CIRCULATION DETAILS

Average total: 1200 copies

Copies are distributed by mail and electronically to subscribers, advertisers, opinion formers, decision makers and others within the feed and related sectors, including to every UFAS accredited feed production site in the UK and Ireland. Copies are also distributed to delegates attending major feed exhibitions and conferences, including:

- Society of Feed Technologists
- Victam International
- and others

Geographical Distribution

Geographically, mailed out copies are distributed as shown below

- UK: 80 per cent
- Ireland: 10 per cent
- Rest of Europe: 9 per cent
- Outside Europe: 1 per cent

Readership (Approximate UK breakdown)

- Animal Feed and Feed Supplement Manufacturers and Distributors (70%) (Chief Executives, Nutritionists, Buyers, Formulators, Mill Managers, Production Managers, Sales Staff, etc.)
- Feed Ingredient and Additive Suppliers (15%)
- Other Suppliers to Feed and Feed Supplement Manufacturers (10%)
- Universities, Colleges, Research Establishments, Government Offices, etc (5%)