



# WATT

KNOWLEDGE | SOLUTIONS | SUCCESS



## AGRIBUSINESS

Audience Overview 2013



[www.wattnet.com/ag](http://www.wattnet.com/ag)

# THE WATT STORY



In 1907, J.W. Watt came to the United States from the Orkney Islands, north

of Scotland, looking for printing jobs and eventually settled on one in Hammond, Indiana. While

living and working in Hammond he became acquainted with the Kable Brothers and their printing plant in Mount Morris, Illinois. The Kables eventually hired J.W. to work for them and J.W. and his family relocated to Mount Morris in 1913.

By 1917 J.W. was foreman of the Kable Composing Room and decided to strike out on his own. A magazine called *Poultry Tribune* was having trouble and was up for sale. Seeing its possibilities, J.W. and Adon Yoder bought it and went into the publishing business. They knew little about the poultry business, but they were confident that they could

manage and produce the magazine, and hire someone who did know about poultry to take care of the editorial side. They were right.

Over the decades, WATT has launched, acquired and recast its publishing and information services to serve an ever-changing audience in the U.S. and around the world. Today, the company remains family-owned spanning four generations with corporate headquarters in Rockford, Illinois USA.

Professionals working in global poultry, feed, pig and petfood industries depend on WATT's unique blend of information including production data, analysis, industry news, trends, new product introductions, opinions and features.

Utilize WATT's 96 years of experience in informing and educating the global market with our magazine brands and digital solutions that are reaching readers in unique ways.

# AGRIBUSINESS AUDIENCE

PROVIDING ACCESS TO A TARGETED, ENGAGED AUDIENCE.

WATT's educational and informative content connects buyers and sellers to the resources they need to grow their businesses.

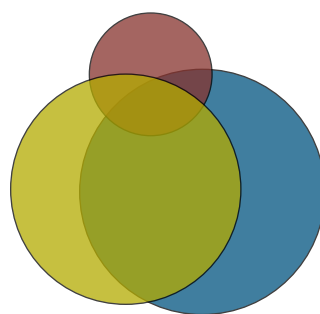


*United Nations projections indicate the world population will grow from a current level of about 7 billion to exceed 9 billion by 2050, meaning there will be 30% more mouths to feed. As the world population continues to grow, our readers seek information and business solutions to take advantage of the projected market growth and meet the challenges of feeding the globe.*

## WATT'S AUDIENCE IS:

- » Knowledge-seeking with a global perspective
- » Educated and well informed
- » Hard-working, focused and results-driven
- » Engaged in multiple media channels

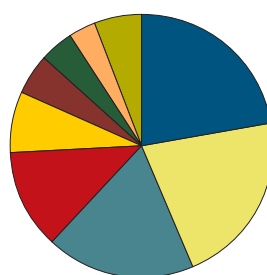
- Print & digital magazines
- eNewsletters
- Websites
- Mobile
- Content marketing
- Events
- Webinars
- White papers
- Social media
- Video



AGRIBUSINESS AUDIENCE ENGAGEMENT

- Magazines
- eNews
- Website registrants, webinars, white papers, custom publications

**TOTAL** agribusiness audience reach (unduplicated): **89,299**



PRIMARY BUSINESS & INDUSTRY PROFILE

- Feed Manufacturer: 27%
- Farm/Producer/Breeder: 26%
- Veterinarian/Nutritionist/Consultant: 22%
- Distributor/Broker/Import/Export/Retail: 16%
- Processor: 9%
- Supplier: 6%
- University/Government/Industry Association : 5%
- Feed Mixer/Grinder/Mill: 4%
- Awaiting Classification: 7%

