

Petfood Industry Audience Engagement Report

1ST HALF 2025



Petfood Industry Audience Engagement

PETFOODINDUSTRY®

Petfood Industry uses multiple media channels to deliver leading-edge, original content about relevant industry topics for pet food manufacturers and brand owners around the world.



Average Monthly Reach*

154,078



Geographical Reach

**Audience in 189 countries
& all 50 US states**



Top Companies Reach

**Audience from 99% of the top pet
food manufacturing companies****

Organizations That Engage

Agrolimen



MARS
Petcare



The Audience Engagement Report provides an integrated view of the Petfood Industry community.

The information on this page is from the publisher's own data.

*154,951 average monthly reach calculated as follows: (22,519 average distribution for Petfood Industry News) + (13,257 average distribution for PetfoodIndustry.com Trending Topics) + (11,745 magazine subscribers) + (63,298 average site users) + (16,132 LinkedIn followers) + (20,000 Facebook followers)

**Top companies defined as those listed in the July 2025 issue of Petfood Industry magazine.



Petfood Industry Audience Engagement

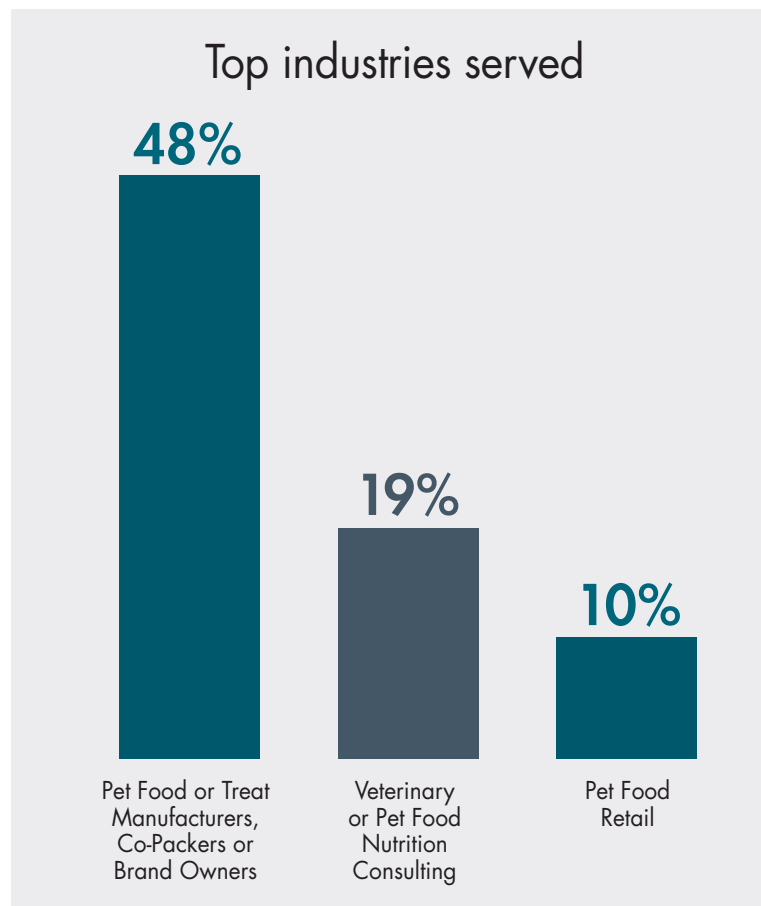
PETFOODINDUSTRY®

Petfood Industry serves pet food manufacturers, co-manufacturers, co-packers, brand owners, and allied industries.

