

Feed Strategy Audience Engagement Report

2ND 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*

121,000



Geographical Reach

195 countries

Source: Publisher's own data

***121,000 average monthly reach calculated as follows:** (42,000 Feed Strategy newsletter distribution) + (20,700 magazine subscribers/2 [magazine is every other month]) + (62,550 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 LAKES INC.
ROOTED IN TOMORROW™

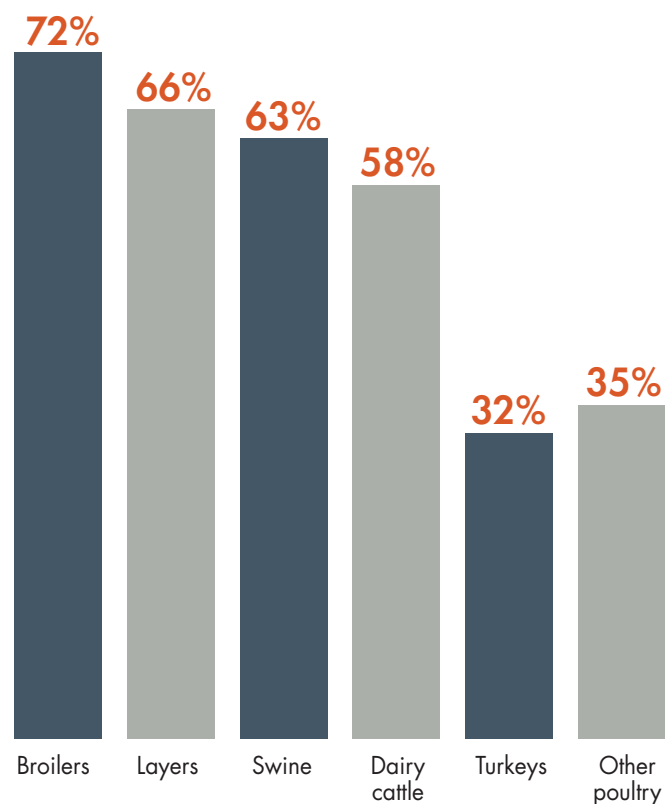


Feed Strategy Audience Engagement

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.