\*Percentages based on consensus data

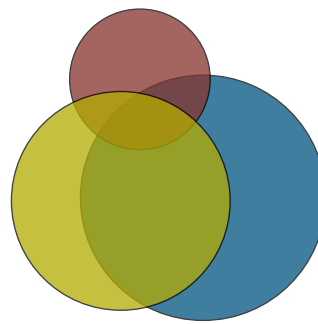
## GEOGRAPHICAL BREAKDOWN

US/CANADA	38,572
ASIA/PACIFIC	20,800
LATIN AMERICA	14,223
EUROPE	7,748
MIDDLE EAST/AFRICA	7,462

# POULTRY MARKET

SERVING THE INFORMATION  
NEEDS OF THE POULTRY  
INDUSTRY SINCE 1917

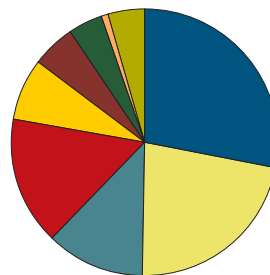
The poultry market is the cornerstone of the WATT portfolio. From the first issue of *Poultry Tribune* magazine in 1917 to the *Poultry International* mobile app for smartphones today, WATT has the experience, integrated channels and audience reach you need to connect with more than 69,000 poultry industry decision makers around the world.



## POULTRY INDUSTRY AUDIENCE ENGAGEMENT

- Magazines
- eNews
- Website registrants, webinars, white papers, custom publications

**TOTAL** poultry industry audience reach (unduplicated): **69,655**



## PRIMARY BUSINESS & INDUSTRY PROFILE

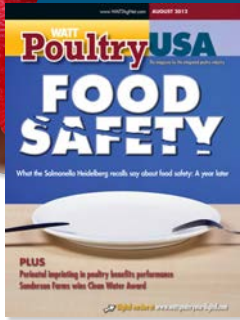
- Feed Manufacturer: 33%
- Farm/Producer/Breeder: 26%
- Veterinarian/Nutritionist/Consultant: 14%
- Distributor/Broker/Import/Export/Retail: 18%
- Processor: 9%
- Supplier: 6%
- University/Government/Industry Association: 5%
- Feed Mixer/Grinder/Mill: 1%
- Awaiting Classification: 5%

\*Percentages based on consensus data

## GEOGRAPHICAL BREAKDOWN

US/CANADA	24,279
ASIA/PACIFIC	16,240
LATIN AMERICA	13,897
MIDDLE EAST/AFRICA	6,669
EUROPE	5,749





## MAGAZINES

### **WATT PoultryUSA**

The only resource focused on the entire domestic integrated poultry market  
Published monthly in print and digital editions.

Total readership: 12,579

### **Poultry International**

The leading international source of all poultry news, data and information  
Published monthly in print and digital editions, and in mobile app.

Total readership: 20,125

### **Egg Industry**

The layer industry's resource for information on current trends, practices, personalities and technology. Published monthly in print and digital editions.

Total readership: 2,000

### **Industria Avícola**

Latin America's only industry publication serving the integrated poultry market  
Published monthly in Spanish in print and digital editions.

Total readership: 12,000

### **Poultry International China Edition**

Serves the needs of poultry companies in the fast-growing Chinese market  
Published bi-monthly in Mandarin and English in print and digital editions.

Total readership: 8,300

TO VIEW SPECIAL PUBLICATIONS: SEE PAGE 10

» **WATT Executive Guide to World Poultry Trends**

» **International Expo Guide**

## WEB & eNEWS

### **WATTAgNet.com**

WATT's industry-leading web portal providing up-to-the-minute news and a market-specific poultry section with information on products, nutrition, health, processing, broilers, eggs, turkey and top companies

Average of 50,000 unique site visitors per month

### **Ch-Agri.com**

Website for and about Chinese poultry industry leaders, innovators and news-makers

### **Poultry eNews**

Twice-weekly e-Newsletter for the global integrated poultry market sent every Monday and Thursday

Total distribution: 24,187

### **Poultry Update**

News updates sent globally each Tuesday, Wednesday and Friday in a mobile-friendly, easy-to-read format

Total distribution: 16,738

### **Ciberboletín**

Weekly eNewsletter published in Spanish for the Latin American poultry market

Total distribution: 17,937

## ANNUAL DIRECTORIES

Directories are published in print and digital editions, and available online at [www.WATTAgNet.com](http://www.WATTAgNet.com)

