

1ST HALF 2026

Feed Strategy Audience Engagement Report



Feed Strategy Audience Engagement

Feed Strategy connects advertisers with an engaged global audience of animal feed professionals through trusted industry content delivered across multiple media channels.



Average Monthly Reach*

101,400



Known Audience Reach**

86,100



Geographical Reach

186 countries

Source: Publisher's own data

*101,400 average monthly reach calculated as follows: (42,800 Feed Strategy newsletter distribution) + (45,300 average site users) + (8,000 LinkedIn followers) + (5,300 Facebook followers)

FeedStrategy®

Reach Professionals
at Leading Companies

Cargill



(JBS)

for farmers
the total feed business

Tyson Foods

LAND O' LAKES INC.
ROOTED IN TOMORROW™

nutreco

brf

新希望集团
NEW HOPE GROUP

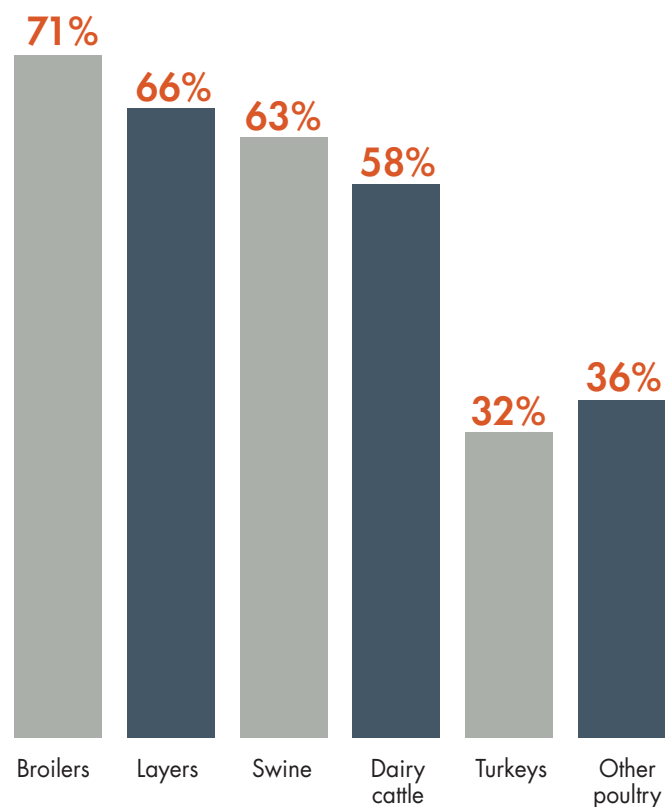


Feed Strategy Audience Engagement

FeedStrategy®

Reach decision-makers and technical professionals across the global commercial animal feed industry, serving the poultry, swine, and dairy sectors from feed manufacturers and nutrition companies to ingredient suppliers and allied businesses.

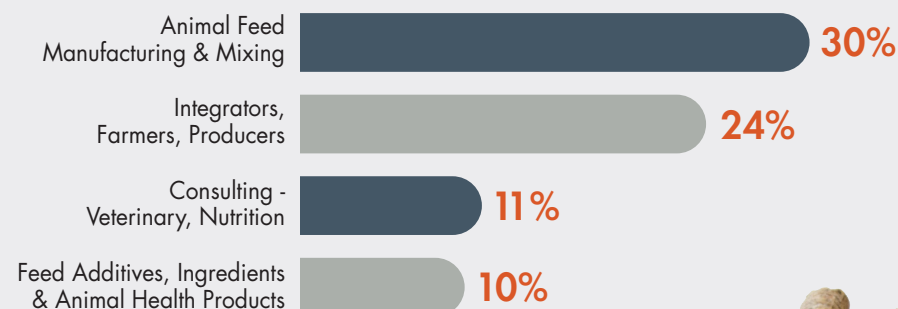
Audience By Species Focus



Audience By Job Function



Audience By Industry



Feed Strategy

Content Engagement

FeedStrategy®

Build visibility with a global audience of animal feed professionals through FeedStrategy.com's trusted editorial content.



