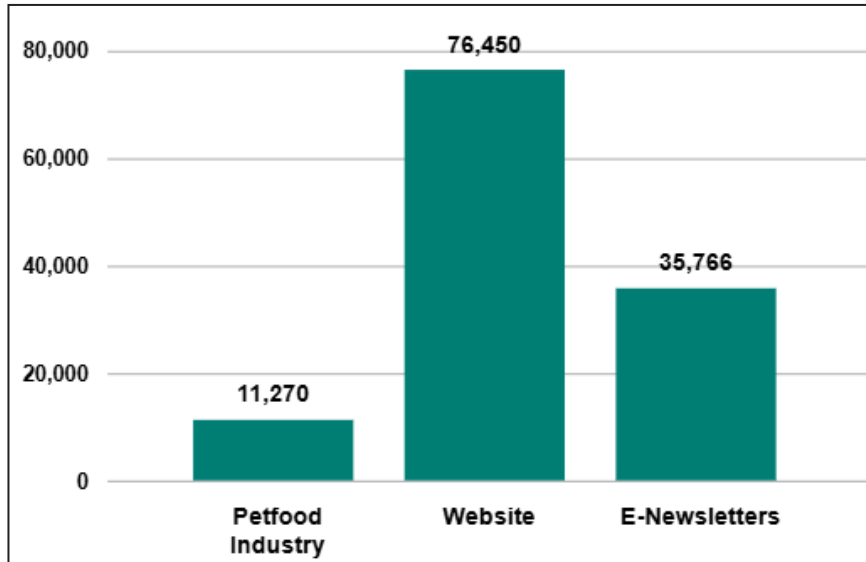


CONSOLIDATED MEDIA REPORT
B2B Media
6 months ended December 31, 2025

[Learn more about this media property at auditedmedia.com](https://auditedmedia.com)

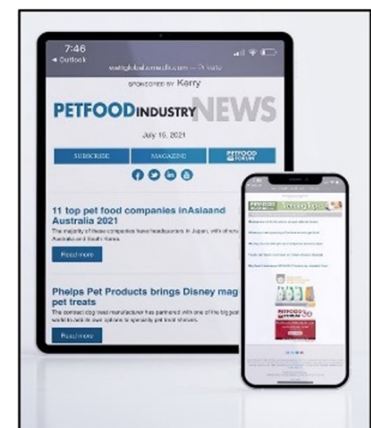
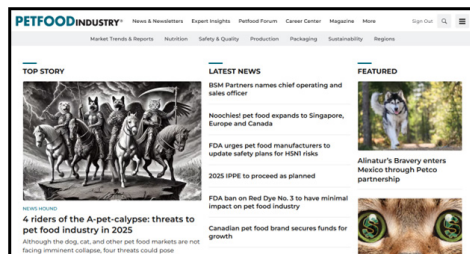
TOTAL AVERAGE GROSS CONTACTS **123,486**



EXECUTIVE SUMMARY

Channels	Contacts	Period
Petfood Industry Total Qualified Circulation	11,270	6 months ended December 31, 2025
Website Activity Page Views Sessions/Visits Users/Visitors	148,634 109,058 76,450	6 months ended December 31, 2025
E-Newsletters Total Average Net Distribution Per Issue	35,766	6 months ended December 31, 2025
Social Media Facebook Followers LinkedIn Followers	20,000 16,930	As of December 31, 2025

Website Activity = Avg Monthly
Gross data are contained in this Consolidated Media Report. There was no attempt made to eliminate any duplication that may exist.



6 months ended December 31, 2025
Subject to Audit

Field Served:

PETFOOD INDUSTRY serves Petfood Manufacturers (including Pet food & Treat Manufacturers), Marketers, Distributors/Brokers, Retail Outlets, Private Label Manufacturer/Co Packer, Importers and Exporters, Consulting Companies, Nutritionists, Veterinary Practice, Government, Academia, Suppliers and Others Allied to the Field.



All totals in this report represent aggregate unique recipients, not the sum of print and digital circulation.

TOTAL AVERAGE QUALIFIED NONPAID CIRCULATION		11,270
AVERAGE QUALIFIED NONPAID CIRCULATION		
Qualified Nonpaid Individual - Print		4,281
Qualified Nonpaid Individual - Digital		9,979
Total Qualified Nonpaid Individual		11,270
Total Average Qualified Nonpaid Circulation		11,270

AVERAGE NONQUALIFIED CIRCULATION		
Nonqualified Allocated for Shows & Conventions - Print		131
Total Nonqualified Allocated for Shows & Conventions		131
Total Average Nonqualified Circulation		131

CIRCULATION BY ISSUES			
Issue	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Jul	4,267	9,934	11,147
Aug	4,242	10,292	11,486
Sep	4,317	10,211	11,494
Oct	4,219	9,930	11,220
Nov	4,232	9,868	11,168
Dec	4,404	9,634	11,098