» **Who's Who in the Egg & Poultry Industries in USA & Canada**

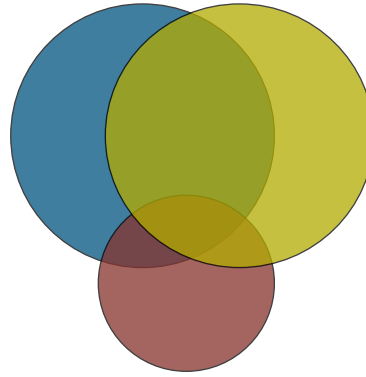
» **Who's Who International**

» **Industria Avícola Guía Anual**

# FEED MARKET

BUILDING THE FOUNDATION  
OF THE ANIMAL  
AGRIBUSINESS INDUSTRY

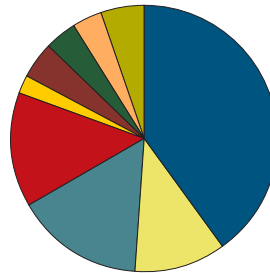
The essential feed market is an excellent complement to WATT's strong poultry audience. Our feed products provide the latest news in production, nutritional developments, food safety, grain markets, management strategies and new products to more than 50,000 professionals worldwide.



## FEED INDUSTRY AUDIENCE ENGAGEMENT

- Magazines
- eNews
- Website registrants, webinars, white papers, custom publications

**TOTAL** feed industry audience reach (unduplicated): **51,412**



## PRIMARY BUSINESS & INDUSTRY PROFILE

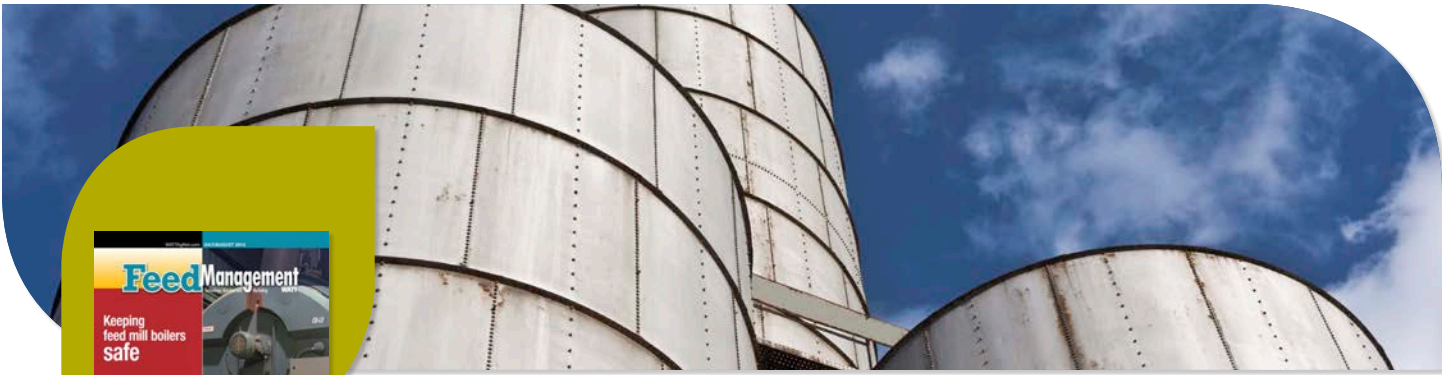
- Feed Manufacturer: 54%
- Farm/Producer/Breeder: 15%
- Veterinarian/Nutritionist/Consultant: 21%
- Distributor/Broker/Import/Export/Retail: 19%
- Processor: 3%
- Supplier: 6%
- University/Government/Industry Association: 5%
- Feed Mixer/Grinder/Mill: 5%
- Awaiting Classification: 7%

\*Percentages based on consensus data

## GEOGRAPHICAL BREAKDOWN

US/CANADA	23,418
ASIA/PACIFIC	12,779
EUROPE	5,831
MIDDLE EAST/AFRICA	5,104
LATIN AMERICA	3,955





## MAGAZINES

### ***Feed Management***

North America's guide for formulating, processing and distributing animal feeds  
Published bi-monthly in print and digital editions.