Top Viewed Articles

- ▶ Formulate for impact: Bringing environmental intelligence into the feed formulation workflow [Webinar]
- ▶ Cargill opens new dairy feed plant in Punjab, India
- ▶ Growing-finishing pig feed formulations
- ▶ California man gets 3 years for \$4.8M canola theft
- ▶ 6 feed additives that have defined broiler nutrition
- ▶ Animal feed industry responds to ingredient supply vulnerability report
- ▶ Insect protein's reality check
- ▶ 2026 Poultry Nutrition & Feed Survey: Cost pressures mount as new challenges emerge
- ▶ Alltech: World feed production increased by 2.9% in 2025
- ▶ dsm-firmenich to divest Animal Nutrition & Health to CVC Capital Partners



Average Monthly Sessions

58,800



Average Unique Monthly Users

45,300



Average Monthly Page Views

81,500

Top Topics



Animal health
& veterinary



Animal
nutrition



Animal feed
manufacturing



Sustainability
in feed
production



Animal feed
additives &
ingredients



Newsletter Engagement

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



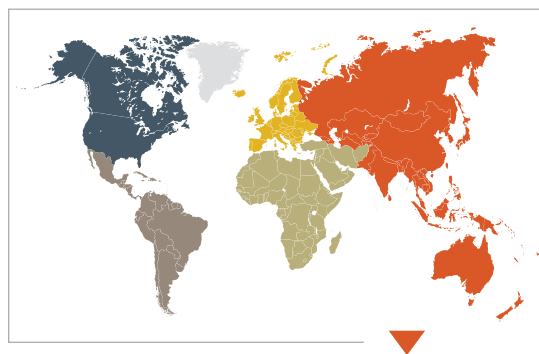
Newsletter Reach

42,800



Average Unique
Open Rate

35%



Feed Strategy eNews

Daily newsletter
delivering animal feed
industry news, trends and
product updates

WATTFed Trending Topics

Weekly roundup of the
top trending stories from
FeedStrategy.com,
delivered every Saturday

Average Circulation	24,700	18,100
Average Unique Open Rate	42%	49%
US, Canada	34%	43%
Africa, Middle East	10%	8%
Mexico, Central America, South America	12%	9%
Europe	19%	15%
Asia, Pacific	20%	18%
No Region	5%	7%



Source: Publisher's own data.