Job titles



Top industries served

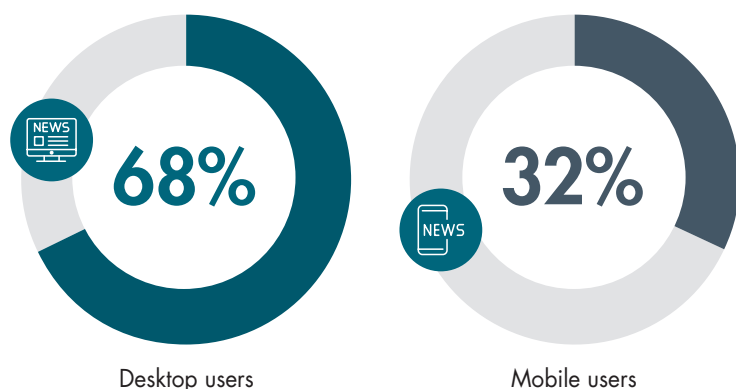


Petfood Industry Website & Social Media Engagement

PETFOODINDUSTRY®

PetfoodIndustry.com provides news, trends and analysis for the global pet food industry and its supply chain. Petfood Industry administers communities and shares content on Facebook and LinkedIn.

Desktop Users vs Mobile Users*



Average Monthly Sessions

104,871



Average Unique Monthly Users

69,304



Average Monthly Page Views

142,334



Combined LinkedIn and Facebook Following

36,529

Unless otherwise noted, metrics are from Alliance for Audited Media's Consolidated Media Report for the 6-month period ending June 30, 2025.

*Source: Publisher's own data.



Petfood Industry Trending Content

PETFOODINDUSTRY®

PetfoodIndustry.com is the pet food manufacturing industry's go-to source for the news and information they need to do their jobs.

Top Topics



Top pet food companies



Market trends



Nutrition



Sustainable dog & cat food



Pet food production



Top Viewed Articles

- ▶ Lawyer analyzed US\$2.6 billion DCM lawsuit against Hill's Pet Nutrition
- ▶ 10 top US-based pet food companies in 2022
- ▶ Mars faces lawsuit over excessive vitamin D in PEDIGREE dog food
- ▶ Nutrish unveils updated packaging, new formulas for pet health
- ▶ Report: Pet ownership expands as Gen Z shifts trends
- ▶ Amid tariffs, pet food industry faces uncertainty
- ▶ JBT completes takeover of Marel, parent company of Wenger Manufacturing
- ▶ 7 top Canadian pet food businesses in 2022
- ▶ Cat food with activated AIM protein launched
- ▶ More pet cats die of avian influenza associated with raw products in California



Petfood Industry Newsletter Engagement

PETFOODINDUSTRY®

Petfood Industry's newsletters provide the global pet food industry with news, trends and analysis six days a week.



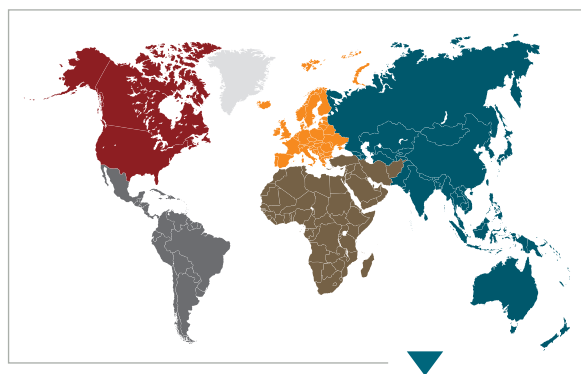
Newsletter
Reach*

36,037



Average Unique
Open Rate

41%



Petfood Industry eNews

Delivers news for the
global feed industry
every weekday

PetfoodIndustry.com Trending Topics

Shares the top 5 articles
from the week every
Saturday

Petfood Forum Brasil News

Shares content in
Portuguese tailored to
the Brazilian pet food
industry every Tuesday

	Petfood Industry eNews	PetfoodIndustry.com Trending Topics	Petfood Forum Brasil News
Average Circulation*	22,775	13,262	1,201
Average Unique Open Rate	39%	52%	39%
US, Canada	50%	50%	16%
Africa, Middle East	4%	2%	
Mexico, Central America, South America	7%	6%	81%
Europe	18%	20%	3%
Asia, Pacific	15%	16%	
Unknown	6%	6%	

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

Source: Publisher's own data, unless otherwise noted.

