

AgriLand

MEDIA PACK 2019



WE HAVE YOUR AUDIENCE

**650,000+
UNIQUE
MONTHLY
VISITORS**

Unmatched readership
and engagement
throughout Ireland's
agri industry.

**50,000+
DAILY
READERS**

Huge reach to a
relevant, interested
and active audience.

**INTELLIGENTLY
POSITION
YOUR
BRAND**

to leverage and tap
into our captive
audience.

**BRING
DAILY
TRAFFIC &
ENQUIRIES**

from our platform to
your website and your
sales team.

**TARGET
YOUR
SPECIFIC
CUSTOMER**

Make every ad
campaign accurate,
effective and
measurable.

**TURN
INTEREST
INTO
ENQUIRY**

with precise customer
connection and brand
engagement.


REACH AND ENGAGEMENT

 150,000+ likes

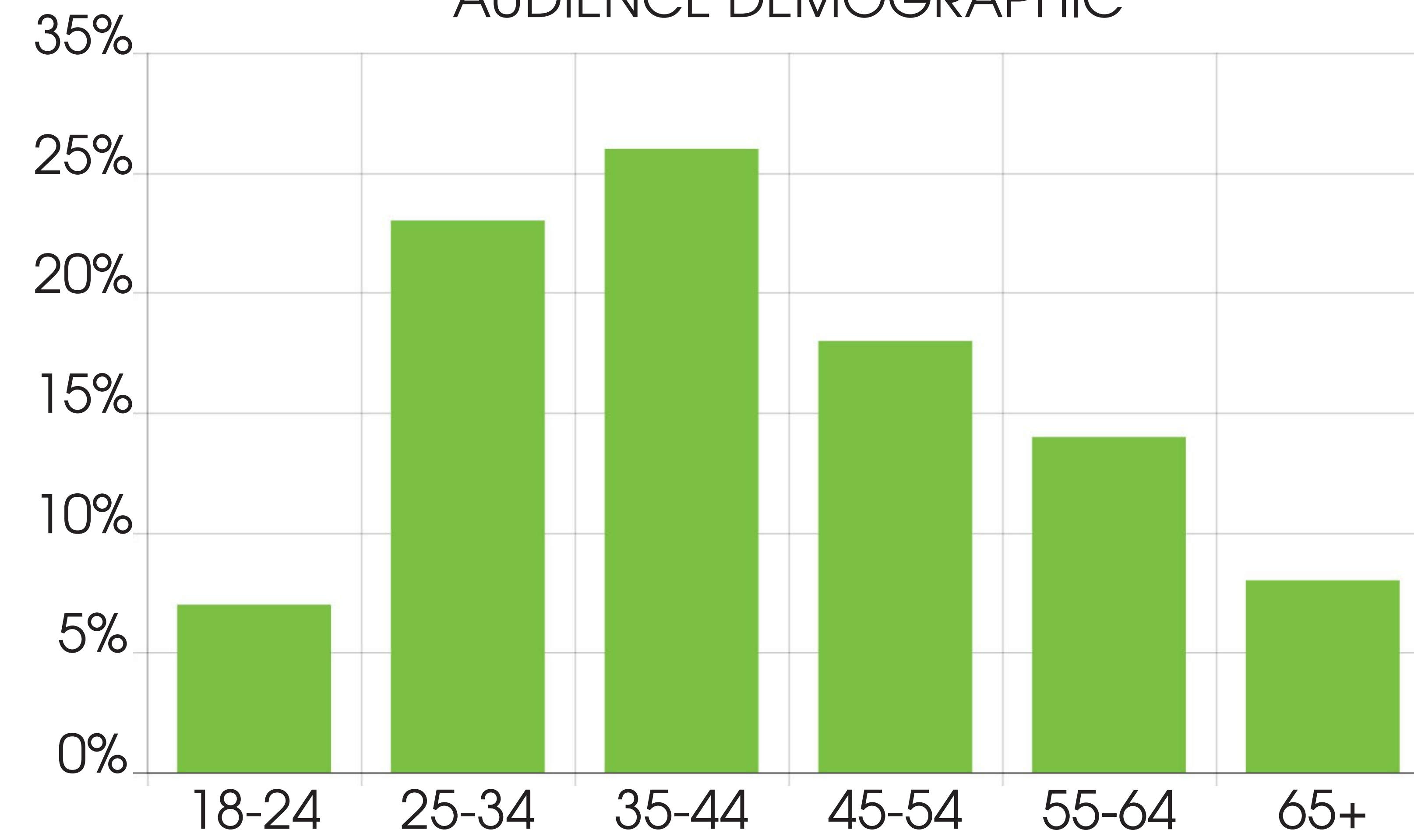
 22,000+ followers

 40,000+ subscribers

 83% Male

 17% Female

AUDIENCE DEMOGRAPHIC



Audience Breakdown

Figures and percentages based on a recent Agriland Survey and includes results from farm enterprises with more than one specialised area of interest