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

Newsletter Subscriber Demographics

Subscriber Primary Business & Job Function

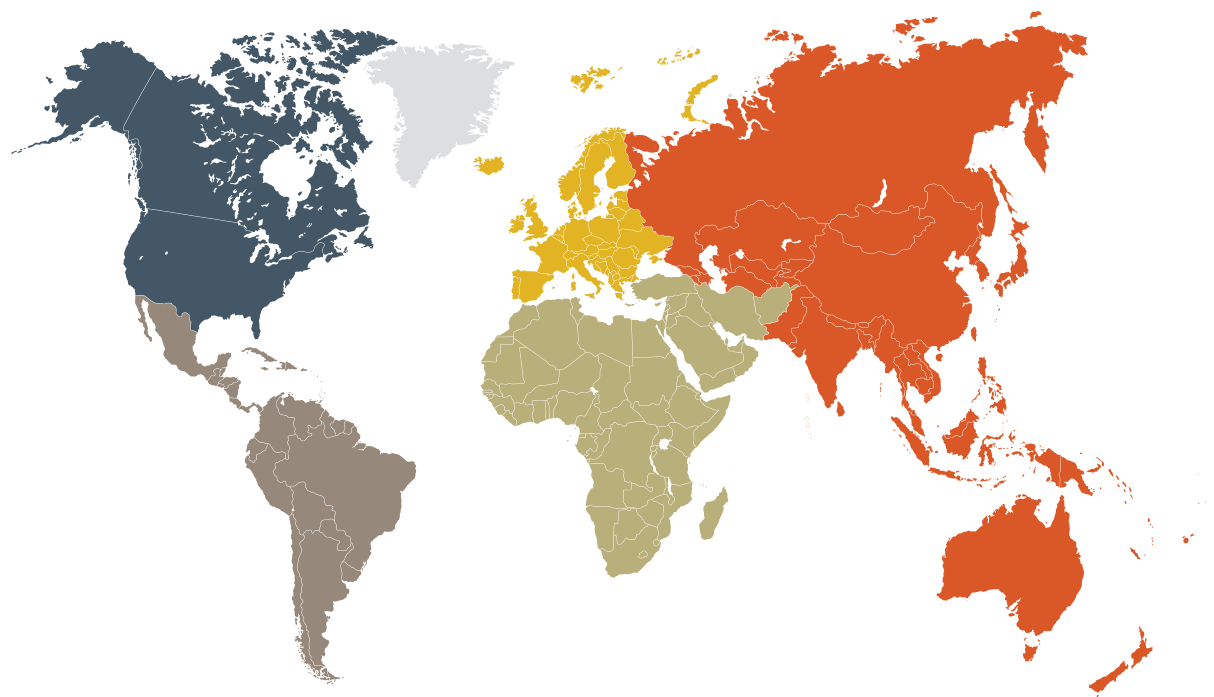
	Grand Total	% of Total	Corporate, General Management	Mill, Plant Operations	Livestock Production Management	Marketing, Sales	Purchasing	Nutritionists, R&D, Vets, Consultants, Quality, Feed Safety	Academic, Government, Other
Feed Manufacturer, Mixer, Cooperative	12,283	28.7%	2,864	1,792	538	1,399	371	5,252	67
Animal Health Products, Feed Ingredients Manufacturer, Distributor	8,043	18.8%	1,754	755	106	2,851	125	2,426	26
Consulting - Veterinary, Nutrition, Other	5,131	12.0%	487	125	77	298	6	4,013	125
Import, Export	1,406	3.3%	426	77	26	464	93	301	19
University, Government, Industry Association	4,248	9.9%	198	64	38	51	6	1,584	2,307
Livestock Production	5,497	12.8%	1,216	390	1,776	298	118	1,648	51
Supplier & Allied	6,192	14.5%	1,626	438	214	1,667	122	1,911	214
Total	42,800	100.0%	8,571	3,641	2,775	7,028	841	17,135	2,809
			20.0%	8.5%	6.5%	16.4%	2.0%	40.0%	6.6%



Newsletter Subscriber Geography

Subscribers by Global Region

Global Region	Total	% of Total
United States, Canada	17,500	41%
Asia, Pacific	7,800	18%
Europe	6,800	16%
Mexico, Central America, South America	4,200	10%
Middle East, Africa	3,700	9%
Unknown	2,800	6%
TOTAL	42,800	100%



Feed Strategy Audience Engagement

FeedStrategy®

625,000 monthly opportunities* to reach animal feed industry professionals around the world utilizing Feed Strategy's portfolio

Feed Strategy offers **625,000*** opportunities each month to reach a global animal feed industry audience with your communication initiatives. Here's how:



45,300

average monthly users
on FeedStrategy.com



5,300

Facebook followers



494,000

aggregate monthly distribution
for Feed Strategy eNews



8,000

LinkedIn followers



72,400

aggregate monthly distribution
for WATTFeed Trending Topics



625,000

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

*625,000 monthly opportunities calculated as follows: (45,300 average monthly users on FeedStrategy.com) + (Feed Strategy eNews average distribution per issue of 24,700 x 20 issues per month) + (WATTFeed Trending Topics average distribution per issue of 18,100 x 4 deployments per month) + (8,000 LinkedIn followers) + (5,300 Facebook followers)