*Source: Alliance for Audited Media's Consolidated Media Report for the 6-month period ending June 30, 2025.



Petfood Industry Audience Engagement

PETFOODINDUSTRY®

Petfood Industry provides trusted educational content and insights on topics important to pet food manufacturing professionals around the world.

Webinar Engagement



307

Average Registrations
per Webinar

Ask the Pet Food Pro Engagement

285

Average Registrations
per Chat

40%

Average Percentage
of Registrants Attending
the Live Broadcast

51%

Average Percentage
of Registrants Attending
the Live Chat

1,841

Total Webinar
Registrations

2,277

Total Chat
Registrations



Top Webinars

- ▶ Happy Gut, Happy Pet: The Power of Prebiotics in Pet Wellness
- ▶ Global Pet Food Trends 2025: What's Driving Market Growth?
- ▶ Postbiotics and Pets: a match made for innovation



Top Ask the Pet Food Pro Chats

- ▶ Fighting oxidation: why antioxidants are essential
- ▶ Yeast derived health solutions for dogs and cats
- ▶ Health from the Inside Out: The Microbiome's Expanding Role



Petfood Industry Magazine Subscriber Demographics

PETFOODINDUSTRY®

Qualified Subscriber Primary Business & Job Function

	Total	% of total	General Management	Marketing & Sales	Production	Purchasing	Nutritionist/ Veterinary	Quality Control, Food Safety, Research, Regulatory, Engineering	Consultant	Academia/ Government/ Associations	Other functions
Petfood Manufacturer	5,096	46.3%	1,586	1,039	435	292	320	1,324	59	5	36
Petfood Marketer	591	5.4%	244	138	20	14	39	118	16	1	1
Petfood Distributor/Broker	590	5.4%	279	196	17	44	15	26	11	1	1
Retail Outlet	1,096	10.0%	810	113	24	75	26	32	13	2	1
Importer/Exporter	164	1.5%	71	56	1	9	3	15	6		3
Nutritionist/Consulting Companies	1,137	10.3%	337	169	20	7	224	114	253	10	3
Academia/Government	470	4.3%	82	57	6	1	32	99	11	180	2
Veterinary Practice	1,041	9.5%	423	17	29	8	540	7	14	2	1
Private Label Manufacturer/Co-Packer	440	4.0%	177	121	26	29	12	67	6	1	1
Others allied to the field	382	3.5%	81	146	6	8	27	96	13	2	3
Total Qualified Circulation	11,007	100.0%	4,090	2,052	584	487	1,238	1,898	402	204	52
			37.2%	18.6%	5.3%	4.4%	11.2%	17.2%	3.7%	1.9%	0.5%

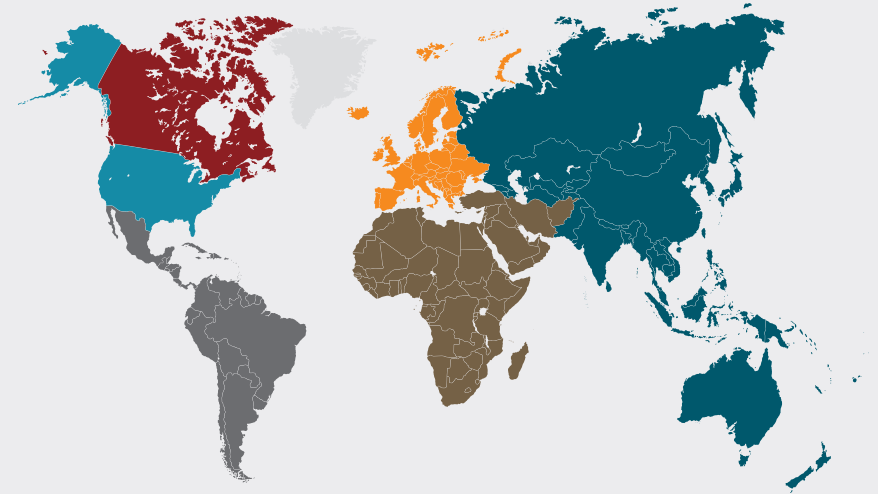
Source: Alliance for Audited Media's Consolidated Media Report for the 6-month period ending June 30, 2025.



