

**WATTPoultry**

# Audience Engagement Report

1ST HALF 2025



# Audience Engagement

WATTPoultry uses multiple media channels to deliver leading-edge, original content about relevant topics for the global poultry industry and its allies.



Average Monthly Reach\*

**334,250**



Geographical Reach

**192 countries**

Source: Publisher's own data

\*334,250 average monthly reach calculated as follows: (58,600 average newsletter reach) + ((12,300 WATTPoultry USA magazine subscribers + 20,000 WATTPoultry International magazine subscribers)/2 [magazines are every other month]) + (183,100 average site users) + (2,400 LinkedIn followers) + (74,000 Facebook followers)

## Organizations That Engage



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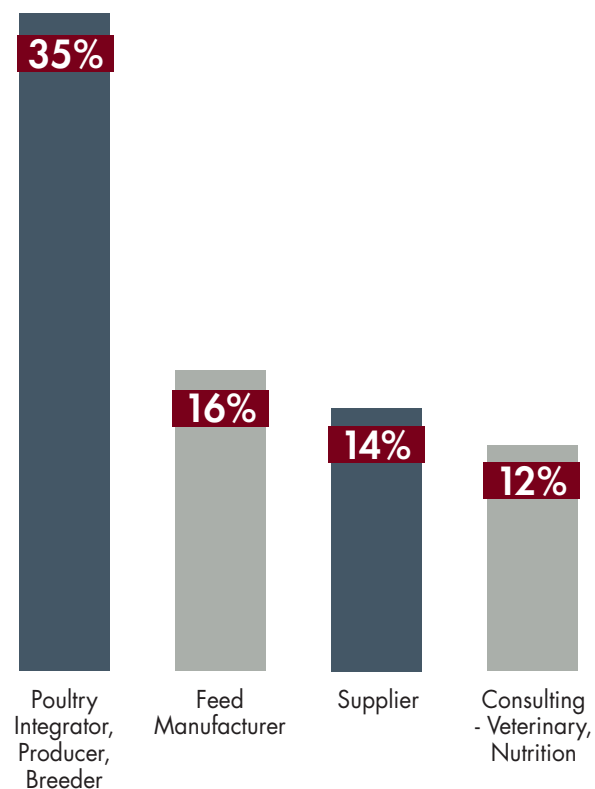
**Bachoco**



# Audience Engagement

WATTPoultry serves poultry integrators, producers, feed manufacturers, nutritionists, veterinarians, and suppliers.

## Top industries served



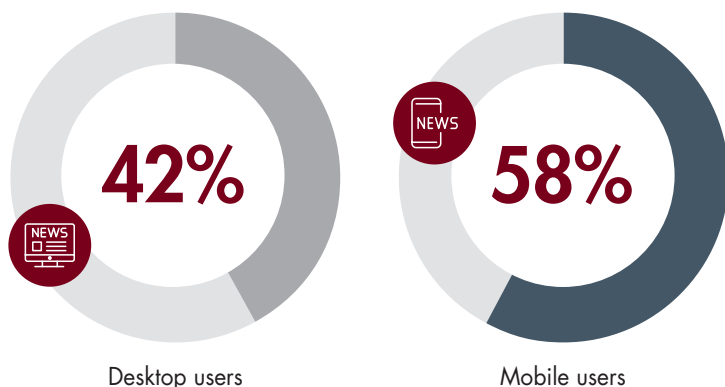
## Job titles



# Website & Social Media Engagement

WATTPoultry.com provides news, trends and analysis for the global poultry and egg industries and their supply chain. WATTPoultry administers communities and shares content on Facebook and LinkedIn.

### Desktop Users vs Mobile Users



Desktop users

Mobile users



Average Monthly Sessions

**238,000**



Average Unique Monthly Users

**183,100**



Average Monthly Page Views

**338,100**



Combined LinkedIn and Facebook Following

**76,400**



# WATTPoultry Trending Content

WATTPoultry®

WATTPoultry provides trusted educational content and insights on topics important to poultry and egg industries professionals worldwide.

## Top Topics



Top poultry companies



Sustainability



Broilers & turkeys



Diseases & health



Egg production



## Top Viewed Content

- ▶ Microbial surveillance reveals insights on co-infections [Video]
- ▶ How flies impact poultry health and farm productivity
- ▶ How IFF's Enviva Duo aids poultry gut integrity
- ▶ Fly control: Key to poultry health and egg production [Podcast]
- ▶ Why is biosecurity important to poultry producers?
- ▶ Arizona governor orders delay of cage-free egg law
- ▶ Top 25 US egg producers in 2024
- ▶ Optimizing water-based vaccine practices to maximize poultry health
- ▶ Bed bug control: Protecting your poultry house inside and out [Video]
- ▶ Mississippi broiler breeders test positive for avian flu

