

Feed & Grain Audience Engagement Report

1ST HALF 2026



Audience Engagement

Feed & Grain connects advertisers with an engaged audience of North American feed and grain professionals through trusted industry content delivered across multiple media channels.



Average Monthly Reach*

44,100



Known Audience Reach**

43,900



Geographical Reach

**Audience in
all 50 states
and 10 Canadian
provinces**

Reach Professionals
at Leading Companies



Source: Publisher's own data

*44,100 average monthly reach calculated as follows: (15,200 Feed & Grain newsletter distribution) + (12,600 magazine subscribers/2 [magazine is every other month]) + (22,600 average site users)

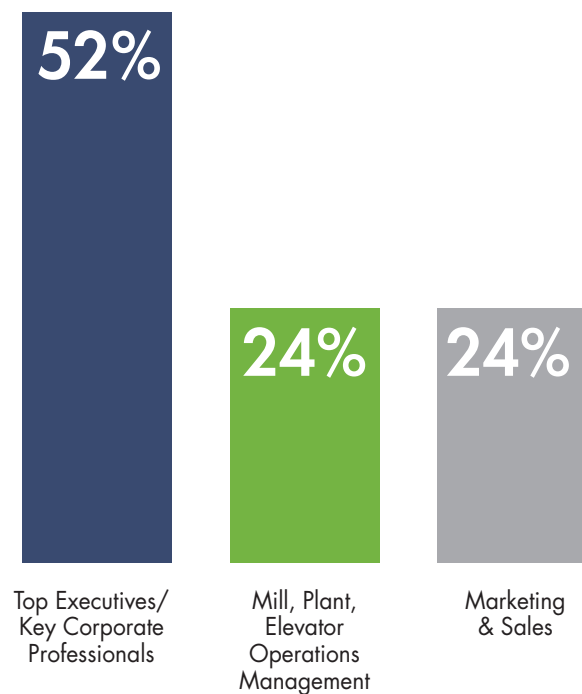
** Known Audience Reach: Deduplicated audience for Feed & Grain magazine, Feed & Grain newsletters, known site users and webinar registrants.



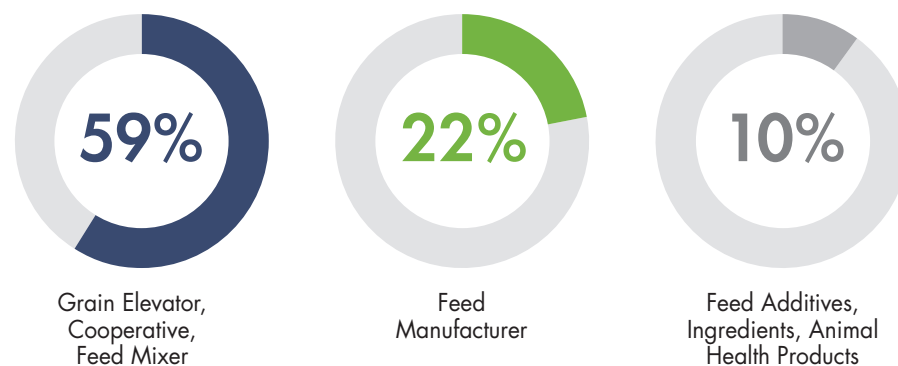
Audience Engagement

Reach decision-makers and operational leaders across North America's feed and grain industry, from grain elevators and cooperatives to feed manufacturers and allied businesses.

Audience By Industry



Audience By Job Function



Website Content Engagement

Connect with American and Canadian grain and animal feed professionals on FeedandGrain.com as they engage with trusted educational content and industry insights.

Top Topics



Animal feed
manufacturing



Grain
handling &
processing



Grain supply
chain



Safety



Sustainability



Average Monthly Sessions

31,400



Average Unique Monthly Users

22,600



Average Monthly Page Views

38,300



Top Viewed Articles

- ▶ ADM invests \$103 million in Decatur facility
- ▶ POET doubles Shelbyville plant capacity
- ▶ Wheat crop at 69-year low amid drought
- ▶ Centerra, Gerber form grain partnership
- ▶ Keystone Cooperative names new CEO
- ▶ Cargill to acquire P&H grain facilities
- ▶ Report shows US farmers pay more for inputs than Brazil
- ▶ Port of Galveston opens new cargo berth
- ▶ Incobrasa opens \$250 million soybean plant
- ▶ Arthur Companies acquires Beach Co-op



Newsletter Engagement

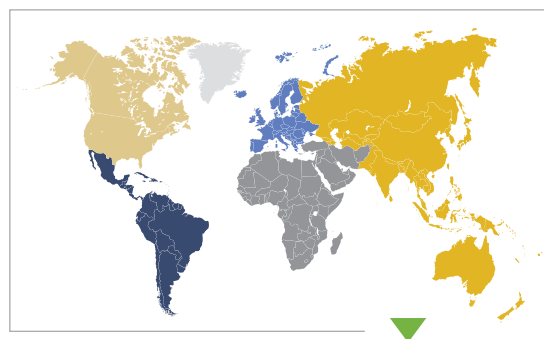
Gain consistent visibility with an engaged audience of North American feed and grain professionals through trusted newsletter content delivered directly to their inbox six days a week.



Newsletter Reach
15,200



Average Unique
Open Rate
42%



Feed & Grain Industry Watch

Daily newsletter delivering feed and grain industry news, trends and product updates.

Feed & Grain Product Watch

Monthly resource highlighting a different product category each month.

WATTGrain Trending Topics

Weekly roundup of the top trending stories from FeedandGrain.com, delivered every Sunday.