Magazine Subscriber Geography

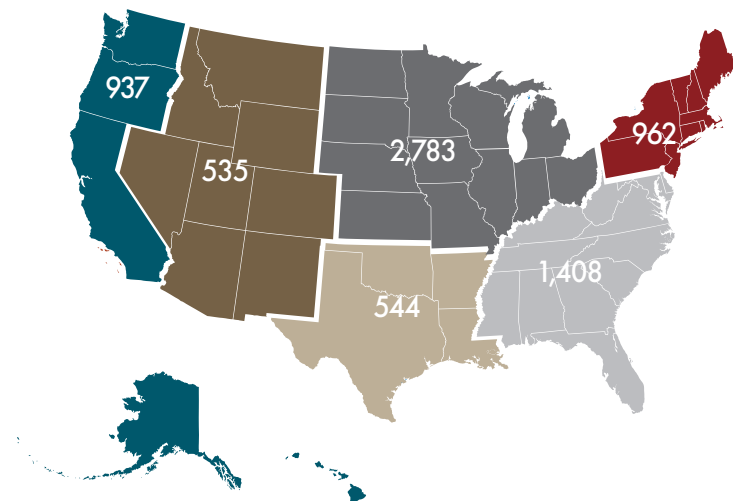
Subscribers by Global Region

	Count
US & US Possessions	7,171
Canada	878
Europe	1,346
Asia & the Pacific	815
Mexico, Central America, South America, Caribbean	532
Middle East & Africa	155
Unknown/Email Only	110
Total	11,007



Subscribers by US Region

	Count
Midwest	2,783
Southeast	1,408
Northeast	962
Pacific	937
South Central	544
Mountain	535
Total	7,169



Source: Publisher's own data based on numbers from the Alliance for Audited Media's Consolidated Media Report for the 6-month period ending June 30, 2025.



Targeted Outreach for the Pet Food Industry

Petfood Industry can deliver your messages to a targeted audience of pet food professionals.

Audience Targeted Messages

Audience Targeted Messages help you reach the right people via email to generate leads, contact key decision-makers, and increase engagement. We tailor your list based on job functions, geographies, and industry segments, connecting you with qualified pet food industry professionals from around the world who have opted in to receive messages sent on behalf of Petfood Industry's advertisers and sponsors.



13,300

opt-in qualified pet food industry professionals to choose from



38.4%

average unique open rate for audience targeted messages

Audience Extension

Petfood Industry's Audience Extension keeps you visible to key decision-makers by retargeting website visitors. Using our proprietary data, we can target a specialized pet food industry audience via Google Search, YouTube, Facebook and LinkedIn, ensuring your message reaches the right professionals and keeps your brand top of mind.



85,877

pet food industry professionals in our global database



65%

maintain an active profile on LinkedIn



50%

maintain an active profile on Facebook



Petfood Industry Petfood Forum

PETFOODINDUSTRY®

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 2025 by the numbers



3,584

Total attendees from
49 countries on 6 continents



385

Exhibiting companies



190

Pet food manufacturing
companies represented



29

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



71%

Top pet food manufacturing
companies* in the US and
Canada represented at
Petfood Forum 2025



620

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

What attendees say**

95% attendees

that would recommend Petfood Forum to a colleague.

77% attendees

found new companies to do business with.

Most valuable experiences at Petfood Forum 2025

- ▶ **87% say networking** with industry partners, colleagues and suppliers
- ▶ **72% say meetings** with suppliers
- ▶ **60% say educational sessions**, Tech Talks and keynote speakers and presentations

79% of purchasers[†]

find information to guide their decision-making at industry events.

Source: Unless otherwise noted, Petfood Forum metrics are from 2025 registration data.