## Webinar Engagement

**340** Average Registrations per Webinar

**35%** Average Percentage of Registrants Attending the Live Broadcast

**1,030** Total Webinar Registrations



# WATTPoultry Newsletter Engagement

WATTPoultry®

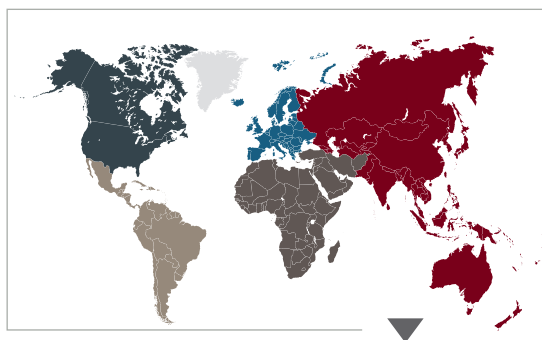
WATTPoultry's newsletters provide the global poultry and egg industries with news, trends and analysis.



Newsletter Reach  
**58,600**



Average Unique  
Open Rate  
**40%**



	Poultry Update	Poultry Future	Egg Industry Insight	WATTPoultry.com Trending Topics
	Delivers news, trends, analysis, and insights for the global poultry industry every weekday	Provides analysis and information about poultry technology and consumer trends each week	Provides news, analysis and information for the egg industry every week	Shares the top 5 articles from the week every Sunday
Average Circulation	19,100	16,100	10,200	13,200
Average Unique Open Rate	42%	32%	38%	50%
US, Canada	40%	38%	44%	41%
Africa, Middle East	11%	13%	13%	11%
Mexico, Central America, South America	11%	11%	9%	10%
Europe	14%	15%	14%	15%
Asia, Pacific	19%	20%	18%	18%
Unknown	5%	3%	2%	5%

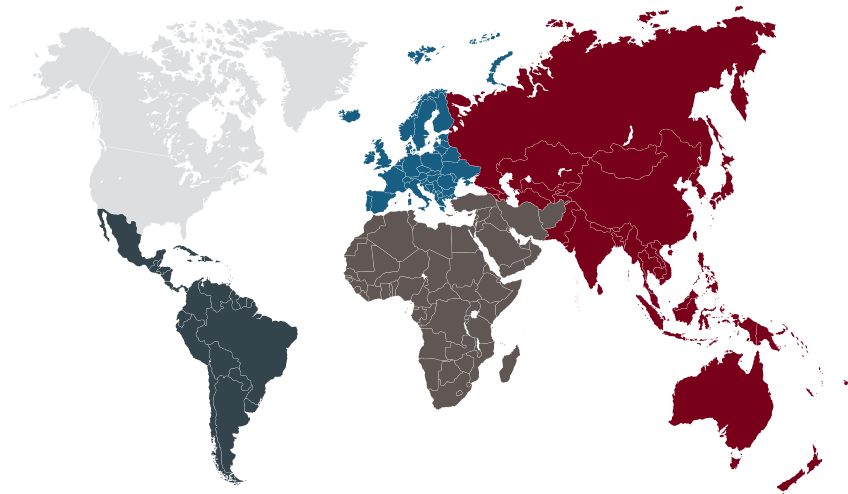
Source: Publisher's own data.  
Media newsletters have an average unique open rate of 33.6% (Source: Omeda's Q2 2025 email benchmarks)





## Subscribers by Global Region

Global Region	Total Qualified	% of Total
<b>Asia, Pacific</b>	8,500	<b>43%</b>
Middle East, Africa	5,100	<b>26%</b>
<b>Europe</b>	3,700	<b>18%</b>
Mexico, Central America, South America	2,700	<b>13%</b>
<b>Total</b>	<b>20,000</b>	<b>100%</b>



## Subscribers by US Region

US Region	Total Qualified
Southeast	<b>3,300</b>
Midwest	<b>3,100</b>
South Central	<b>1,500</b>
Northeast	<b>1,500</b>
Pacific	<b>700</b>
Mountains	<b>300</b>

	Total Qualified
US	<b>10,400</b>
Canada	<b>600</b>
Other Countries	<b>1,300</b>
<b>Total Subscribers</b>	<b>12,300</b>



