



Media Pack

Digital by design

The leading Agri media publisher

Founded in 2012, Agriland Media Group is the number one digital authority in agriculture.

With 40+ experts and 1M+ monthly users across Ireland and the UK, we deliver measurable results through publishing, broadcasting, and creative services.

We challenge old-school attitudes to drive digital innovation.

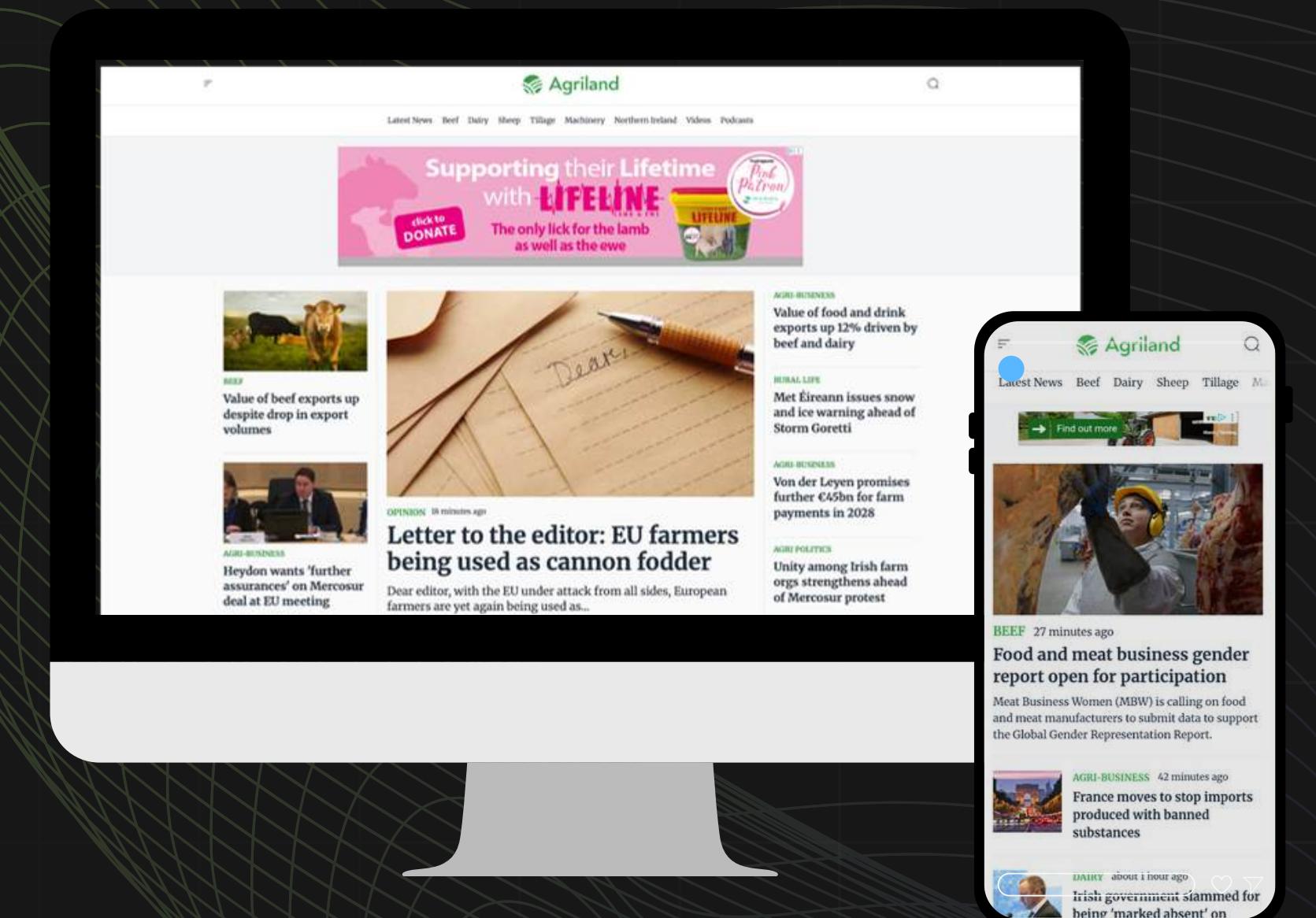




Launched in 2013 as Ireland's first digital-only daily publisher, Agriland is now the nation's leading agricultural news authority.

With over 1 million monthly users and the country's most downloaded farming app, we provide unrivaled reach.

Our expert journalists deliver real-time news, technical insights, and innovative video/audio content, setting the gold standard for modern agricultural publishing.



AN AGRILAND **MEDIA** COMPANY

Agriculture is now digital first

As 33% of Irish people turn to online as their preferred news source, our massive readership proves that the farming community is at the forefront of this digital revolution.