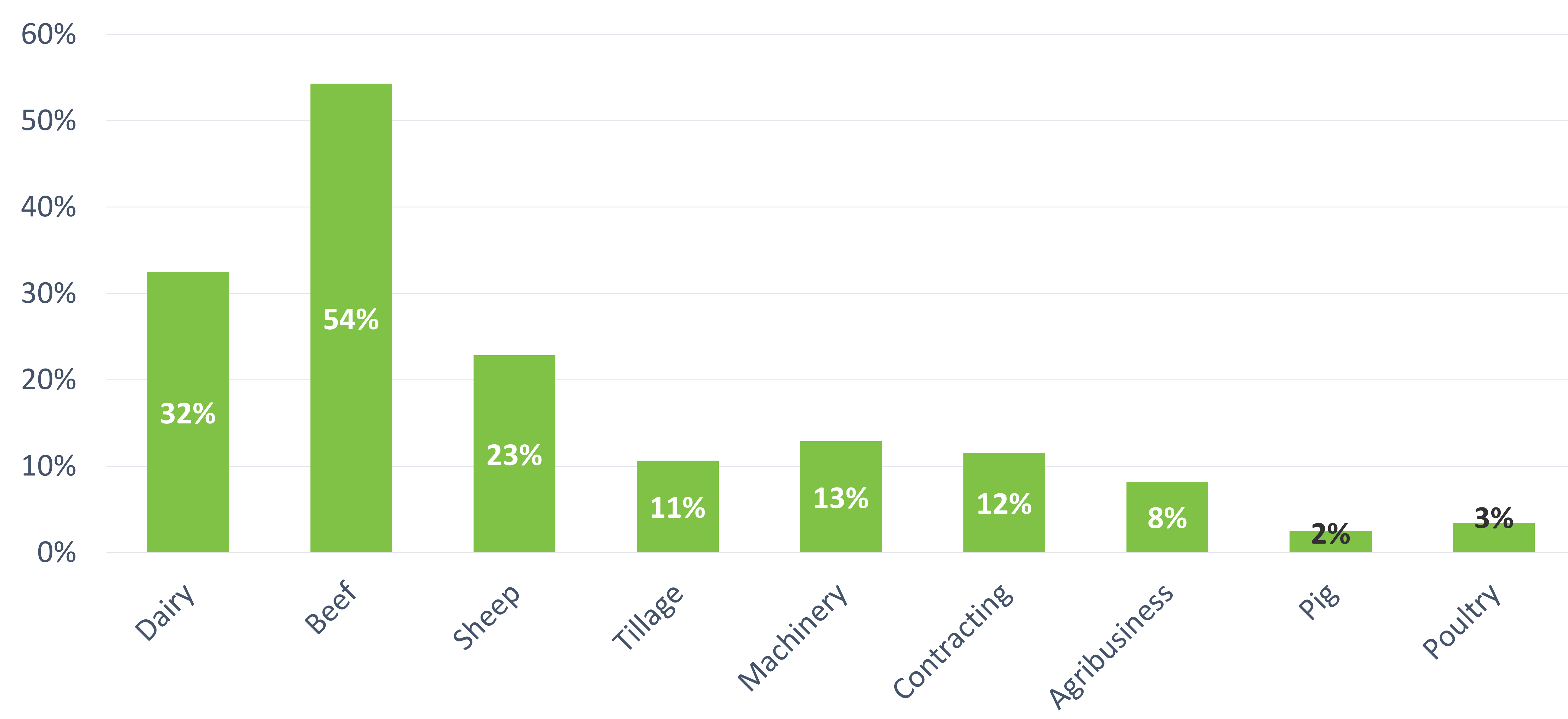


Average User
Spends 4 mins 30 seconds
Reads 3.4 pages per session

2,000 App Downloads Monthly



Profile Of Agriland Readers By Enterprise



OUR SOLUTIONS

The Agriland platform has revolutionised how companies can market and communicate directly with their target