

WATTPoultry Audience Engagement Report

1ST HALF 2026



WATTPoultry Audience Engagement

WATTPoultry®

WATTPoultry connects advertisers with an engaged global audience of poultry professionals through trusted industry content delivered across multiple media channels.



Average Monthly Reach*

288,500



Known Audience Reach**

87,195



Geographical Reach

193 countries

Reach Professionals
at Leading Companies



brf



Bachoco

Source: Publisher's own data

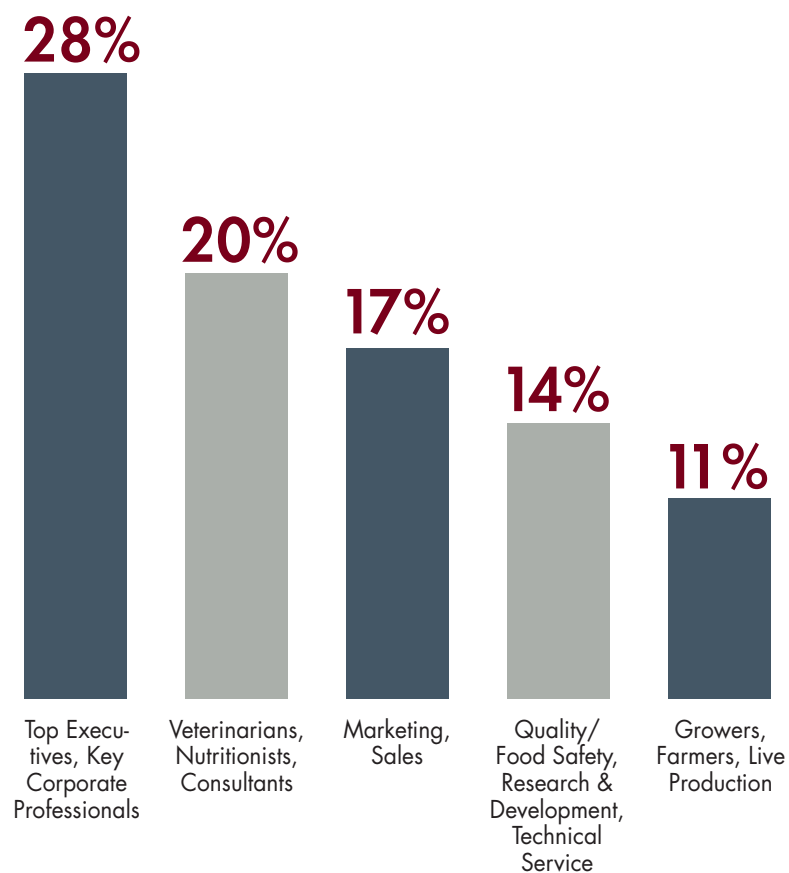
*280,100 Average Monthly Reach calculated as follows: (47,100 average newsletter reach) + (11,400 WATTPoultry USA magazine/2 [magazine is every other month]) + (138,600 average site users) + (15,200 LinkedIn followers) + (73,500 Facebook followers)

** Known Audience Reach: Deduplicated audience for WATTPoultry USA magazine, WATTPoultry newsletters, known site users, webinar registrants and event registrants.

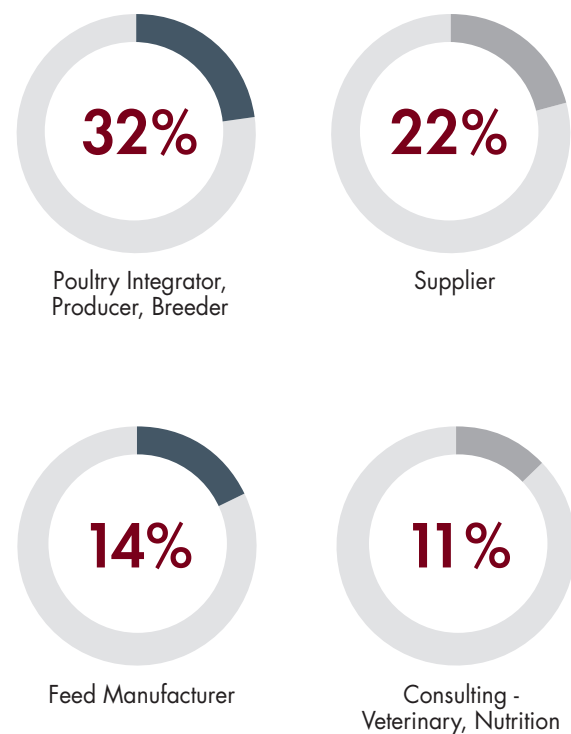
Audience Engagement

Reach decision-makers and technical professionals across the global poultry industry, from producers and integrators to processors, hatcheries, nutrition companies, equipment suppliers and allied businesses.

Audience By Job Function



Audience By Industry



Website Content Engagement

Connect with poultry industry professionals from around the world on WATTPoultry.com as they engage with trusted educational content and industry insights.