50,000+
active app users

Most downloaded
agri news app in Ireland



85,000
daily users

1,000,000
monthly users

5,200,000
monthly views

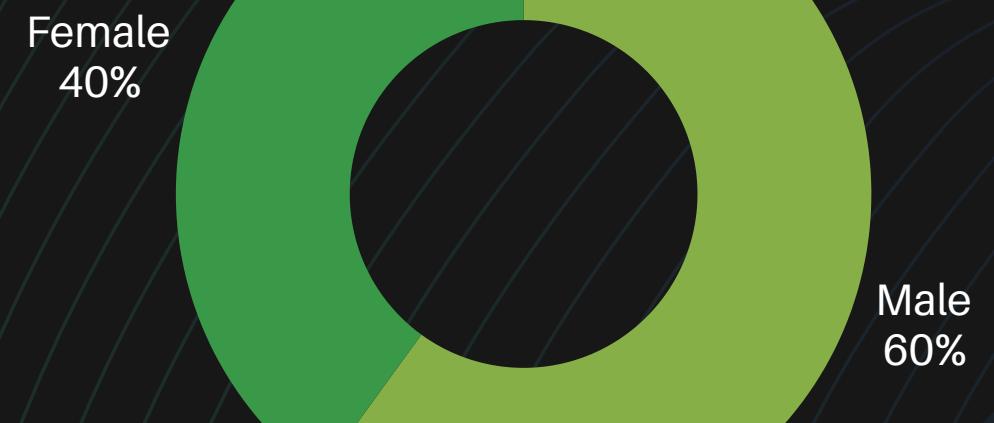
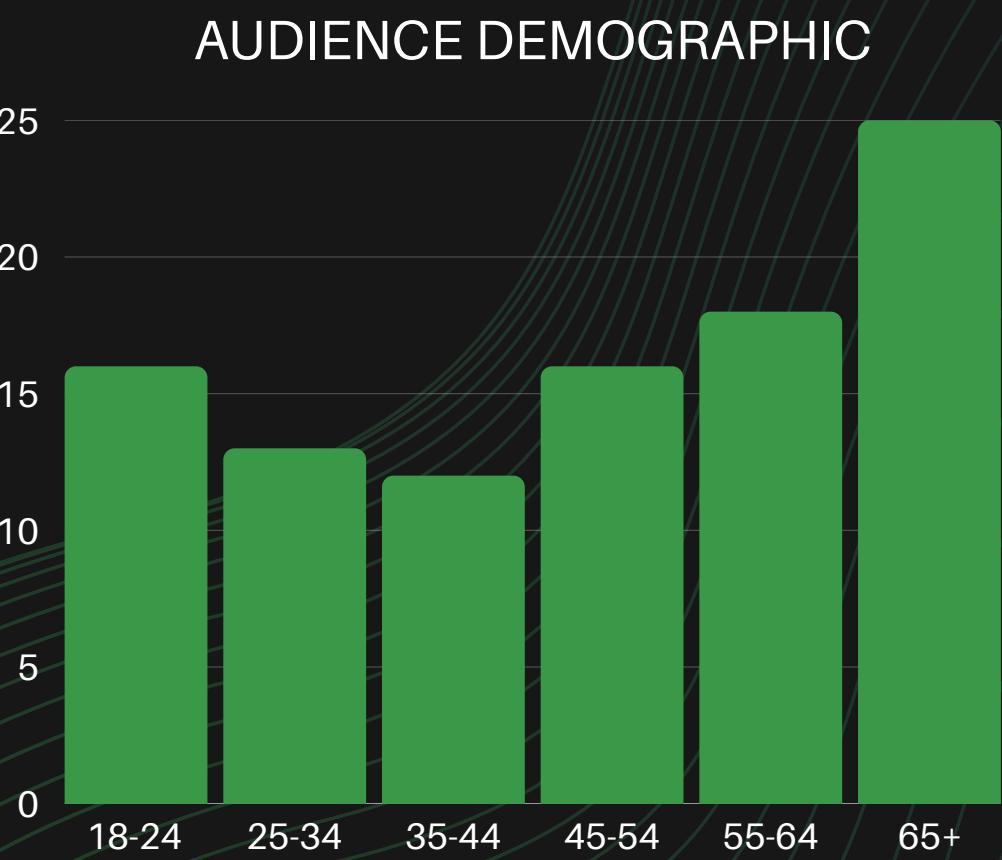
Reaching key decision makers



Teagasc reports the average Irish farmer is 58 years of age.

With Agriland's largest readership aged 45-65, our platform perfectly aligns with the industry's core decision-makers.

We don't just reach farmers; we reach the right ones.



Display Campaigns

Boost brand awareness with strategic display advertising across our network.

We support all IAB formats with advanced targeting to reach specific sectors like dairy or beef.