audience throughout the Irish Agricultural sector.

Our expertise is available from initial campaign scheduling and design work through to the analytics and reporting.

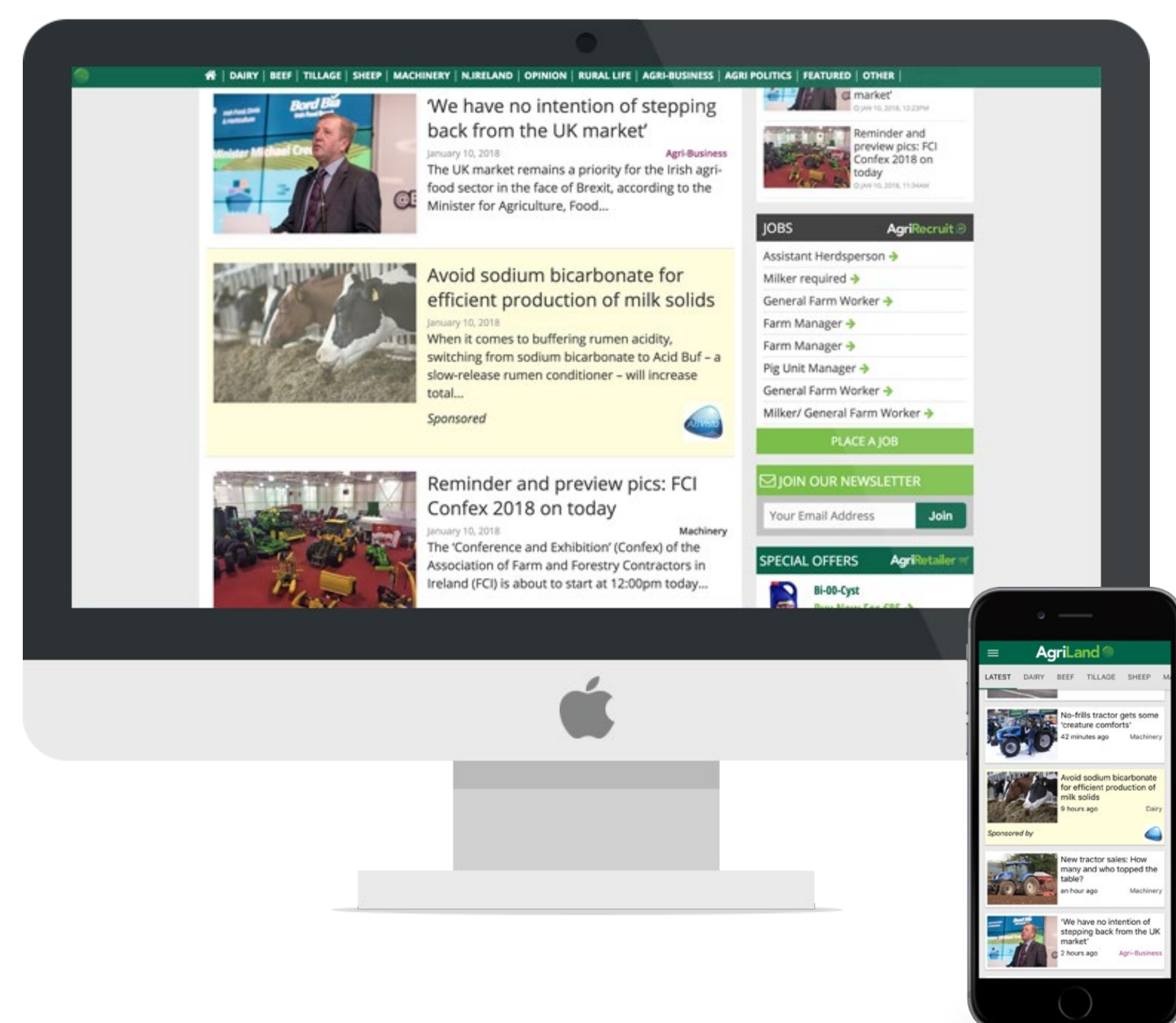
We will help you and your team to deliver the best possible campaign for your company and your brand.