BUSINESS ANALYSIS

Classification by Business & Industry		Total	%	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	General Management	Marketing & Sales	Production Management	Purchasing	Nutritionist/ Veterinary	QC/QA/ Food Safety, R&D, Regulatory, Engineering	Consultant	Academia/ Government/ Associations	Other functions
1.	Petfood &/or Treat Manufacturer	5,346	48.2	1,566	4,795	1,672	1,058	432	301	359	1,425	61	5	33
2.	Petfood Brand Owner/Marketer	653	5.9	171	596	270	150	20	14	41	141	16	1	
3.	Petfood Distributor/Broker	600	5.4	320	492	289	188	17	46	14	32	13	1	
4.	Petfood Retailer (online, grocer, chain retail)	1,100	9.9	703	895	811	112	25	73	26	36	13	2	2
5.	Importer/Exporter	164	1.5	52	151	72	56	2	9	2	15	6		2
6.	Consulting-Veterinary, Nutrition, Other	1,047	9.4	408	924	324	145	17	8	217	104	221	10	1
7.	University, Government, Industry Association	445	4.0	164	391	82	54	5	1	30	97	9	166	1
8.	Veterinary Practice	977	8.8	747	730	411	15	24	6	498	6	14	2	1
9.	Private Label Manufacturer/Co Packer	488	4.4	220	404	198	134	29	29	12	79	6		1
10.	Others allied to the field	278	2.5	53	256	51	113	2	10	21	72	9		
Total Qualified Circulation		11,098	100.0	4,404	9,634	4,180	2,025	573	497	1,220	2,007	368	187	41
Percent				39.7	86.8	37.7	18.2	5.2	4.5	11.0	18.1	3.3	1.7	0.4

SOURCE ANALYSIS								
Source	Print	Digital	Qualified Within				Total	Percent
			1 Year	2 Years	3 Years			
Total Direct Request From Recipient	4,397	8,946	3,694	5,754	955	10,403	93.7	
Total Direct Request From Recipient's Company								
Total Communication Other Than Request								
Membership Benefit								
Business Directories								
Lists	7	688	8	687		695	6.3	
Acquired Circulation								
Other Sources								
Total Qualified Subscriptions	4,404	9,634	3,702	6,441	955	11,098	100.0	
Percent	39.7	86.8	33.4	58.0	8.6	100.0		

MAILING ADDRESS ANALYSIS				
	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid	Percent
Individual by Name and Title and/or Occupation	4,404	9,633	11,097	100.0
Individual by Name Only		1	1	0.0
Title or Occupation Only				
Company Name Only				
Multicopy Same Addressee				
Total Qualified Subscriptions	4,404	9,634	11,098	100.0
Total Qualified Circulation	4,404	9,634	11,098	100.0

GEOGRAPHIC ANALYSIS			
State	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Alabama	34	48	56
Arizona	65	88	111
Arkansas	61	95	117
California	405	555	682
Colorado	131	174	208
Connecticut	45	62	80
Delaware	13	19	23
District of Columbia	10	14	19
Florida	270	322	404
Georgia	106	126	159
Idaho	25	28	39
Illinois	250	349	436
Indiana	108	141	181
Iowa	100	125	165
Kansas	183	301	369
Kentucky	37	50	62
Louisiana	18	25	29
Maine	16	25	32
Maryland	47	64	79
Massachusetts	66	99	119
Michigan	106	128	160
Minnesota	163	240	299
Mississippi	15	16	19
Missouri	261	438	521
Montana	20	25	29
Nebraska	82	97	126
Nevada	32	34	43
New Hampshire	26	27	32
New Jersey	102	129	164
New Mexico	23	23	28
New York	118	164	214
North Carolina	116	143	179
North Dakota	15	20	25
Ohio	185	212	279
Oklahoma	40	34	49
Oregon	55	78	87
Pennsylvania	192	235	304
Rhode Island	14	15	22
South Carolina	60	69	87
South Dakota	19	34	39
Tennessee	106	196	230
Texas	227	291	371
Utah	46	51	65
Vermont	9	15	17
Virginia	67	96	113
Washington	112	126	168
West Virginia	5	4	7
Wisconsin	178	228	287
Wyoming	8	12	16
TOTAL 48 CONTERMINOUS STATES	4,392	5,890	7,350
Alaska	3	4	5
Hawaii	6	10	11
TOTAL ALASKA & HAWAII	9	14	16
Single Copy Sales			
U.S. Unclassified	2	18	20
TOTAL UNITED STATES	4,403	5,922	7,386
Poss. & Other Areas	1	2	2
U.S. & POSS., etc.	4,404	5,924	7,388
Canada		853	853
International		2,857	2,857
Military or Civilian Personnel Overseas			
Total International		3,710	3,710
E-mail Address Only			
Other Unclassified			
GRAND TOTAL	4,404	9,634	11,098