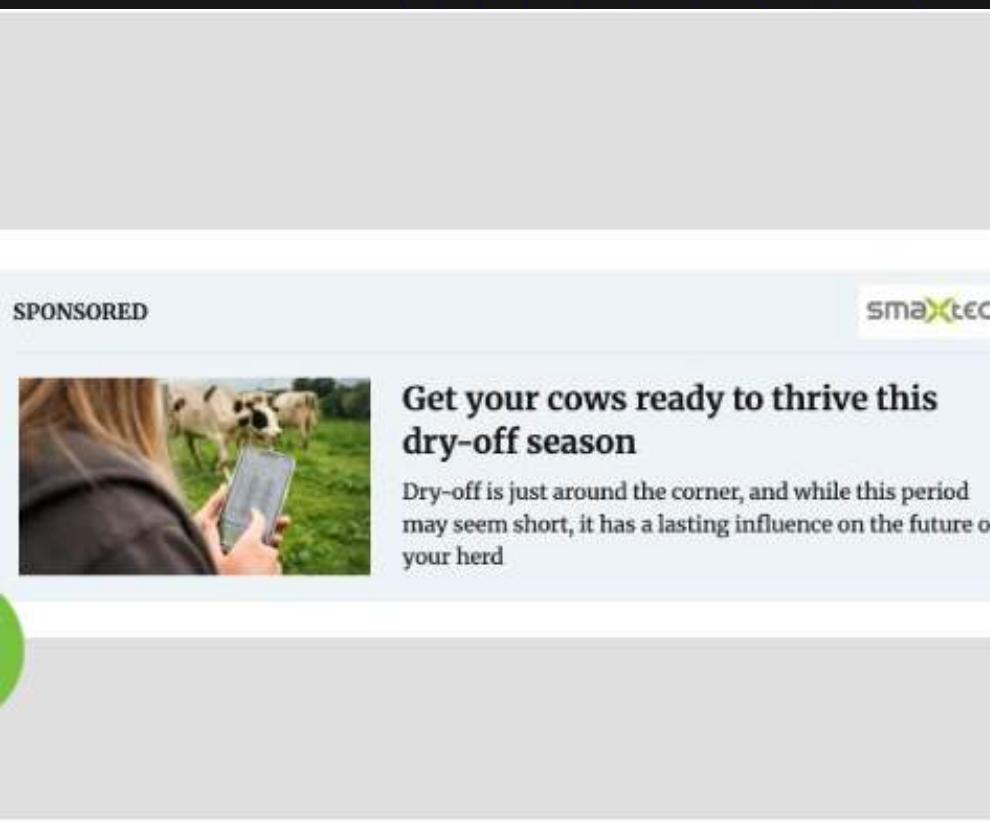
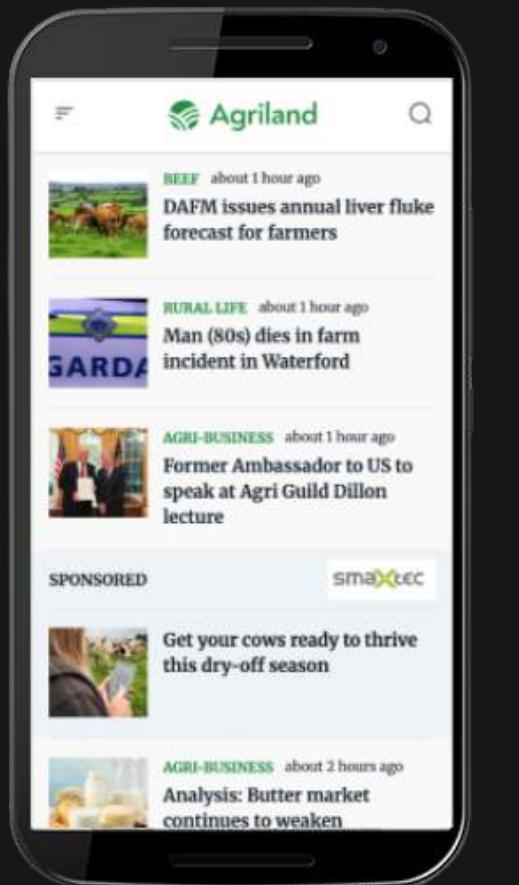
Our team optimizes your creatives and landing pages, monitoring performance in real-time to maximize visibility and conversion rates.



Native Campaigns



Native advertising allows you to speak directly to your target market through informative, non-disruptive content.



By blending expert storytelling with video and graphics, we bring your brand to life in a way that resonates with our audience.

Our sponsored pieces educate and engage, delivering your message in a practical, relatable format.

Podcasts



Connect with farmers via Ireland's most listened to agri podcasts.

With 1M+ downloads, our network offers high-engagement audio that follows our audience everywhere.

From premium sponsorships to bespoke branded series, we place your brand at the center of the industry conversation.