Top Viewed Content

- ▶ VIV Europe 2026: The industry's unmissable meeting point
- ▶ Perfecting every detail of a broiler hatching egg's journey [Video]
- ▶ Defending against Enterococcus with a targeted program [Video]
- ▶ Water-based nutritional solutions as a rapid-response tool for poultry producers [Video]
- ▶ Talking about innovative vaccine delivery with Targan [Video]
- ▶ On-farm control options for darkling beetles
- ▶ Coccidiosis control strategies in NAE and NAIHM environments [Video]
- ▶ An end to Cargill's vertically integrated turkey business?
- ▶ Interpreting anticoccidial sensitivity testing in poultry programs [Podcast]
- ▶ Top 25 US egg producers in 2024



Average Monthly Sessions

176,200



Average Unique Monthly Users

138,500



Average Monthly Page Views

239,200

Top Topics



Top poultry companies



Sustainability



Broilers & turkeys



Diseases & health



Egg production



Newsletter Engagement

Gain consistent visibility with an engaged global audience of poultry professionals through trusted newsletter content delivered directly to their inboxes.



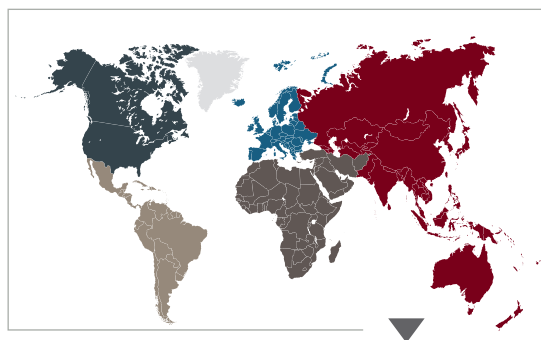
Newsletter Reach

55,500



Average Unique
Open Rate

33%



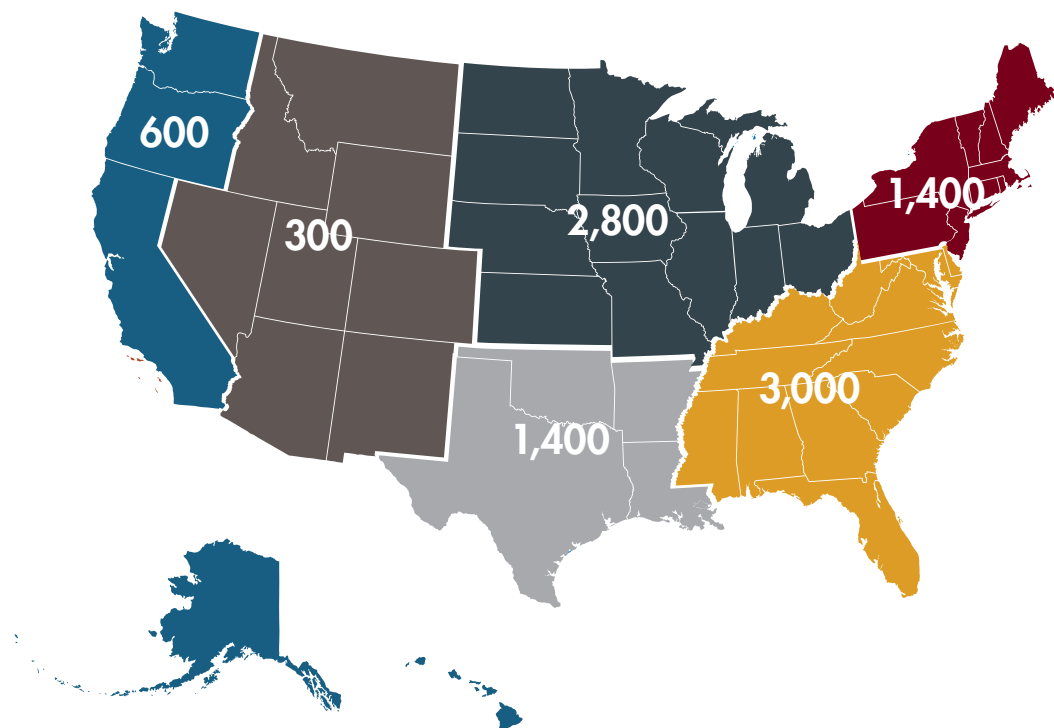
	Poultry Update	Poultry Future	Egg Industry Insight	WATTPoultry.com Trending Topics
	Delivers news, trends, analysis, and insights for the global poultry industry every weekday	Provides analysis and information about poultry technology and consumer trends each week	Provides news, analysis and information for the egg industry every week	Shares the top 5 articles from the week every Sunday
Average Circulation	24,600	11,500	7,900	11,500
Average Unique Open Rate	40%	27%	28%	52%
US, Canada	43%	41%	46%	42%
Africa, Middle East	9%	11%	11%	10%
Mexico, Central America, South America	10%	11%	9%	10%
Europe	15%	16%	15%	15%
Asia, Pacific	18%	18%	17%	17%
Unknown	5%	3%	2%	6%