GEOGRAPHIC ANALYSIS OF INTERNATIONAL CIRCULATION			
Country	Qualified Nonpaid - Print	Qualified Nonpaid - Digital	Total Qualified Nonpaid
Asia			
China		33	33
India		96	96
Indonesia		19	19
Japan		23	23
Korea, Democratic People's Republic Of		37	37
Malaysia		22	22
Philippines		34	34
Singapore		38	38
Taiwan		27	27
Thailand		125	125
Rest of Asia		65	65
Subtotal		519	519
Middle East			
Rest of Middle East		31	31
Subtotal		31	31
Europe			
Belgium		52	52
Denmark		34	34
France		204	204
Germany		86	86
Hungary		53	53
Ireland		34	34
Italy		62	62
Netherlands		71	71
Poland		39	39
Spain		135	135
United Kingdom		355	355
Rest of Europe		233	233
Subtotal		1,358	1,358
Africa			
Nigeria		13	13
South Africa		79	79
Rest of Africa		34	34
Subtotal		126	126
North America			
Canada		853	853
Mexico		171	171
United States	4,404	5,924	7,388
Subtotal	4,404	6,948	8,412
Caribbean			
Rest of Caribbean		12	12
Subtotal		12	12
South America			
Argentina		33	33
Brazil		102	102
Chile		54	54
Colombia		53	53
Peru		38	38
Rest of South America		91	91
Subtotal		371	371
Asia Pacific			
Australia		181	181
New Zealand		88	88
Subtotal		269	269
TOTAL	4,404	9,634	11,098

CHANNEL PROFILES

WEBSITE ACTIVITY - www.petfoodindustry.com

2025	Page Views	Sessions/Visits	Users/Visitors
July	141,188	104,531	68,549
August	169,131	111,056	75,967
September	146,028	108,352	74,609
October	186,762	143,722	109,614
November	121,479	89,776	61,044
December	127,217	96,909	68,919
Average:	148,634	109,058	76,450

E-NEWSLETTERS - Petfood Industry Trending Topics

2025	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
July	5	13,102	65,512
August	5	13,207	66,034
September	4	13,232	52,929
October	4	13,127	52,509
November	5	13,156	65,780
December	4	13,168	52,672
Average:		13,164	59,239

E-NEWSLETTERS - Petfood Industry News

2025	# of Issues	Average Net Distribution Per Issue	Total Net Distribution
July	22	22,582	496,807
August	22	22,487	494,722
September	21	22,597	474,537
October	23	22,618	520,209
November	18	22,660	407,879
December	21	22,684	476,360
Average:		22,602	478,419

SOCIAL MEDIA

Channel	As of December 31, 2025
Facebook Followers	20,000
LinkedIn Followers	16,930

NOTES

Definition of Recipient Qualification:

Qualified recipients are general management, production, purchasing, marketing & sales, nutritionist, veterinary, regulatory, engineering, research, quality control & food safety, consultants, individuals in academia, government, associations, and other functions.

Rounding %: Due to rounding, percentages may not always add up to 100%.

Analyzed Issue: The information in Business Analysis, Source Analysis, Mailing Address Analysis, and Geographic Analysis is from an analysis of the Dec issue.

Total Average Gross Contacts Include: Qualified Nonpaid Circulation, Users/Visitors, and Average Net Distribution Per Issue.

Website Data Source: Google Analytics.

Data Center Traffic: Effective with April 2024 data, filters have been applied to exclude suspected general data center traffic from Google data collected by AAM. Data center traffic comprises sources known with high confidence as non-human and originating from a data center.

Website Domains: Domains included in website traffic: www.petfoodindustry.com.

Users/Visitors: The number of unique User/Visitor IDs, logging activity on a website or app, for the defined measurement period.

Page Views: The total number of web pages or app screens, viewed by all Users/Visitors, for the defined measurement period.

Sessions/Visits: The number of sessions logged, across all Users/Visitors on a website or app, for the defined measurement period. 30 minutes of inactivity, or specific user behavior, will end a session.

E-Newsletters Data Source: Omeda.

E-Newsletters Net Distribution: The newsletters from a given mailing that reached the subscriber's email delivery server with a positive status code, net of any internal or test addresses. Calculated by subtracting undelivered messages from sent messages.

Social Media: Social media is comprised of likes, followers, subscribers and members who may not be actively engaged with the brand. These metrics do not equal an individual person.

Cross Media Miscellaneous: E-Newsletter Total Average Net Distribution Per Issue Calculation: Total Average Net Distribution Per Issue shown in the Executive Summary represents the sum of all e-Newsletters reported during this period.

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Alliance for Audited Media's Bylaws and Rules.

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