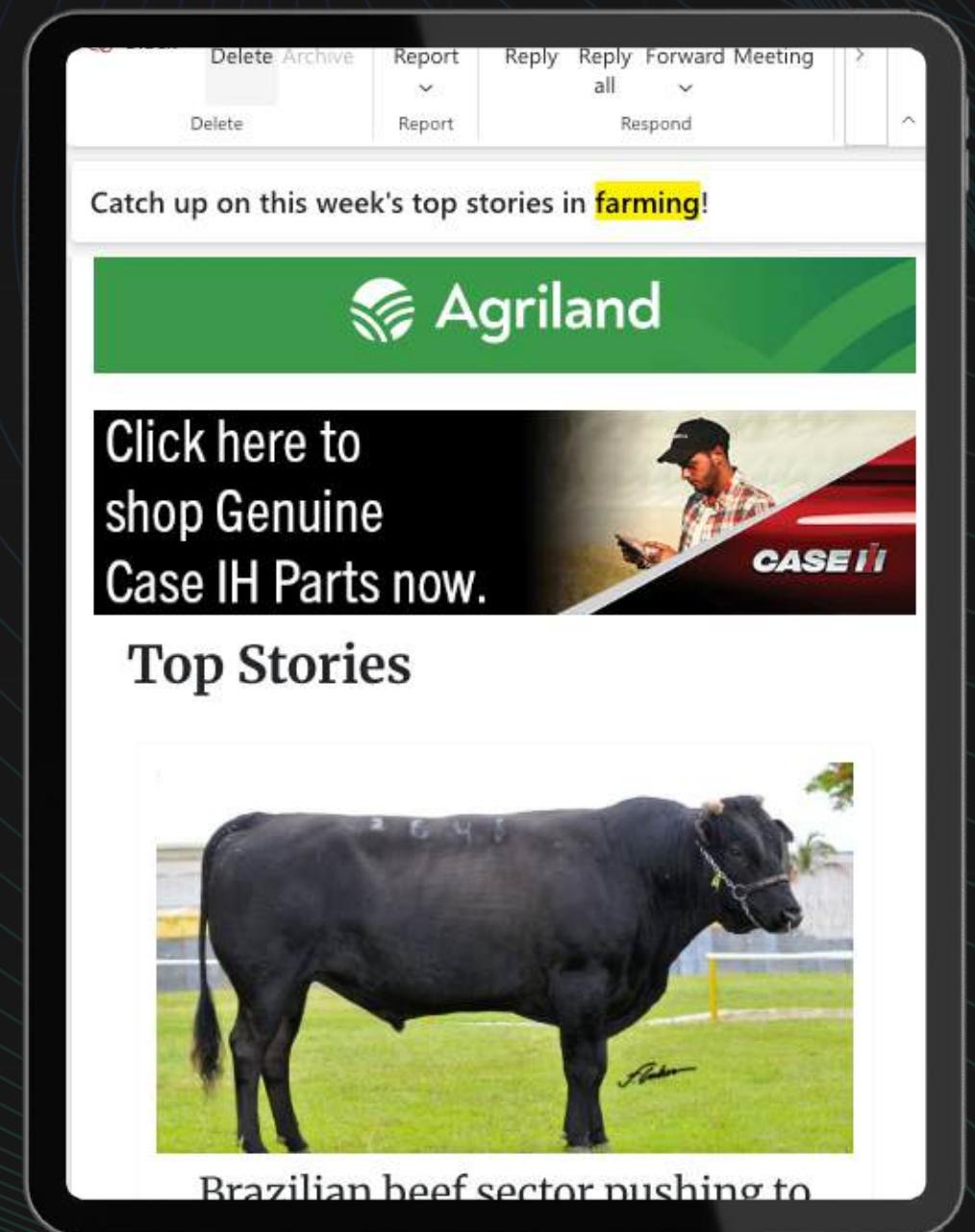


Email Marketing

Reach 50,000+ active subscribers through our highly targeted email placements.

Deliver your message directly to the inboxes of key agricultural decision-makers.

With segmented lists and high open rates, we ensure your brand hits the right mark.



Live Streaming

As the official live stream partner of the National Ploughing Championships since 2017, we bring your events to life in real-time.

From on-site studios to expert interviews, we broadcast high-quality, multi-platform content that expands your reach and engages a massive digital audience as the action happens.

