

# 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**



**JBS**

**for  
farmers**  
the *total* feed business

**Tyson**

**LAND O'LAKES INC.**  
ROOTED IN TOMORROW™

**nutreco** 

 **新希望集团**  
NEW HOPE GROUP

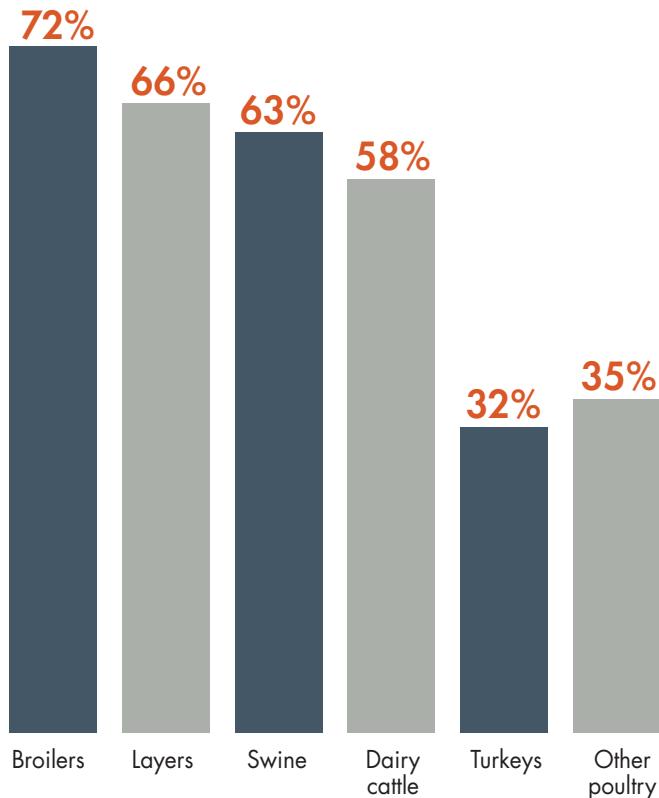


# Feed Strategy Audience Engagement

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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.

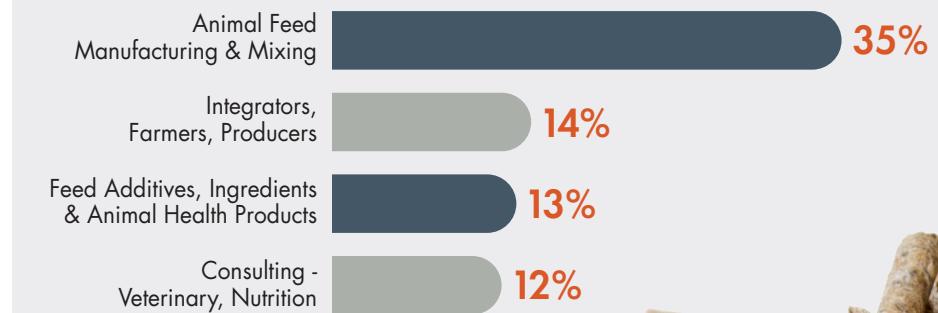
## Species our audience serves



## Global audience reach to nutritionists and vets



## Top industries served



## 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.



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

FeedStrategy®

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



### 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®

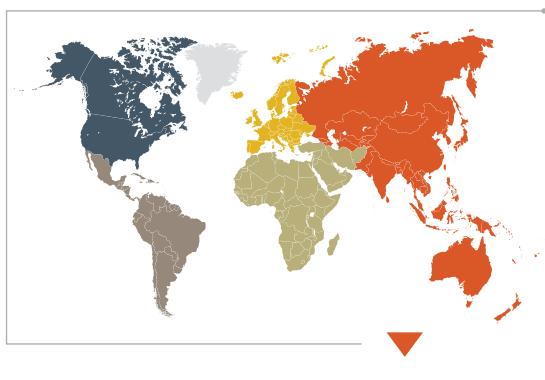
Feed Strategy's newsletters provide the global animal feed industry with news, trends and analysis six days a week.