	Feed & Grain Industry Watch	Feed & Grain Product Watch	WATTGrain Trending Topics
Average Circulation	7,400	3,900	3,900
Average Unique Open Rate	40%	56%	50%
US, Canada	72%	75%	73%
Africa, Middle East	4%	4%	4%
Mexico, Central America, South America	4%	4%	4%
Europe	6%	7%	6%
Asia, Pacific	8%	8%	8%
Unknown	6%	2%	5%

Source: Publisher's own data.

Media newsletters have an average unique open rate of 33% (Source: Omeda's Q1 2026 email benchmarks)

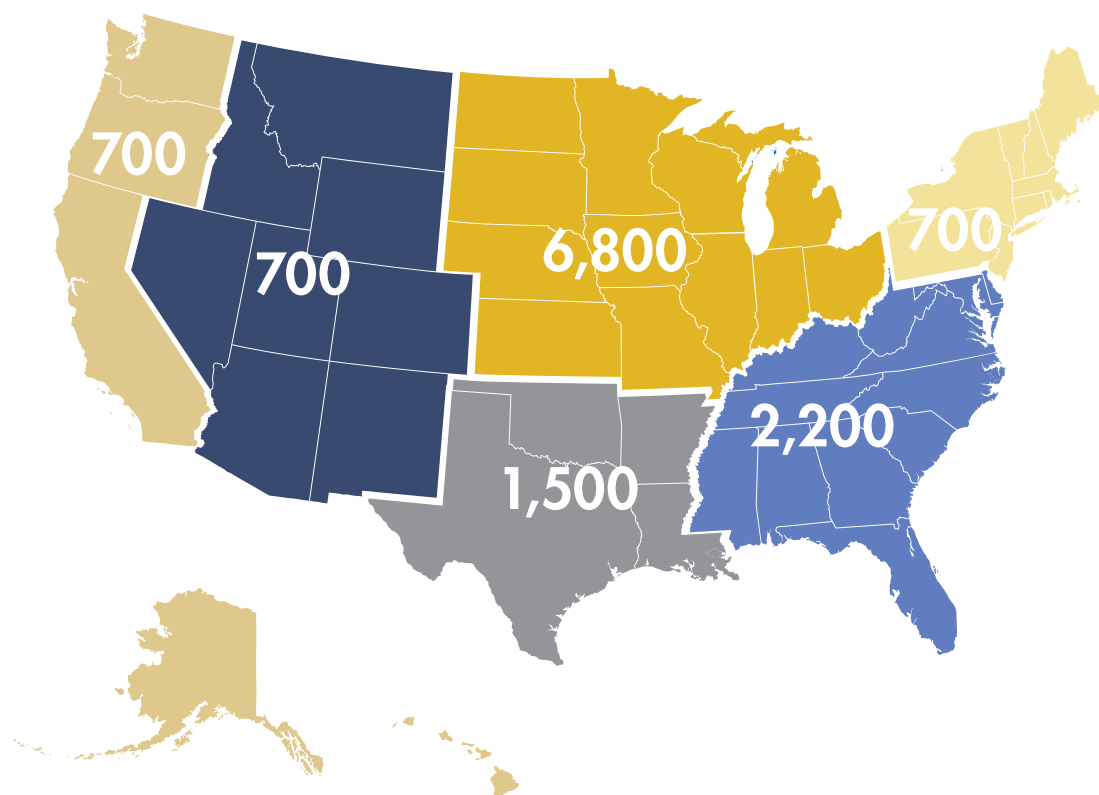


Magazine Subscribers

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	6,800
Southeast	2,200
South Central	1,500
Pacific	700
Northeast	700
Mountains	700
TOTAL	12,600



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)	3,238	25.7%	1,317	1,553	71	287	10
Feed Mixer/Dealer	3,293	26.1%	2,109	789	48	343	4
Both Grain Elevator & Feed Mixer	1,064	8.4%	498	429	21	115	1
Animal Health Products Distributor/ Broker/Manufacturer	1,170	9.3%	605	236	57	267	5
Millwright	244	1.9%	152	46	1	44	1
Plant Builder and/or Designer	272	2.2%	163	41	7	60	1
Soybean or Corn Processor	206	1.6%	98	62	15	30	1
Seed or Peanut Processor	142	1.1%	85	37	4	16	
Rice or Flour Mill	129	1.0%	56	60	2	10	1
Feed/Premix Manufacturer	1,038	8.2%	470	326	124	111	7
Manufacturer of Livestock/ Poultry Feed for Own Use	1,714	13.6%	849	565	180	113	7
Other	90	0.7%	37	6	5	19	23
Total	12,600	100%	6,439	4,150	535	1,415	61
			51.1%	32.9%	4.2%	11.2%	0.5%



Feed & Grain Audience Engagement

Feed&Grain[®]

Over 196,000 monthly opportunities* to reach feed and grain industry professionals utilizing Feed & Grain's portfolio

Feed & Grain offers **196,400** opportunities each month to reach a North American feed and grain industry audience with your communication initiatives. Here's how:



22,600

average monthly users
on FeedandGrain.com



15,600

aggregate monthly distribution
for WATTGrain Trending Topics



148,000

aggregate monthly distribution
for Feed & Grain Industry Watch



12,600

subscribers to Feed & Grain Magazine



3,900

monthly distribution
for Feed & Grain Product Watch



196,400

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

*196,400 monthly opportunities calculated as follows: (22,600 average monthly users on FeedandGrain.com) + (Feed & Grain Industry Watch average distribution per issue of 7,400 x 20 issues per month) + (Feed & Grain Product Watch average distribution per issue of 3,900 x 1 deployment per month) + (WATTGrain Trending Topics average distribution per issue of 3,900 x 4 deployments per month) + (12,600 Feed & Grain magazine subscribers)/2 [magazine is every other month]