Subscribers by US Region

US Region	Total Qualified
Southeast	3,000
Midwest	2,800
South Central	1,400
Northeast	1,400
Pacific	600
Mountains	300
Total Subscribers	9,500

Global Distribution	Total Qualified
US	9,500
Canada	600
Other Countries	1,300
Total Subscribers	11,400

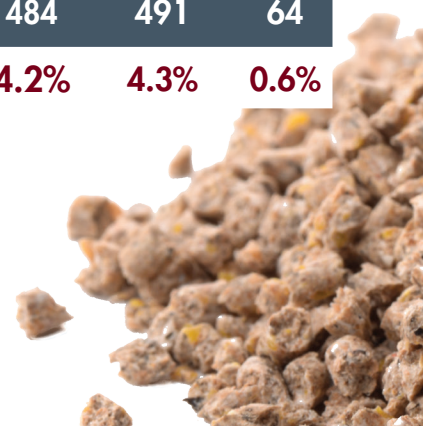


Magazine Subscriber Demographics

Qualified Subscriber Primary Business & Job Function

	Grand Total	% of total	Corporate, General Management	Grower, Farm Owner, Live Production Management	Marketing, Sales	Poultry Processing Management	Purchasing	Nutritionists, Veterinarians, Consultants, R&D, Technical Service	QC, QA, Food Safety	Academic, Government, Association	Other
Integrated Poultry Operation	2,436	21.4%	1,134	452	234	120	47	223	215	3	8
Poultry Production	2,176	19.1%	645	1,080	119	58	38	146	46	37	7
Breeder Farm, Hatchery	613	5.4%	163	230	38	18	5	146	9	1	3
Poultry Processing	954	8.4%	436	79	129	100	44	85	71	5	5
Egg Production, Breaking or Processing	621	5.4%	266	161	44	31	12	62	39	5	1
Poultry Feed Manufacturing	761	6.7%	299	60	135	20	34	170	34	3	6
Consulting - Veterinary, Nutrition, Other	1,119	9.8%	253	22	113	3	4	677	7	38	2
Broker, Distributor, Wholesaler, Foodservice	937	8.2%	435	42	206	22	103	71	38	16	4
University, Government, Industry Association	629	5.5%	53	6	16	1	2	176	11	362	2
Suppliers, Allied Industries, Other	1,154	10.1%	327	39	370	8	16	333	14	21	26
Grand Total	11,400	100.0%	4,011	2,171	1,404	381	305	2,089	484	491	64

% Total **35.2%** **19.0%** **12.3%** **3.3%** **2.7%** **18.3%** **4.2%** **4.3%** **0.6%**



WATTPoultry Special Issues

WATTPoultry®

Three annual special issues provide targeted opportunities to reach poultry professionals with trusted editorial content and essential industry resources.



WATT Executive Guide to World Poultry Trends

57,300 distribution to global poultry and feed market professionals in **195 countries**

The WATT Executive Guide to World Poultry Trends is an exclusive statistical reference for global poultry executives who rely on it for industry insight throughout the year.



Egg Industry Special Report: Top U.S. Egg Companies

14,900 distribution to egg and poultry professionals in the United States and Canada

Egg Industry's annual Top Egg Company survey results are released in a special report that is recognized by the layer niche market as the source for information about egg producers, product solutions and pressing industry issues.



WATT IPPE Directory

68,300 distribution to the global poultry and feed market professionals in **195 countries**

The WATT IPPE Directory is a comprehensive guide to the International Production & Processing Expo (IPPE) in Atlanta, Georgia, USA. IPPE is the world's largest annual poultry, meat and feed industry event and anticipates 1,350+ exhibitors and 32,000+ attendees each year.



WATTPoultry Audience Engagement

WATTPoultry®

Over **926,000** monthly opportunities* to reach poultry industry professionals utilizing WATTPoultry's portfolio

WATTPoultry offers **926,200** opportunities each month* to reach a global poultry audience with your communication initiatives. Here's how:



138,600

average monthly users
on WATTPoultry.com



73,500

Facebook followers



693,200

aggregate monthly distribution
for WATTPoultry newsletters



15,200

LinkedIn followers



11,400

subscribers to WATTPoultry
USA Magazine



926,200

monthly opportunities* to share your message
with engaged poultry industry professionals
through WATTPoultry products

*926,200 monthly opportunities calculated as follows: (138,600 average monthly users on WATTPoultry.com) + (Poultry Update average distribution per issue of 24,600 x 20 issues per month) + (Poultry Future average distribution per issue of 11,500 x 8 deployments per month) + (Egg Industry Insight average distribution per issue of 7,900 x 8 deployments per month) + (WATTPoultry.com Trending Topics average distribution per issue of 11,500 x 4 issues per month) + ((11,400 WATTPoultry USA magazine subscribers)/2) [magazine is every other month]] + (15,200 LinkedIn followers) + (73,500 Facebook followers)