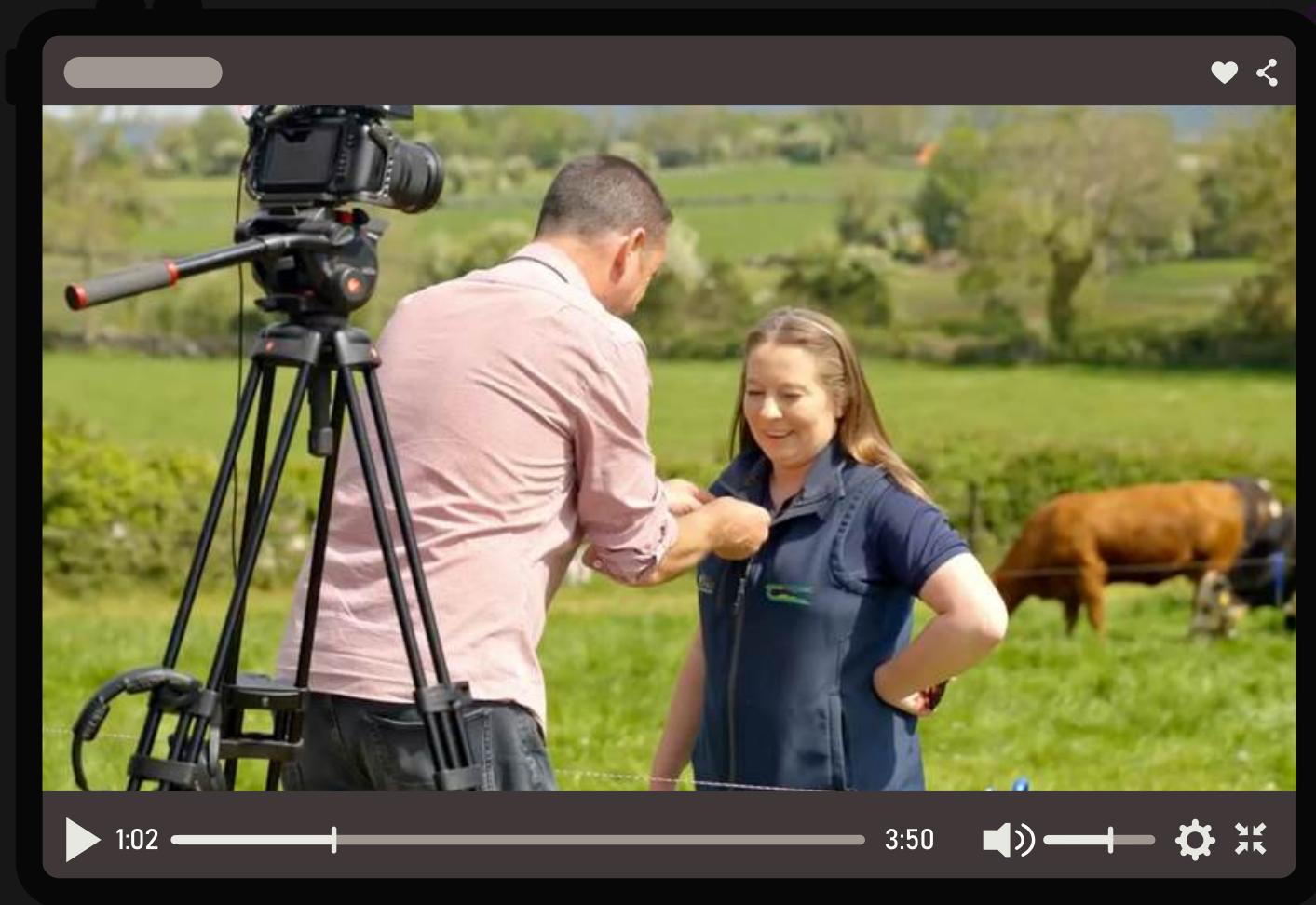




AGRIcreative provides innovative digital solutions designed to promote your business and deliver results.

As pioneers in video, audio, and content creation, our experts craft tailored strategies—from graphic design to digital display—that exceed expectations.

We understand the agricultural sector's unique needs, providing a competitive edge to help your brand stand out from the herd.



From concept to delivery, AGRIcreative transforms ag-stories into cinematic narratives.

Led by a team with BBC and RTÉ experience, we use 4K technology and drones to produce high-impact visual assets that engage audiences and drive results.

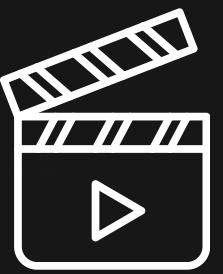


Video Production

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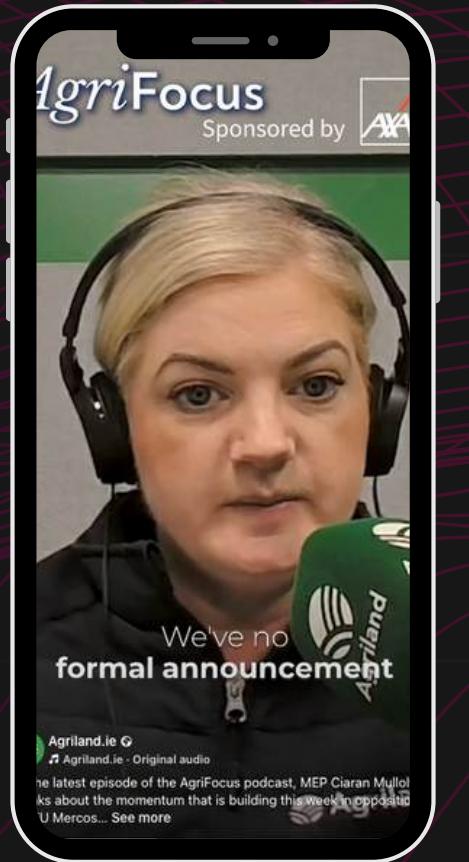
Live Streaming



For major industry events, we provide full-scale broadcast infrastructure.

From national shows to live auctions, our expert crew manages multi-cam setups and real-time graphics to ensure your event is seen globally as it happens.





Utilizing our dedicated recording studio and specialist equipment, we provide professional podcast production for your brand.

Our experts manage everything from scripting to post-production, helping you deliver high-quality audio that resonates with the agricultural community.

