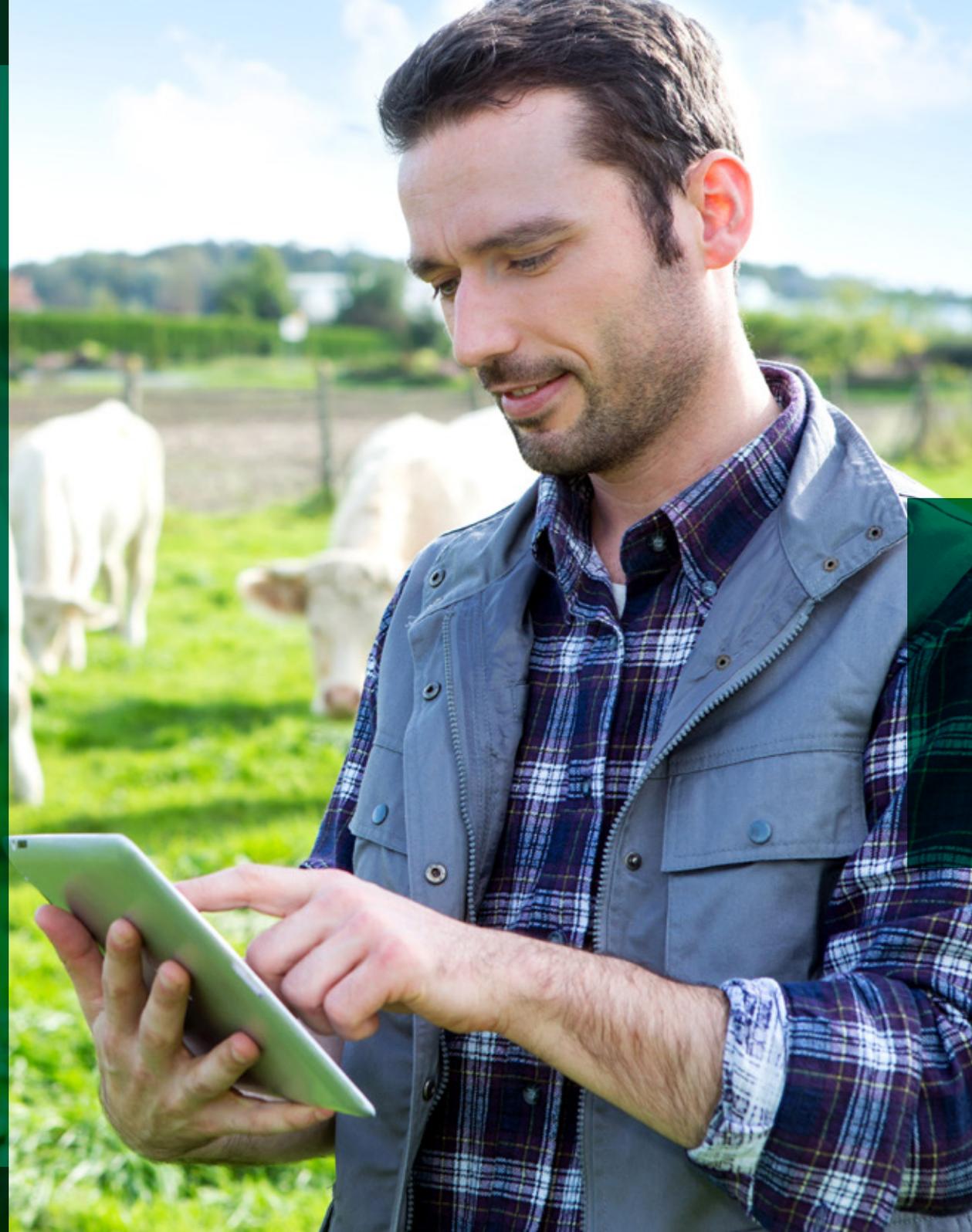


AgriLand 

MEDIA PACK ²⁰₁₇

IRELAND'S LARGEST FARMING NEWS PORTAL



Welcome to AgriLand Media Solutions

AgriLand is the largest and fastest growing daily news publisher in the agricultural sector in Ireland. As the pioneer in this digital space AgriLand has revolutionised how farmers and agricultural professionals keep up-to-date with what's happening within the agricultural sector both at a domestic and international level.

We have pioneered the delivery of daily digital news content to the agricultural sector in Ireland and at the same time we have become the number one destination and trusted news source for the latest independent news and views on all things agriculture.

Our readers are innovative, progressive, agricultural decision makers that want to stay informed and up-to-date with all the latest news and developments happening within the sector. They are also the part time farmers, industry professionals and people with a general interest in all things agriculture related.

