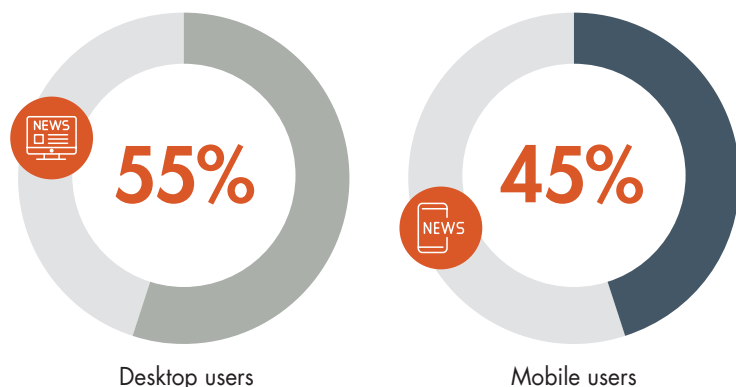
Top industries served



Feed Strategy Website & Social Media Engagement

FeedStrategy.com provides news, trends and analysis for the global animal feed industry and its supply chain. Feed Strategy administers communities and shares content on Facebook and LinkedIn.

Desktop Users vs Mobile Users



Desktop users

Mobile users

FeedStrategy®



Average Monthly Sessions

54,900



Average Unique Monthly Users

35,500



Average Monthly Page Views

77,400



Combined LinkedIn and Facebook Following

6,100



Feed Strategy Trending Content

Feed Strategy provides trusted educational content and insights on topics important to animal feed professionals worldwide.

Top Topics



Top feed companies



Animal feed additives & ingredients



Feed milling & manufacturing



Feed formulations



Animal nutrition

Webinar Engagement

325 Average Registrations per Webinar

28% Average Percentage of Registrants Attending the Live Broadcast

651 Total Webinar Registrations

Source: Publisher's own data



Top Viewed Articles

- ▶ Growing-finishing pig feed formulations
- ▶ Stacking novel Bacillus strains to improve gut integrity
- ▶ World's top 10 animal feed manufacturers of 2023
- ▶ BioZyme's commitment to quality shines through its family of brands and toll manufacturing [Video]
- ▶ USDA 'kicks the can' on corn, soy stock figures amid uncertain trade policy
- ▶ Special report: Top 20 US feed manufacturers
- ▶ Report: FDA suspends milk quality tests
- ▶ Traditional US broiler feed formulations
- ▶ Top Feed Companies: 148 feed manufacturers rank in 2024
- ▶ How feed mills can ruin a perfect feed formula



Newsletter Engagement

Feed Strategy's newsletters provide the global animal feed industry with news, trends and analysis six days a week.



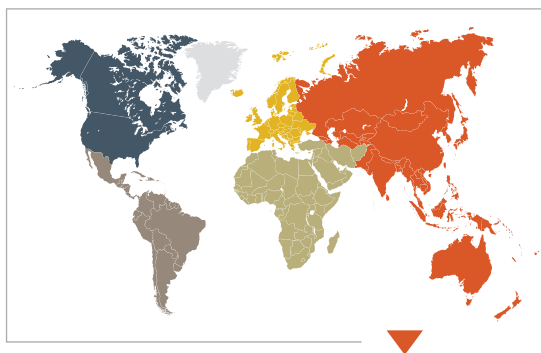
Newsletter Reach

42,000



Average Unique
Open Rate

40%



Feed Strategy eNews

Delivers news for the
global feed industry
every weekday

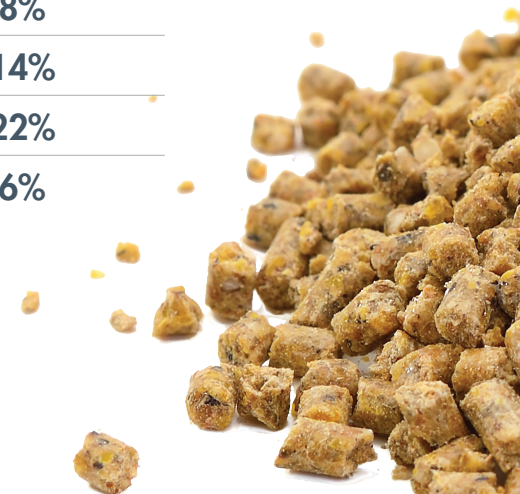
WATTFed Trending Topics

Shares the week's
trending stories from
FeedStrategy.com
every Saturday

	18,800	23,200
Average Circulation		
Average Unique Open Rate	40%	44%
US, Canada	34%	42%
Africa, Middle East	11%	8%
Mexico, Central America, South America	12%	8%
Europe	17%	14%
Asia, Pacific	21%	22%
No Region	5%	6%

Source: Publisher's own data.

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



Feed Strategy Magazine Subscribers

FeedStrategy®

Feed Strategy magazine, published every other month, features in-depth coverage of animal nutrition, feed formulation, global trade influences, and scientific and technical developments.

Subscribers by Global Region

Global Region	Total Qualified	% of Total
United States, Canada	8,700	42%
Mexico, Central America, South America	2,700	13%
Europe	2,300	11%
Asia, Pacific	4,400	21%
Middle East, Africa	2,400	12%
Unknown	200	1%
TOTAL	20,700	100%



Magazine Subscriber Demographics

Qualified Subscriber Primary Business & Job Function

	Grand Total	% of Total	Corporate, General Management	Mill, Plant Operations	Livestock Production Management	Marketing, Sales	Purchasing	Nutritionists, R&D, Vets, Consultants, Quality, Feed Safety	Academic, Government, Other
Feed Manufacturer, Mixer, Cooperative	6,036	29.2%	1,710	944	198	803	189	2,165	27
Animal Health Products, Feed Ingredients Manufacturer, Distributor	2,981	14.4%	696	346	28	1,015	46	842	8
Consulting - Veterinary, Nutrition, Other	3,051	14.7%	376	96	55	211	9	2,245	59
Import, Export	823	4.0%	300	70	11	288	35	116	3
University, Government, Industry Association	2,139	10.3%	133	88	31	71	1	720	1,095
Livestock Production	2,626	12.7%	628	168	987	148	44	629	22
Supplier & Allied	3,044	14.7%	928	207	70	854	40	855	90
Total	20,700	100.0%	4,771	1,919	1,380	3,390	364	7,572	1,304
			23.0%	9.3%	6.7%	16.4%	1.8%	36.6%	6.3%

Feed Strategy Audience Engagement

FeedStrategy®

Over 520,000 monthly opportunities* to reach animal feed industry professionals around the world utilizing Feed Strategy's portfolio

Feed Strategy offers **520,750*** opportunities each month to reach a global animal feed industry audience with your communication initiatives. Here's how:



35,500

average monthly users
on FeedStrategy.com



5,300

Facebook followers



376,000

aggregate monthly distribution
for Feed Strategy eNews



800

LinkedIn followers



92,800

aggregate monthly distribution
for WATTFeed Trending Topics



520,750

monthly opportunities* to share your message
with engaged animal feed industry professionals
through Feed Strategy products



20,700

subscribers to Feed Strategy Magazine

*520,750 monthly opportunities calculated as follows: (35,500 average monthly users on FeedStrategy.com) + (Feed Strategy eNews average distribution per issue of 18,800 x 20 issues per month) + (WATTFeed Trending Topics average distribution per issue of 23,200 x 4 deployments per month) + (20,700 Feed Strategy magazine subscribers)/2 [magazine is every other month] + (800 LinkedIn followers) + (5,300 Facebook followers)