Podcast Production

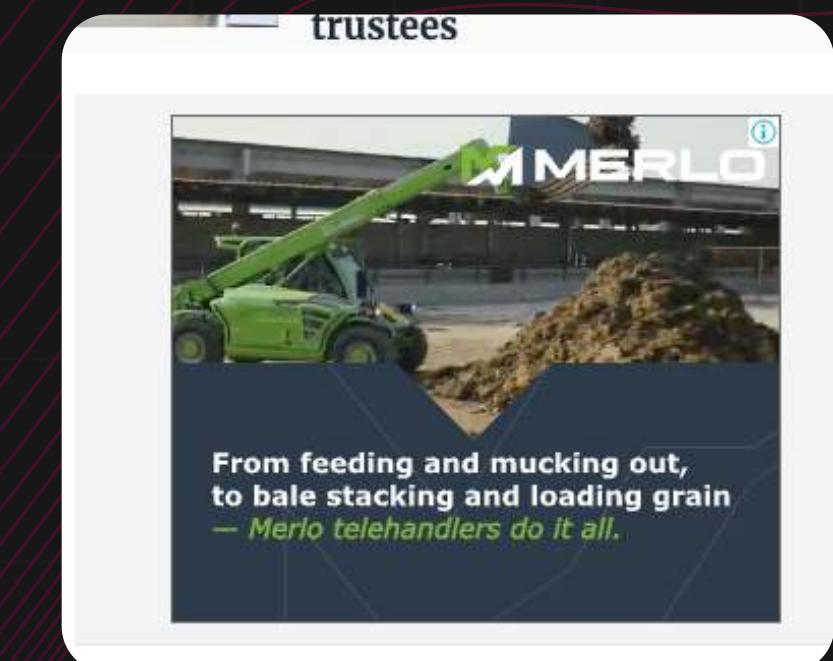
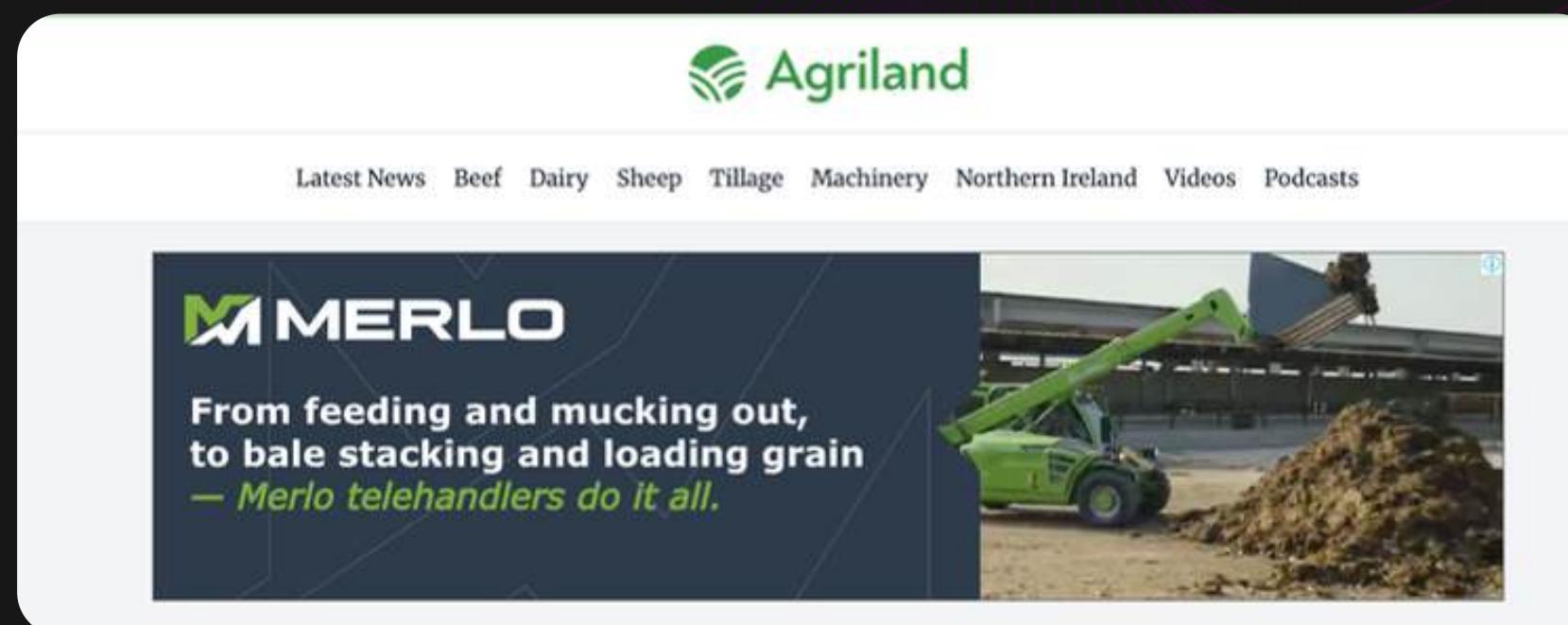
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Display Creatives



Our creative team builds high-performance HTML5 display graphics in all standard IAB formats.