We are delivering the latest breaking news, commentary and content to hundreds of thousands of farmers each month, with an audience and reach that was never previously possible using traditional media.

With a team of highly skilled experienced journalists and industry experts, we will keep you up-to-date on all the latest news and opinion on issues effecting you and your business across all the industry sectors.

We publish the latest news as it happens, seven days per week, 365 days a year, with content available across all digital platforms and through the AgriLand app.

Agriculture in Ireland is evolving rapidly and so too the farmers that support and work within the industry. Innovation has always been a hallmark of Irish agriculture, a process that continues apace. The team here at AgriLand is uniquely qualified to reflect these developments on a real time basis, thereby ensuring that our audience can make informed decisions for their businesses and enterprises.

Reach & Engagement

As the largest and fastest growing digital agricultural news publisher in Ireland our daily readership continues to grow rapidly. We serve an audience who are rapidly adapting to digital media and interact with media across a wide variety of platforms. We understand our audience and how best to leverage this engagement to work with your brand.



14,000+
Twitter Followers



20,000+
Email Subscribers



100,000+
Facebook Fans

30,000+
Daily Readers

70%
Male

30%
Female

55%
30-55 Years

30%
Under 30

15%
Over 55

Digital Platform

Our solutions are designed specifically to target consumers across mobile, tablet and desktop platforms to ensure your message can be delivered to the target audience effectively. With in excess of 85% of Irish adults using portable devices, media consumption habits are evolving rapidly and we aim to serve that changing market.

3,000,000+
Monthly Page Impressions

300,000+
Monthly Visitors



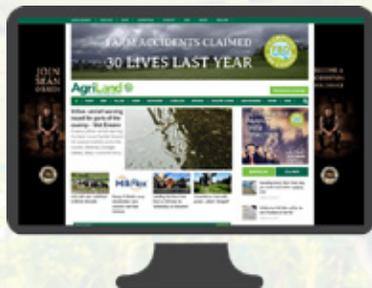
Advertising Options

As the largest and fastest growing digital publisher in the agricultural space in Ireland we have revolutionised how brands and companies can communicate with their rural based target market in a way not previously available. We have built a dedicated, engaged and rapidly growing audience of thousands of daily readers that were not previously being reached by traditional media solutions.

Our readers are not only the innovative, progressive agricultural decision makers that want to stay informed and updated with all the latest news and developments happening within the sector. They are also the part time farmers, industry professionals and people with a general interest in all things agriculture related.

Whether your target market is innovative and progressive farmers, industry professionals or a rural based digital audience we have a solution available for you.

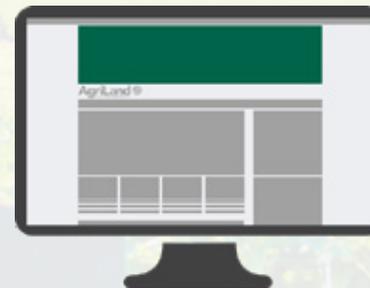
SPONSORSHIP ADVERTISING



NATIVE ADVERTISING



DISPLAY ADVERTISING



VIDEO ADVERTISING



Sponsorship Advertising

Want to stand out from the crowd? We can provide a page or section takeover where all the ads displayed are promoting your brand or service. These can be on the homepage or your choice of any of the category pages (Beef, Dairy, Sheep, Tillage, etc) of the site.

Banner Specifications

Page sponsorships utilise a number of different creatives. For maximum impact we recommend that you provide us with creatives sized 300x250, 300x600, 728x90, 1070x250, 1680x980.

[Download the templates here](#)

<http://advertising.agriland.ie/products/sponsorship/>



Format:
GIF, JPEG, PNG, HTML5,
Hosted Tags

Ad Server:
DoubleClick For
Publishers

File Size:
Maximum
allowed 1MB

Animation:
Allowed, recommended to
use infinite loop for GIFs

Video/Audio:
User Initiated
Only

Native Advertising

Want to speak directly to your target market about your product, brand or service?