Our bespoke solutions ensure that your message arrives directly to our 650,000+ unique visitors, whether across our platform or targeted to specific category verticals.

We position your product to maximise the effectiveness of your campaign and the awareness of your brand.

Agriland is the most effective tool in the Agri sector to firmly connect your brand to your existing and potential customers.

NATIVE ADVERTISING



DISPLAY ADVERTISING



VIDEO PRODUCTION

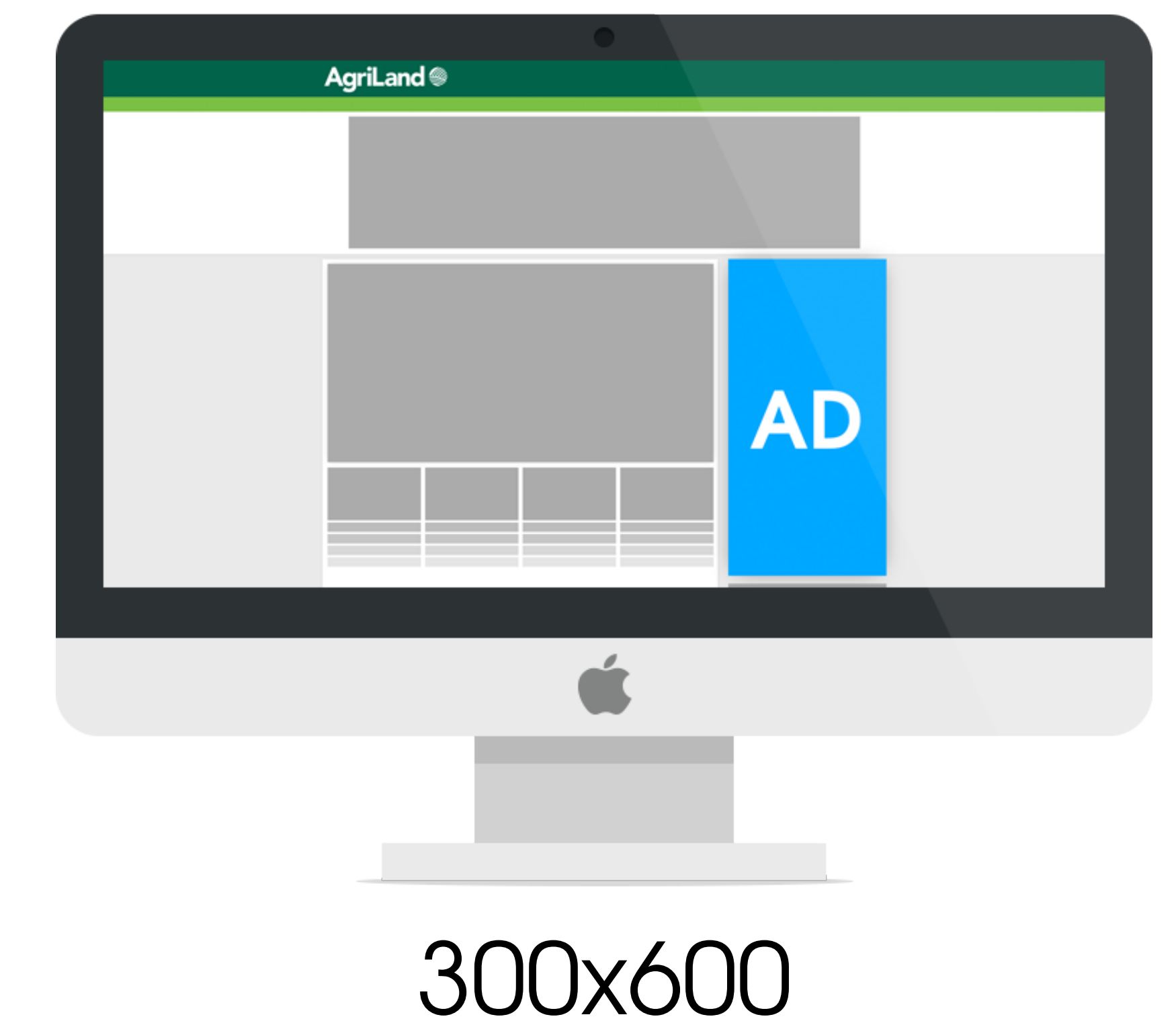
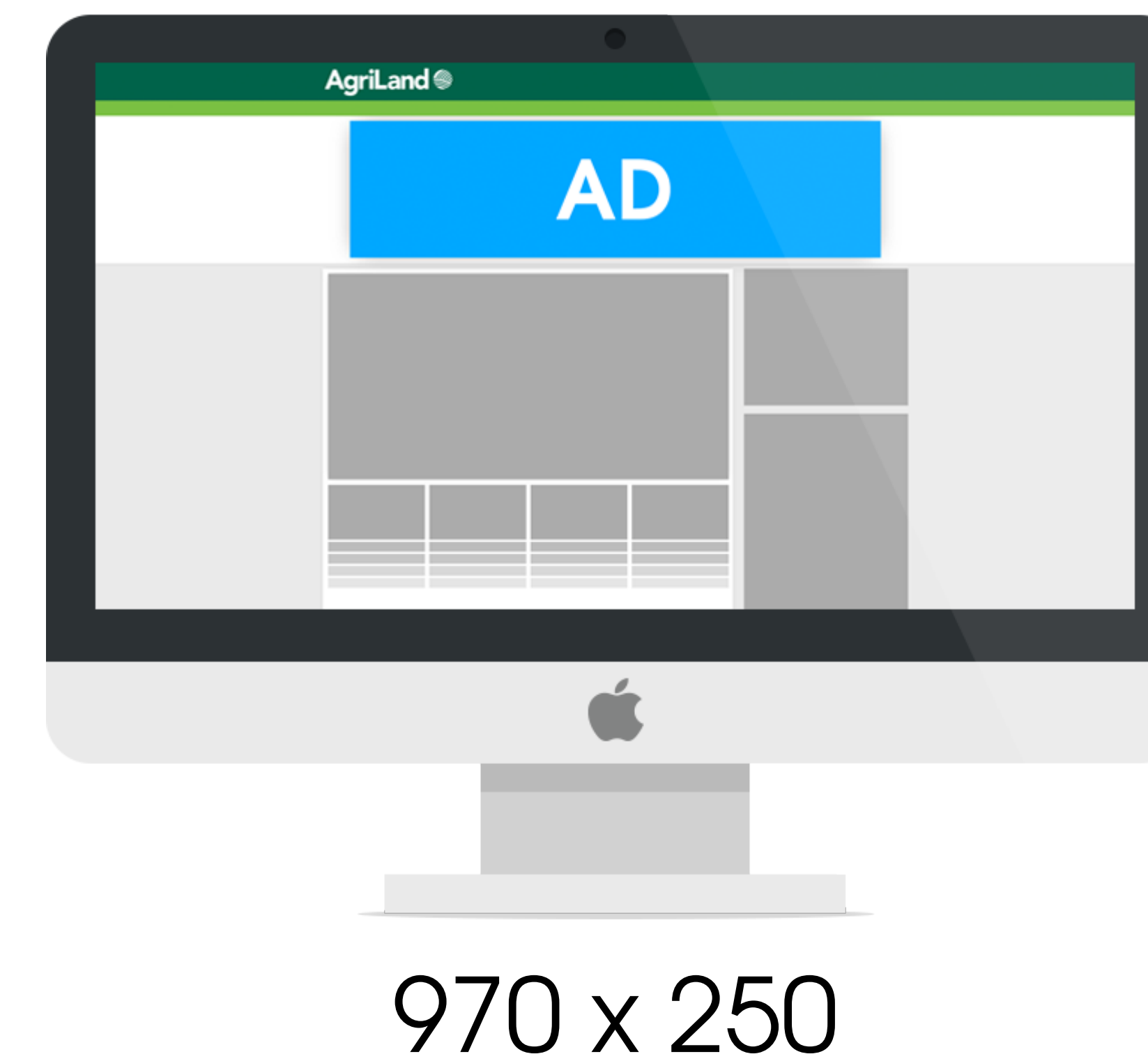