We create eye-catching, animated assets designed to maximize engagement and ensure your brand stands out across our network on both desktop and mobile.

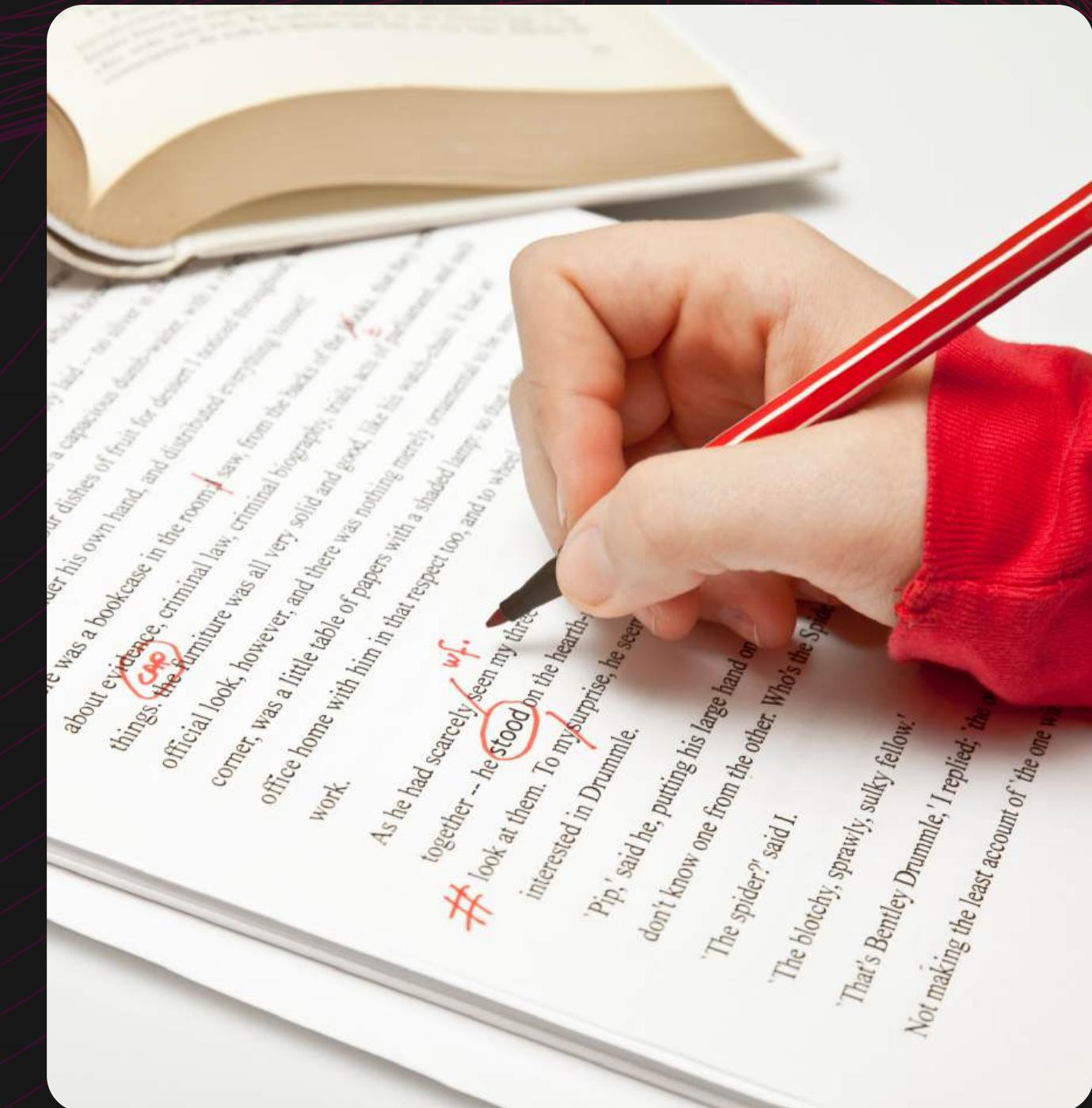


Copy Writing



Our expert copywriters craft compelling, industry-specific content tailored to your brand.

From press releases to website copy, we combine technical agricultural knowledge with digital expertise to ensure your message is clear, persuasive, and results driven.





Reach the perfect candidate with agriRECRUIT. With 25,000+ monthly page views and cross-promotion on Agriland, we connect your vacancies with Ireland's largest ag-audience.