Total readership: 10,968

### ***Feed International***

The international resource for professionals in the world feed market  
Published bi-monthly in print and digital editions.

Total readership: 16,000

## WEB & eNEWS

### **WATTAgNet.com**

WATT's industry-leading web portal providing up-to-the-minute news and a market-specific feed section with information on products, nutrition, processing, poultry and livestock

Average of 50,000 unique site visitors per month

### **Feed eNews**

Global eNewsletter sent weekly each Wednesday

Total distribution: 25,907

## ANNUAL DIRECTORIES

Directories are published in print and digital editions, and available online at [www.WATTAgNet.com](http://www.WATTAgNet.com)

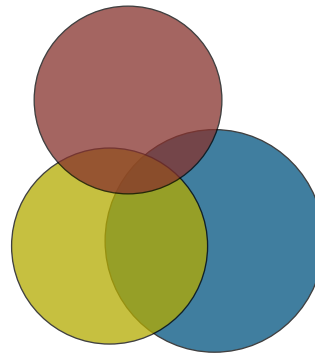
» ***Feed Management Buyer's Guide***

» ***Feed International Buyer's Guide***

# PIG MARKET

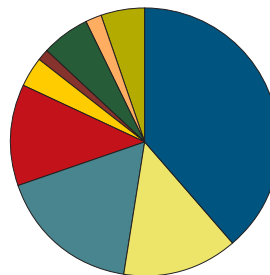
VITAL COMPONENT OF THE GLOBAL FOOD SUPPLY CHAIN

The specialized pig market plays an important role in the global agribusiness economy. WATT's pig information covers nutrition, animal health issues, feed procurement and profitability, reaching more than 30,000 influencers in the world pork market.



## PIG INDUSTRY AUDIENCE ENGAGEMENT

- Magazine
  - eNews
  - Website registrants, webinars, white papers, custom publications
- TOTAL** pig industry audience reach (unduplicated): **32,937**



## PRIMARY BUSINESS & INDUSTRY PROFILE

- Feed Manufacturer: 54%
- Farm/Producer/Breeder: 19%
- Veterinarian/Nutritionist/Consultant: 24%
- Distributor/Broker/Import/Export/Retail: 17%
- Processor: 5%
- Supplier: 2%
- University/Government/Industry Association: 8%
- Feed Mixer/Grinder/Mill: 3%
- Awaiting Classification: 7%

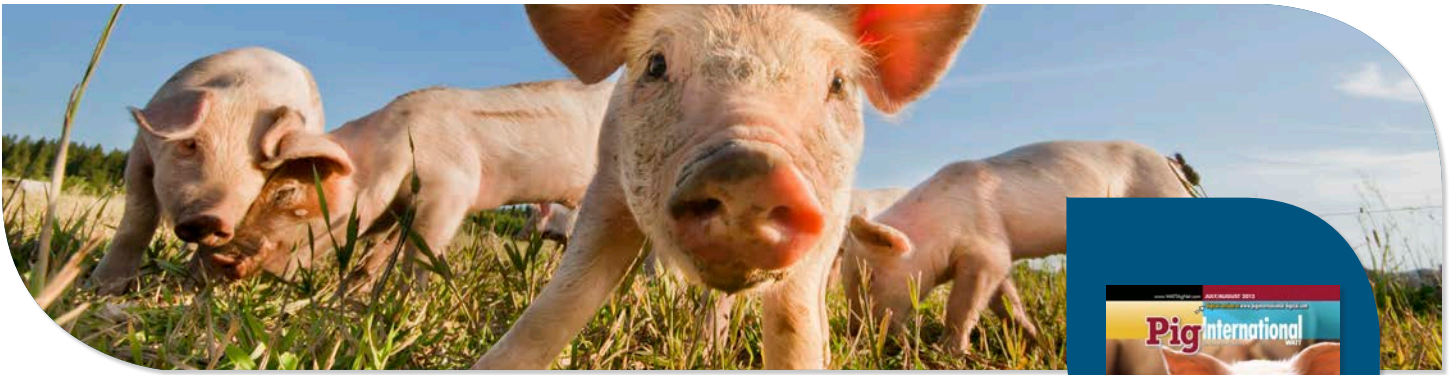
\*Percentages based on consensus data

## GEOGRAPHICAL BREAKDOWN

US/CANADA	11,938
ASIA/PACIFIC	9,340
EUROPE	4,773
LATIN AMERICA	3,544
MIDDLE EAST/AFRICA	3,252







## MAGAZINES

### ***Pig International***

The leading international source of information for global pig producers and processors  
Published bi-monthly in print and digital editions.

