

# Feed & Grain Audience Engagement Report

2ND 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\*  
**65,700**



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

Source: Publisher's own data

\*65,700 average monthly reach calculated as follows: (19,100 Feed & Grain newsletter distribution) + (13,500 magazine subscribers/2 [magazine is every other month]) + (39,850 average site users)

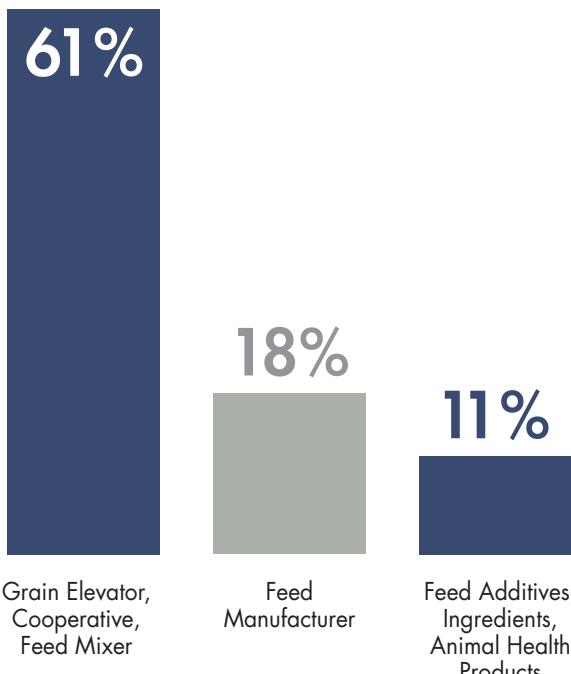
### Organizations That Engage



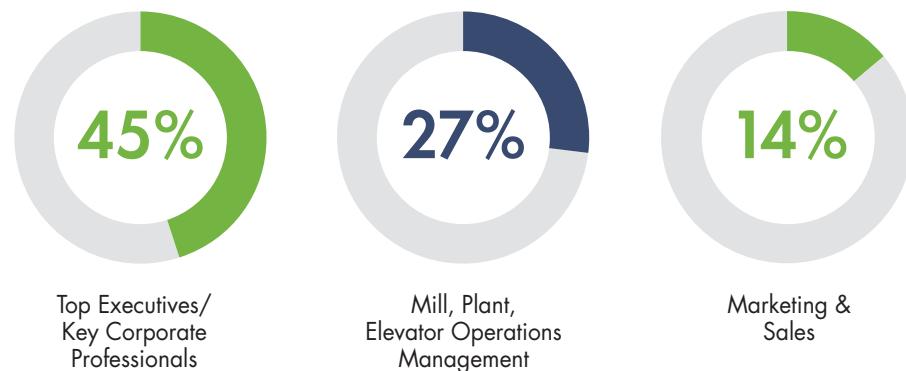
# Audience Engagement

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



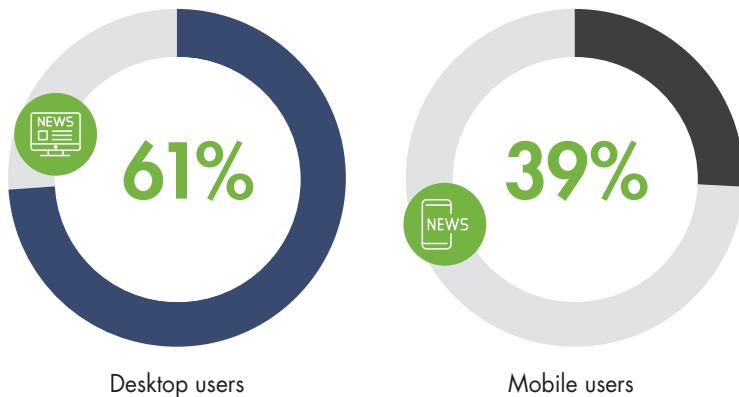
## Audience reach to industry executives and mill operations management



## Website Engagement

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

### Desktop Users vs Mobile Users



Average Monthly Sessions  
**48,750**



Average Unique Monthly Users  
**39,850**



Average Monthly Page Views  
**56,750**



# Feed & Grain

## Trending Content

Feed & Grain®

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



### Top Viewed Articles

- ▶ Minnesota grain bin collapse closes local businesses, highway
- ▶ Record US grain harvest strains storage capacity amid trade uncertainty
- ▶ Soybean groups invest \$275,000 in Houston port expansion project
- ▶ CHS to acquire Scoular grain facility in Nebraska
- ▶ Omaha, Nebraska, grain dealer files for bankruptcy amid financial challenges
- ▶ Low water levels return to Mississippi River as harvest season begins
- ▶ Historic feed and grain facility destroyed in Fourth of July fire
- ▶ House Agriculture Committee advances grain standards bill
- ▶ Clean Water Act overhaul advances in House Committee
- ▶ Search continues for three missing after Fremont, Nebraska, biofuels plant explosion

### Webinar Engagement

**225** Average Registrations per Webinar

**37%** Average Percentage of Registrants  
Attending the Live Broadcast

**674** 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.



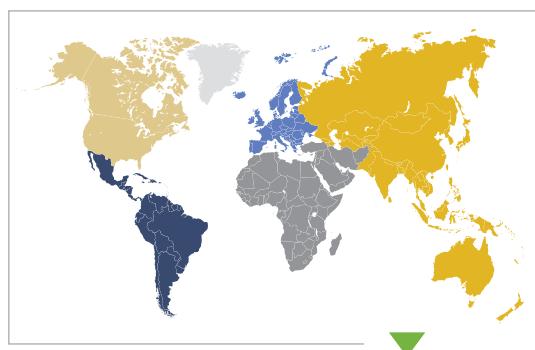
Newsletter Reach

**19,100**



Average Unique Open Rate

**38%**



## 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

Average Circulation	9,100	5,000	5,000
Average Unique Open Rate	37%	51%	49%
US, Canada	73%	75%	73%
Africa, Middle East	4%	5%	4%
Mexico, Central America, South America	4%	4%	4%
Europe	6%	6%	6%
Asia, Pacific	8%	8%	8%
Unknown	5%	2%	5%