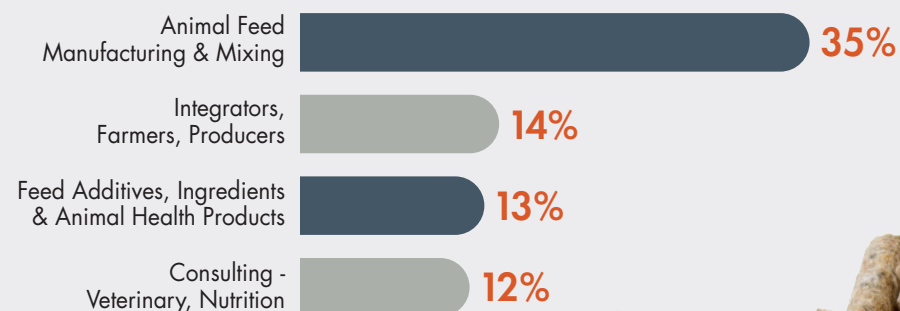
Species our audience serves



Global audience reach to nutritionists and vets

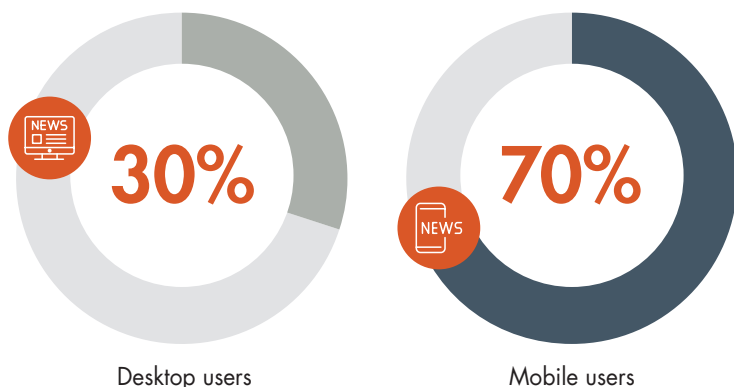


Top industries served



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

Mobile users

FeedStrategy®



Average Monthly Sessions

81,900



Average Unique Monthly Users

62,550



Average Monthly Page Views

149,950



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



Animal health
& veterinary



Animal
nutrition



Animal feed
manufacturing



Sustainability
in feed
production



Animal feed
additives &
ingredients

Webinar Engagement

225 Average Registrations per Webinar

37% Average Percentage of Registrants
Attending the Live Broadcast

674 Total Webinar Registrations

Source: Publisher's own data



Top Viewed Articles

- ▶ Growing-finishing pig feed formulations
- ▶ World's top 10 animal feed manufacturers of 2023
- ▶ Proposition 12 'like a wrecking ball' to small restaurants
- ▶ ABN begins first stage of building new animal nutrition complex
- ▶ Early detection, advanced traceability vital if ASF hits US
- ▶ ADM, Alltech launch new North American animal feed joint venture
- ▶ New theory on milk fever in cows may also benefit human health
- ▶ Study: H5N1 has major economic costs for dairy industry
- ▶ Democratic senators urge ag committee to protect Proposition 12
- ▶ Top 146 Global Feed Manufacturers in 2025



Feed Strategy Newsletter Engagement

FeedStrategy®

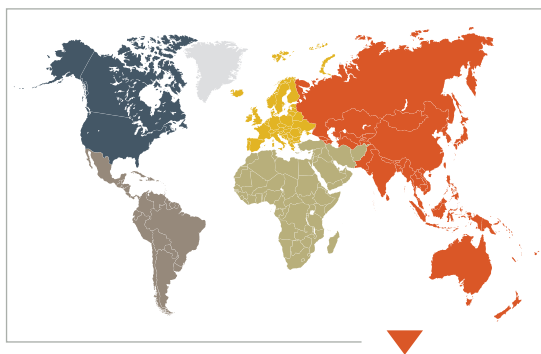
Feed Strategy's newsletters provide the global animal feed industry with news, trends and analysis six days a week.



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	39%	43%
US, Canada	34%	43%
Africa, Middle East	11%	8%
Mexico, Central America, South America	11%	9%
Europe	17%	15%
Asia, Pacific	21%	18%
No Region	6%	7%

Source: Publisher's own data.

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



Newsletter Subscriber Demographics

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	9,729	28.7%	2,269	1,419	426	1,108	294	4,160	53
Animal Health Products, Feed Ingredients Manufacturer, Distributor	6,369	18.8%	1,389	598	84	2,258	99	1,921	20
Consulting - Veterinary, Nutrition, Other	4,063	12.0%	385	99	60	236	5	3,179	99
Import, Export	1,112	3.3%	337	61	20	368	73	238	15
University, Government, Industry Association	3,367	9.9%	157	51	30	41	5	1,255	1,828
Livestock Production	4,355	12.8%	963	309	1,407	236	94	1,305	41
Supplier & Allied	4,905	14.5%	1,288	347	170	1,321	96	1,513	170
Total	33,900	100.0%	6,788	2,884	2,197	5,568	666	13,571	2,226
			20.0%	8.5%	6.5%	16.4%	2.0%	40.0%	6.6%



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. Advertising with us places your message in front of a qualified, opt-in audience of feed industry decision-makers around the world who seek out the magazine for its real-world applications and insight.

Subscribers by Global Region

Global Region	Total Qualified	% of Total
United States, Canada	8,200	39%
Asia, Pacific	4,800	23%
Mexico, Central America, South America	2,900	14%
Europe	2,500	12%
Middle East, Africa	2,200	11%
Unknown	100	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	6,827	33.0%	2,043	1,550	166	648	142	2,256	22
Animal Health Products, Feed Ingredients Manufacturer, Distributor	3,104	15.0%	699	523	23	928	46	875	10
Consulting - Veterinary, Nutrition, Other	2,687	13.0%	296	72	37	178	6	2,043	55
Import, Export	598	2.9%	224	33	8	213	21	98	1
University, Government, Industry Association	1,899	9.2%	98	55	17	44	3	680	1,002
Livestock Production	2,956	14.3%	748	328	888	144	57	767	24
Supplier & Allied	2,629	12.7%	816	191	69	726	46	713	68
Total	20,700	100.0%	4,924	2,752	1,208	2,881	321	7,432	1,182
			23.8%	13.3%	5.8%	13.9%	1.6%	35.9%	5.7%



Feed Strategy Audience Engagement

FeedStrategy®

Nearly 548,000 monthly opportunities* to reach animal feed industry professionals around the world utilizing Feed Strategy's portfolio

Feed Strategy offers **547,800*** opportunities each month to reach a global animal feed industry audience with your communication initiatives. Here's how:



62,550

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



547,800

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



20,700

subscribers to Feed Strategy Magazine

*547,800 monthly opportunities calculated as follows: (62,550 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)