Total readership: 16,000

### ***International Animal Husbandry China***

Serves the needs of the commercial pig and feed industries in the China market  
Published bi-monthly in Mandarin and English in print and digital editions.

Total readership: 5,500

## WEB & eNEWS

### **WATTAgNet.com**

WATT's industry-leading web portal providing up-to-the-minute news and a market-specific pig section with information on new products, nutrition and health

Average of 50,000 unique site visitors per month

### **Pig eNews**

Global eNewsletter sent weekly each Thursday

Total distribution: 14,502

## ANNUAL DIRECTORIES

Directory is published in print and digital editions, and available online at [www.WATTAgNet.com](http://www.WATTAgNet.com)

» ***Pig International Buyer's Guide***

# ADDITIONAL CROSS-MARKET SOLUTIONS

## eMARKETING PROGRAMS

Customized email communications distributed to a target audience

## VIDEO/AUDIO PODCASTS

Informative company videos and audio podcasts hosted and promoted on [www.WATTAgNet.com](http://www.WATTAgNet.com)

## WEBINARS

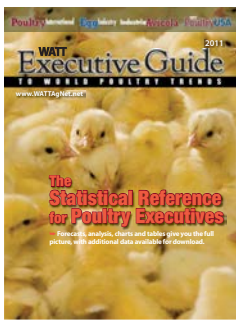
Sole-sponsorship online presentations that deliver educational content, solutions and brand messaging to a target audience

## WHITE PAPERS

Solution-based scientific and technical articles available for download on [www.WATTAgNet.com](http://www.WATTAgNet.com)

# SPECIAL PUBLICATIONS

## WATT EXECUTIVE GUIDE TO WORLD POULTRY TRENDS



Unlike any other resource in the industry, the *WATT Executive Guide to World Poultry Trends* serves the data and research needs of top executives and decision makers in the global poultry and egg industries, presenting at-a-glance charts of major industry trends with detailed analysis. Every section has convenient links directing users to comprehensive data tables.

Published annually in October in digital edition only.

Total readership: 34,000

## INTERNATIONAL EXPO GUIDE



Reach your prime audience and support your show efforts in Atlanta by participating in the guide to the **International Production & Processing Expo**. Create pre-show awareness and build booth traffic by putting your message in front of thousands of agribusiness industry leaders as they make their exhibition plans for the annual January event.

Published annually in November in print and digital editions.

Total readership: 80,000





## WATT SERVICES

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### MARKETING SERVICES

**RESEARCH** Our team of experts can customize a study to address your specific research needs and objectives

**CUSTOM CONTENT** WATT can help you connect with customers through custom media and integrated marketing solutions

**CREATIVE** Our experienced art directors provide support throughout the creative design process, from concept to final approval

### AUDIENCE INTELLIGENCE MARKETING (AIM)



Reach your target audience and improve your marketing campaigns with the industry-leading Audience Intelligence Marketing (AIM) database tool from WATT.

AIM is an integrated customer database that contains demographic and behavioral data from all of WATT's publications, digital products and events totaling over 105,000 people in the poultry, feed, pig and petfood industries.

This global database tool segments WATT audiences in real time by media channel, geography, customer behavior, title, company and more.

Ensure you are reaching the right people in the best media channels every time. Let us help you utilize the power of AIM for fast and accurate audience segmentation for your next marketing effort.

For more information, contact:  
Jeff Miller, Director of Custom Media  
jmiller@wattnet.net

# WATT

KNOWLEDGE | SOLUTIONS | SUCCESS

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