**Source:** Publisher's own data.

Media newsletters have an average unique open rate of 34.9% (**Source:** Omeda's Q3 2025 email benchmarks)

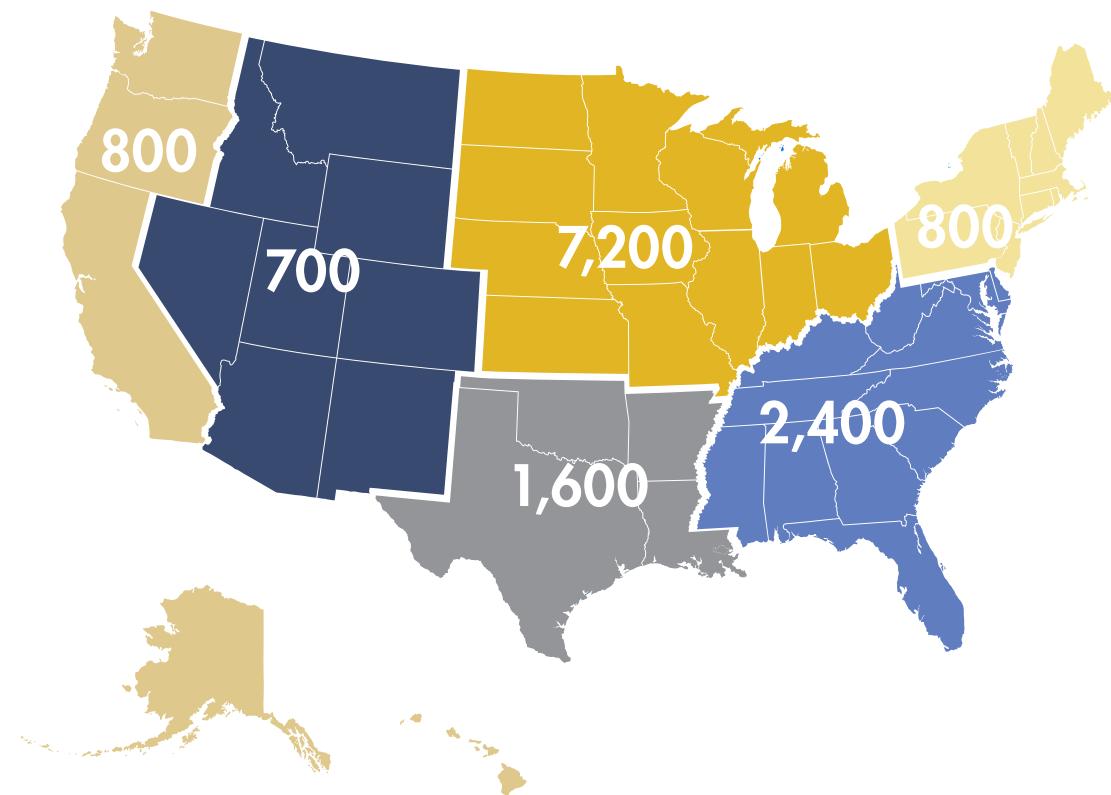


# Magazine Subscribers

Feed & Grain magazine, published every other month, features practical information to help grain facilities and feed mixers avoid safety incidents, maintain quality and increase profitability. Advertising with us places your message in front of a qualified, opt-in audience of feed and grain industry decision-makers who seek out the magazine for its real-world applications and insight.

## Subscribers by US Region

US Region	Count
Midwest	7,200
Southeast	2,400
South Central	1,600
Pacific	800
Northeast	800
Mountains	700
<b>TOTAL</b>	<b>13,500</b>



# 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)	3,374	25.0%	1,393	1,596	76	304	5
Feed Mixer/Dealer	3,520	26.1%	2,256	851	47	362	4
Both Grain Elevator & Feed Mixer	1,144	8.5%	545	455	23	119	2
Animal Health Products Distributor/Broker/Manufacturer	1,237	9.2%	646	246	66	275	4
Millwright	247	1.8%	158	43	1	44	1
Plant Builder and/or Designer	285	2.1%	167	44	7	66	1
Soybean or Corn Processor	208	1.5%	101	59	15	32	1
Seed or Peanut Processor	145	1.1%	87	37	5	16	
Rice or Flour Mill	123	0.9%	58	54	2	9	
Feed/Premix Manufacturer	1,205	8.9%	545	405	127	121	7
Manufacturer of Livestock/Poultry Feed for Own Use	1,927	14.3%	947	637	210	126	7
Other	85	0.6%	39	5	2	20	19
<b>Total</b>	<b>13,500</b>	<b>100%</b>	<b>6,942</b>	<b>4,432</b>	<b>581</b>	<b>1,494</b>	<b>51</b>
			<b>51.4%</b>	<b>32.8%</b>	<b>4.3%</b>	<b>11.1%</b>	<b>0.4%</b>



# Feed & Grain Audience Engagement

Feed&Grain®

**Over 253,000 monthly opportunities\*** to reach feed and grain industry professionals utilizing Feed & Grain's portfolio

Feed & Grain offers **253,600** opportunities each month to reach a North American feed and grain industry audience with your communication initiatives. Here's how:



**39,850**

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



**253,600**

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

**\*253,600 monthly opportunities calculated as follows:** (39,850 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])