*Top companies defined as those listed in the July 2025 issue of Petfood Industry magazine.

**Petfood Forum 2025 Post-Event Survey

[†] Petfood Industry 2025 audience research.



Petfood Audience Engagement

PETFOODINDUSTRY®

Over **660,000 monthly opportunities*** to reach animal feed industry professionals around the world utilizing Petfood Industry's portfolio

Petfood Industry offers **661,190*** opportunities each month to reach a global animal feed industry audience with your communication initiatives. Here's how:



69,304

average monthly users
on PetfoodIndustry.com



11,007

qualified subscribers to
Petfood Industry Magazine



482,076

aggregate monthly distribution for
Petfood Industry News daily newsletter



20,000

Facebook followers



57,470

aggregate monthly distribution for
PetfoodIndustry.com Trending Topics
weekly newsletter



16,529

LinkedIn followers



4,804

aggregate monthly distribution for Petfood
Forum Brasil News weekly newsletter



661,190

monthly opportunities* to share your
message with engaged pet food professionals
through Petfood Industry products

Source: Alliance for Audited Media's Consolidated Media Report for the 6-month period ending June 30, 2025 unless otherwise noted.

Petfood Industry is the only AAM-audited brand serving the global pet food industry, assuring that qualified professionals in relevant roles see your message.

***661,190 monthly opportunities calculated as follows:** (69,304 average monthly users on PetfoodIndustry.com) + (Petfood Industry eNews average total net distribution per month of 482,076) + (PetfoodIndustry.com Trending Topics average total net distribution per month of 57,470) + (Petfood Forum Brasil News average total net distribution per month of 4,804) + (11,007 monthly magazine subscribers) + (16,529 LinkedIn followers) + (20,000 Facebook followers)

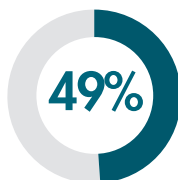


Industrial Buying Influence & Media Usage in Pet Food Manufacturing

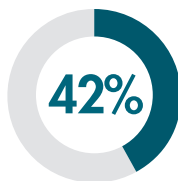
In 2025, Petfood Industry surveyed its audience to learn more about the global pet food manufacturing industry's purchasing process and how media is used during their research to buy. The survey's findings were analyzed and developed into a special report, Petfood Industry's Industrial Buying Influence & Media Usage in Pet Food Manufacturing, which is the industry's only comprehensive study specific to the pet food manufacturing industry. Report highlights:

Media usage

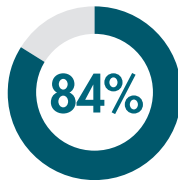
Industry websites
49% of industry professionals visit industry websites at least monthly.



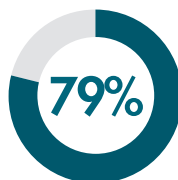
Digital content
42% of industry professionals said research reports, digital reports and ebooks were among the top 3 most helpful information sources to their job or business.



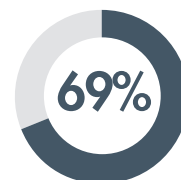
Industry magazines
84% of industry professionals use trade magazines in their jobs.



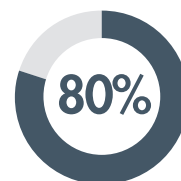
Events
79% of purchasers rely on in-person events as information sources during their purchasing research.



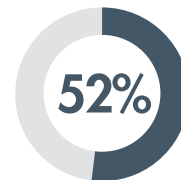
Advertising influence & purchasing



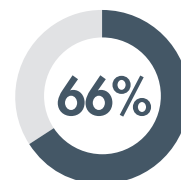
Replacing vendors
69% of purchasers indicate they could replace vendors within the next 12 months.



Ad effect
80% of respondents took an action as a result of ads in industry trade media.



Event sponsorships
52% of respondents agree that they are more likely to do business with a company that sponsors tradeshow or events.



Content creation
66% of respondents agree that they are more likely to do business with a company that creates and shares content in industry media.