DISPLAY ADVERTISING

Your display advertising is your opportunity to decide the direction in which you want your readers to go. Are you asking them to take notice or maybe change their mind; perhaps you want them to go somewhere or to buy something? Whichever the case, you can use the power and imagination of your creatives, across our entire platform, to present and build the awareness the readers need to drive traffic to your website and your campaign goals.

DOWNLOAD THE TEMPLATES HERE

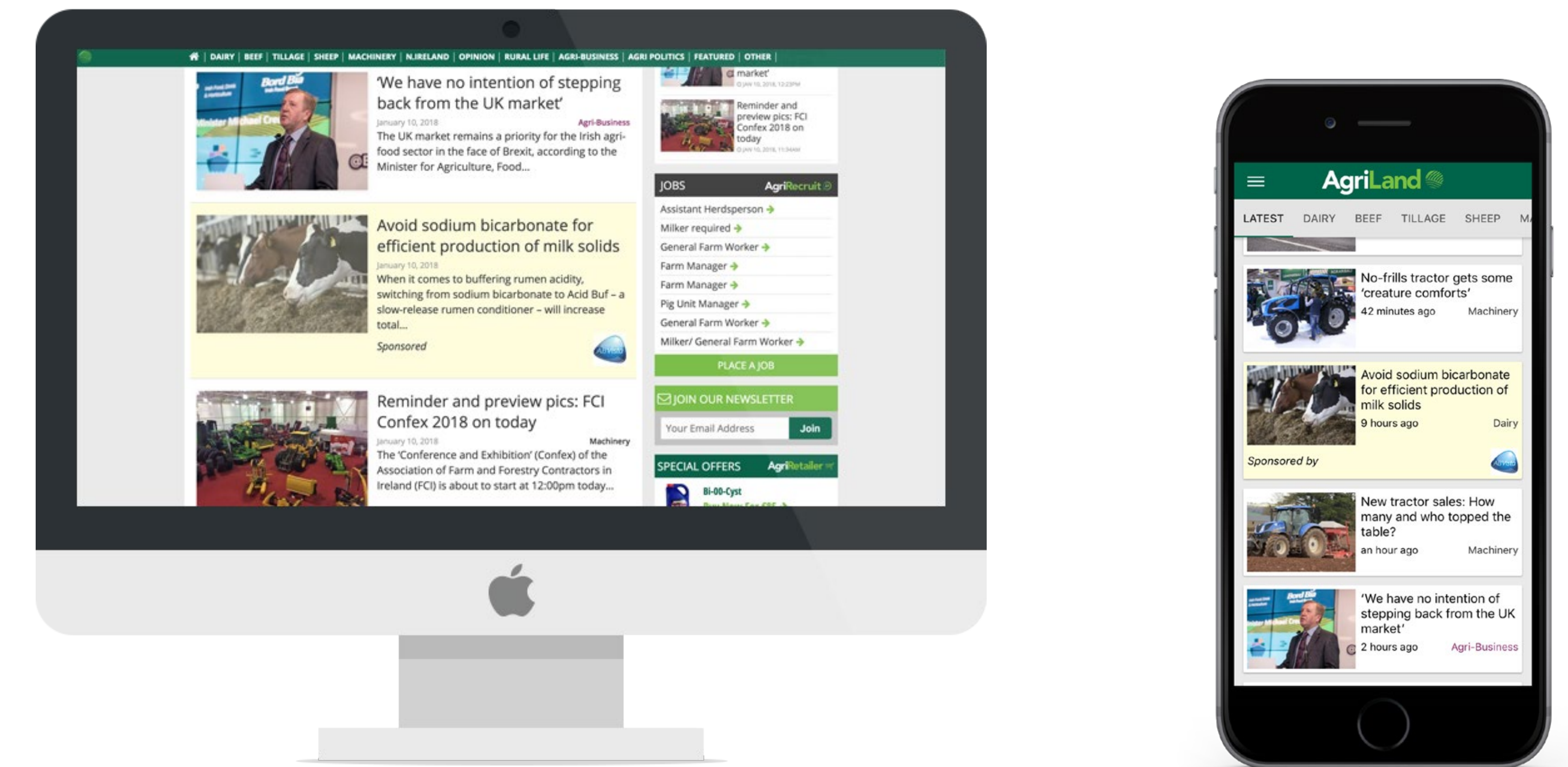
<http://advertising.AgriLand.ie/products/display-ads/>