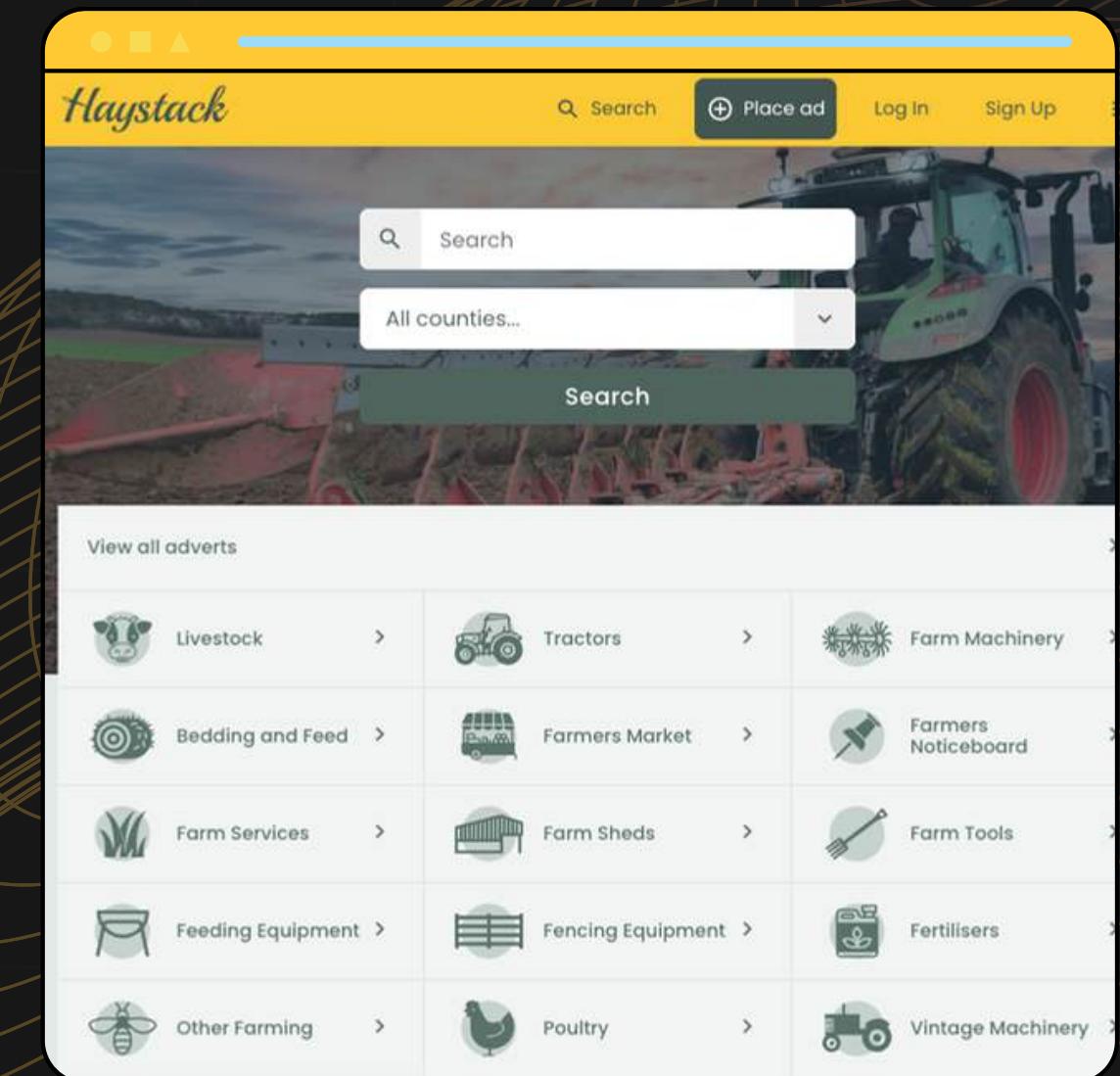
Target a prime demographic, from graduates to experts and use our advanced dashboard to track views and manage postings for measurable recruitment success.

A screenshot of the agriRECRUIT website. The top navigation bar includes "agriRECRUIT", "Home", "About", "Pricing", "PLACE JOB", and "Log in". Below the navigation is a search bar with "Search for..." and a "Search" button. The main content area is titled "Latest Agri Jobs" and lists three job postings: "Herdsperson" (Cohort), "Lairage And Carcass Grading" (Troy's Meats), and "Farm Machinery Service Manager" (Atkins). Each job listing includes a small company logo, a brief description, and a date (e.g., 06 Jan 2025, 24 Dec 2025, 23 Dec 2025). To the right of the job list is a sidebar titled "Why Advertise With Us?" which lists benefits like listing for 4 weeks, unlimited updates, and cross-promotion. It also includes a "PLACE JOB" button.



Haystack is the premier digital marketplace for agricultural goods and services.

Leveraging the Agriland Media network, we provide a quick, hassle-free way for farmers and merchants to trade and grow.



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Rate Card



Native & Display Campaigns



Run of Site Display Ads

€16 CPM

Native Campaign - Client Supplied Content

€2000

Native Campaign - Content Created In House

POA

Extended Native Campaign

POA

E-Newsletter Sponsorship

€1000 per week

Series Campaign

POA

Additional Services



POA

POA

€350

POA

POA

€350

€400

Agrirecruit Job Listing Self Service

Agrirecruit Job Listing Managed

Let's Talk

Get in touch today to discuss
your next campaign



+(353) 1 449 8103



advertising@agrilandmedia.ie





AGRILAND **MEDIA**

Digital By Design

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AGRI*creative*

 Agriland

 *Haystack.ie*
FIND IT, BUY IT, SELL IT

 AGRI **retailer**