# Magazine Subscriber Demographics

## Qualified Subscriber Primary Business & Job Function

	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	2,595	21.1%	1,076	505	272	217	65	225	229	1	5
Poultry Production	2,341	19.0%	656	1,173	137	66	41	161	57	39	11
Breeder Farm, Hatchery	660	5.4%	173	252	40	15	5	157	10	4	4
Poultry Processing	1,058	8.6%	484	85	147	115	46	89	81	5	6
Egg Production, Breaking or Processing	597	4.9%	263	143	43	32	11	56	41	5	3
Poultry Feed Manufacturing	846	6.9%	311	61	172	28	39	186	41	3	5
Consulting - Veterinary, Nutrition, Other	1,181	9.6%	260	26	122	5	6	703	9	47	3
Broker, Distributor, Wholesaler, Foodservice	962	7.8%	432	31	236	26	115	66	32	20	4
University, Government, Industry Association	631	5.1%	41	3	12		1	167	10	394	3
Suppliers, Allied Industries, Other	1,429	11.6%	374	56	426	8	23	451	20	34	37
<b>Grand Total</b>	<b>12,300</b>	<b>100.0%</b>	<b>4,070</b>	<b>2,335</b>	<b>1,607</b>	<b>512</b>	<b>352</b>	<b>2,261</b>	<b>530</b>	<b>552</b>	<b>81</b>
<b>% Total</b>			<b>33.1%</b>	<b>19.0%</b>	<b>13.1%</b>	<b>4.2%</b>	<b>2.9%</b>	<b>18.4%</b>	<b>4.3%</b>	<b>4.5%</b>	<b>0.7%</b>





# Magazine Subscriber Demographics

## Qualified Subscriber Primary Business & Job Function

	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	2,695	13.5%	549	456	187	38	40	1,292	114	19	
Poultry Production	2,820	14.1%	692	1,040	174	58	44	722	31	59	
Breeder Farm, Hatchery	1,505	7.5%	282	459	90	13	13	599	41	8	
Egg Production, Breaking or Processing	815	4.1%	156	150	103	95	30	208	60	13	
Poultry Processing	1,240	6.2%	259	421	88	33	15	370	36	18	
Poultry Feed Manufacturing	1,610	8.1%	279	110	255	36	30	820	69	10	1
Consulting - Veterinary, Nutrition, Other	2,744	13.7%	268	56	229	9	5	2,100	27	50	
Broker, Distributor, Wholesaler, Foodservice	1,434	7.2%	421	87	475	29	104	279	33	6	
University, Government, Industry Association	2,069	10.3%	106	32	50	8	5	720	14	1,133	1
Suppliers, Allied Industries, Other	3,068	15.3%	742	151	684	37	45	1,171	58	149	31
<b>Grand Total</b>	<b>20,000</b>	<b>100.0%</b>	<b>3,754</b>	<b>2,962</b>	<b>2,335</b>	<b>356</b>	<b>331</b>	<b>8,281</b>	<b>483</b>	<b>1,465</b>	<b>33</b>
<b>% Total</b>			<b>18.8%</b>	<b>14.8%</b>	<b>11.7%</b>	<b>1.8%</b>	<b>1.7%</b>	<b>41.4%</b>	<b>2.4%</b>	<b>7.3%</b>	<b>0.2%</b>



# WATTPoultry Special Issues

WATTPoultry®

WATTPoultry offers three special issues annual issues as added value for subscribers to other magazines and newsletters.



## WATT Executive Guide to World Poultry Trends

**47,900 distribution** to global poultry and feed market professionals in **186 countries**

The WATT Executive Guide to World Poultry Trends is an exclusive statistical reference for global poultry executives who rely on it for industry insight throughout the year.



## Egg Industry Special Report: Top U.S. Egg Companies

**16,100 distribution** to egg and poultry professionals in the United States and Canada

Egg Industry's annual Top Egg Company survey results are released in a special report that is recognized by the layer niche market as the source for information about egg producers, product solutions and pressing industry issues.



## WATT IPPE Directory

**81,000 distribution** to the global poultry and feed market professionals in **196 countries**

The WATT IPPE Directory is a comprehensive guide to the International Production & Processing Expo (IPPE) in Atlanta, Georgia, USA. IPPE is the world's largest annual poultry, meat and feed industry event and anticipates 1,100+ exhibitors and 25,000+ attendees each year.



# WATTPoultry Audience Engagement

WATTPoultry®

Over **920,000 monthly opportunities\*** to reach poultry industry professionals utilizing WATTPoultry's portfolio

WATTPoultry offers **920,850** opportunities each month\* to reach a global poultry audience with your communication initiatives. Here's how:



**183,100**

average monthly users on WATTPoultry.com



**74,000**

Facebook followers



**645,200**

aggregate monthly distribution for WATTPoultry newsletters



**2,400**

LinkedIn followers



**12,300**

subscribers to WATTPoultry USA Magazine



**920,850**

monthly opportunities\* to share your message with engaged poultry industry professionals through WATTPoultry products



**20,000**

subscribers to WATTPoultry International Magazine

\*920,850 monthly opportunities calculated as follows: (183,100 average monthly users on WATTPoultry.com) + (Poultry Update average distribution per issue of 19,100 x 20 issues per month) + (Poultry Future average distribution per issue of 16,100 x 8 deployments per month) + (Egg Industry Insight average distribution per issue of 10,200 x 8 deployments per month) + (WATTPoultry.com Trending Topics average distribution per issue of 13,200 x 4 issues per month) + ((12,300 WATTPoultry USA magazine subscribers + 20,000 WATTPoultry International magazine subscribers)/2) [magazines are every other month]) + (2,400 LinkedIn followers) + (74,000 Facebook followers)