Newsletter Reach  
**42,000**



Average Unique  
Open Rate  
**40%**



## Feed Strategy eNews

Delivers news for the global feed industry every weekday

## WATTFeed Trending Topics

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

	Feed Strategy eNews	WATTFeed Trending Topics
Average Circulation	<b>18,800</b>	<b>23,200</b>
Average Unique Open Rate	<b>39%</b>	<b>43%</b>
US, Canada	<b>34%</b>	<b>43%</b>
Africa, Middle East	<b>11%</b>	<b>8%</b>
Mexico, Central America, South America	<b>11%</b>	<b>9%</b>
Europe	<b>17%</b>	<b>15%</b>
Asia, Pacific	<b>21%</b>	<b>18%</b>
No Region	<b>6%</b>	<b>7%</b>

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
<b>Total</b>	<b>33,900</b>	<b>100.0%</b>	<b>6,788</b>	<b>2,884</b>	<b>2,197</b>	<b>5,568</b>	<b>666</b>	<b>13,571</b>	<b>2,226</b>
			<b>20.0%</b>	<b>8.5%</b>	<b>6.5%</b>	<b>16.4%</b>	<b>2.0%</b>	<b>40.0%</b>	<b>6.6%</b>



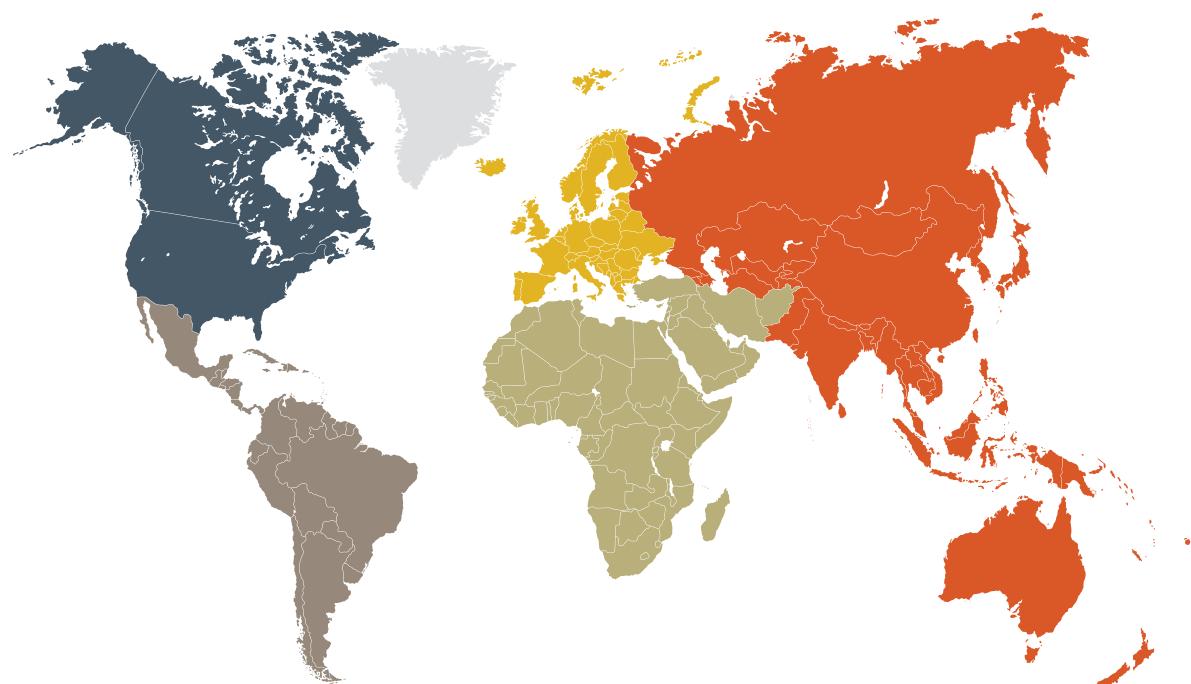
# Feed Strategy Magazine Subscribers

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	<b>39%</b>
Asia, Pacific	4,800	<b>23%</b>
Mexico, Central America, South America	2,900	<b>14%</b>
Europe	2,500	<b>12%</b>
Middle East, Africa	2,200	<b>11%</b>
Unknown	100	<b>1%</b>
<b>TOTAL</b>	<b>20,700</b>	<b>100%</b>



# 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
<b>Total</b>	<b>20,700</b>	<b>100.0%</b>	<b>4,924</b>	<b>2,752</b>	<b>1,208</b>	<b>2,881</b>	<b>321</b>	<b>7,432</b>	<b>1,182</b>
			<b>23.8%</b>	<b>13.3%</b>	<b>5.8%</b>	<b>13.9%</b>	<b>1.6%</b>	<b>35.9%</b>	<b>5.7%</b>



# 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)