NATIVE ADVERTISING

Do you want to speak directly to your target market about your product, brand or service? Native content provides a headline position for you to reach users through our news feed.

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



REGULAR CONTENT



NATIVE CONTENT



Our goal is to create informative, entertaining and relevant content and we are happy to work with our clients to help achieve communication and campaign goals. We understand our digital audience and how they consume digital content.

Our team can provide custom content, incorporating video photo and editorial, which will be relevant and engaging for our readers, while at the same time meeting the messaging and objectives of your campaign.

VIDEO PRODUCTION

As a digital media company, we recognise the power of video content for promoting your brand, products and service.

While convenient and efficient for the consumer, video content provides your brand with an attractive, versatile, and re-usable medium to reach your audiences. Over 40% of video content is viewed using mobile devices and, in a world where consumer attention spans are diminishing, video is engaging, fast and highly effective.

Our expert production team can help you to plan, produce and edit video which can be used independently or as part of a targeted campaign with display and native advertising.



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 reach innovative and progressive farmers?
- Have you invested in a website that is generating few leads/sales or traffic?
- Do you want to reach your audience daily?

We provide a range of advertising opportunities across **all devices**.



2019 ADVERTISING RATES

NATIVE ADVERTISING

| | |
|----------------------------------|----------|
| Client Supplied Content | €1500 |
| Content Created In House | Per Camp |
| 4th position 24hrs | Included |
| 8th position 24hrs | Included |
| Additional Placements thereafter | |
| 4th position 24hrs | €500 |
| 8th position 24hrs | €350 |
| Additional options | |
| Make your ad a quiz | POA |
| Make your ad a survey | POA |

DISPLAY ADVERTISING

| DESKTOP | | |
|---------------|-----------|---------|
| Billboard | (970x250) | €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 | €950 24hrs |
| Dairy Page | €750 24hrs |
| Beef Page | €750 24hrs |
| Tillage Page | €750 24hrs |
| Sheep Page | €750 24hrs |
| Machinery Page | €750 24hrs |
| Other pages | POA |

VIDEO PRODUCTION

| | |
|------------------|-----|
| Video Production | POA |
|------------------|-----|

NEWSLETTER SPONSORSHIP

| | |
|--------------------------|--------|
| E-Newsletter Sponsorship | €400/w |
|--------------------------|--------|



GET IN TOUCH

We are happy to discuss
a tailored campaign to
best suit your targets
and requirements.

advertising@agriland.ie

+353 (0)1 449 8103