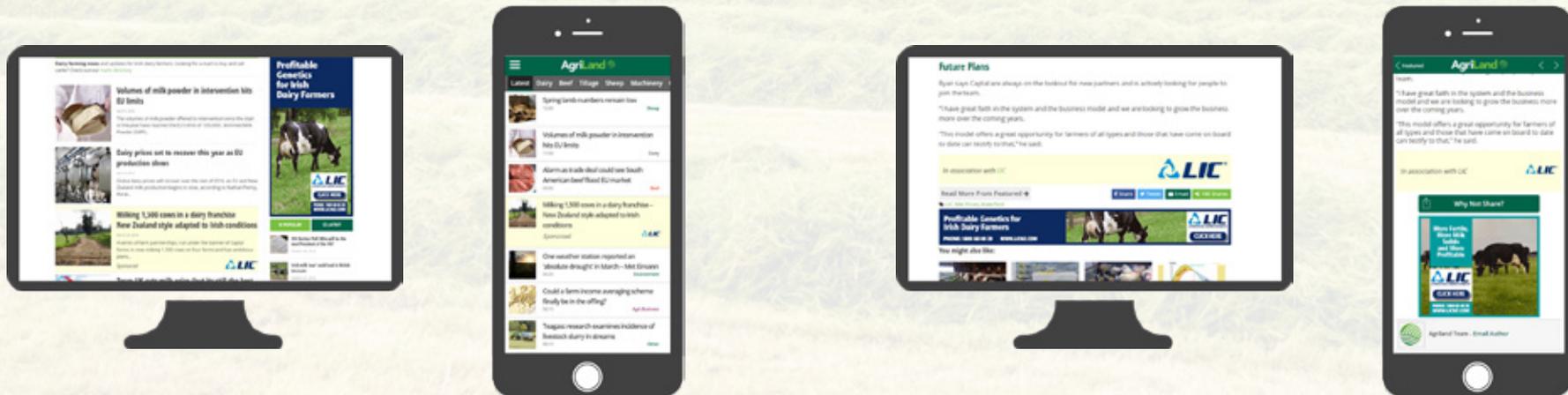
Native advertising provides a unique opportunity for you to reach users where they consume content. When done correctly, it doesn't disrupt their experience. Instead, it enhances it.

Native advertising uses sponsored content seamlessly placed on our site to educate and entertain viewers, earning their attention on behalf of your brand.

Our goal is always to create informative, entertaining and relevant content in everything that we do and we are happy to work with our clients to help them achieve their communication and campaign goals.

We understand our digital audience and how they consume digital content. We are passionate about the opportunities that digital can provide and we understand how, through the mixture of top quality content, video, images and graphics, a story can be brought to life.

Our highly skilled team here at AgriLand can provide custom written content which will be engaging for our readers, while at the same time meet the objectives of your campaign message and goals.



Display Advertising

We can provide a range of display advertising solutions where you can use the power of your advertising creatives to create brand awareness of your product or service or drive traffic to your own website.

We have a range of advertising opportunities across Desktop, Mobile, Tablet and App.

[Download the templates here](http://advertising.AgriLand.ie/products/display-ads/)
<http://advertising.AgriLand.ie/products/display-ads/>



Format: GIF, JPEG, PNG, HTML5, Hosted Tags	Ad Server: DoubleClick For Publishers	File Size: Maximum allowed 1MB	Animation: Allowed, recommended to use infinite loop for GIFs	Video/Audio: User Initiated Only
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2017 Advertising Rates

Native Advertising

Client Supplied Content	€1000
Content Created In House	Per Camp
4th position 24hrs	Included
8th position 24hrs	Included
<i>Additional Placements thereafter</i>	
4th position 24hrs	€250
8th position 24hrs	€150
<i>Additional options</i>	
Make your ad a quiz	POA
Make your ad a survey	POA

Display Advertising

DESKTOP	
Billboard (970x250 or 1070x250)	€14 CPM
Halfpage (300x600)	€14 CPM
Banner (728x90)	€14 CPM
MPU (300x250)	€14 CPM
TABLET	
Banner (728x90)	€14 CPM
MPU (300x250)	€14 CPM
MOBILE	
App Banner (320x50)	€14 CPM
App MPU (300x250)	€14 CPM
Mobile Banner (300x100)	€14 CPM
Mobile MPU (300x250)	€14 CPM

Sponsorship

Homepage	€250 24hrs
Dairy Page	€150 24hrs
Beef Page	€150 24hrs
Tillage Page	€150 24hrs
Sheep Page	€150 24hrs
Machinery Page	€150 24hrs
Other pages	POA

Video Production

Video Production	POA
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Newsletter Sponsorship

E-Newsletter Sponsorship	€150/w
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Minimum spend on advertising campaigns €1,000

Why advertise with AgriLand

- Are you interested in measuring response rates, return on investment and click through rates?
- Are you questioning the wisdom of using expensive traditional print advertising to reach a shrinking audience?
- Are you paying a premium for positioning or size?
- Do you want to do something different than your competitors?
- Do you want to reach innovative and progressive farmers?
- Have you invested in a website that is generating few leads/sales or traffic?
- Do you want to reach farmers daily?
- Do you want to do more with your existing advertising budget?

We provide a range of advertising opportunities across **Desktop, Tablet** and **Mobile devices**.



Who we work with



Contact AgriLand

To arrange your advertising campaign with AgriLand please get in touch with our advertising team.

Phone: + 353 (0)1 449 8103

Email: advertising@agriland.ie

AgriLand 

