



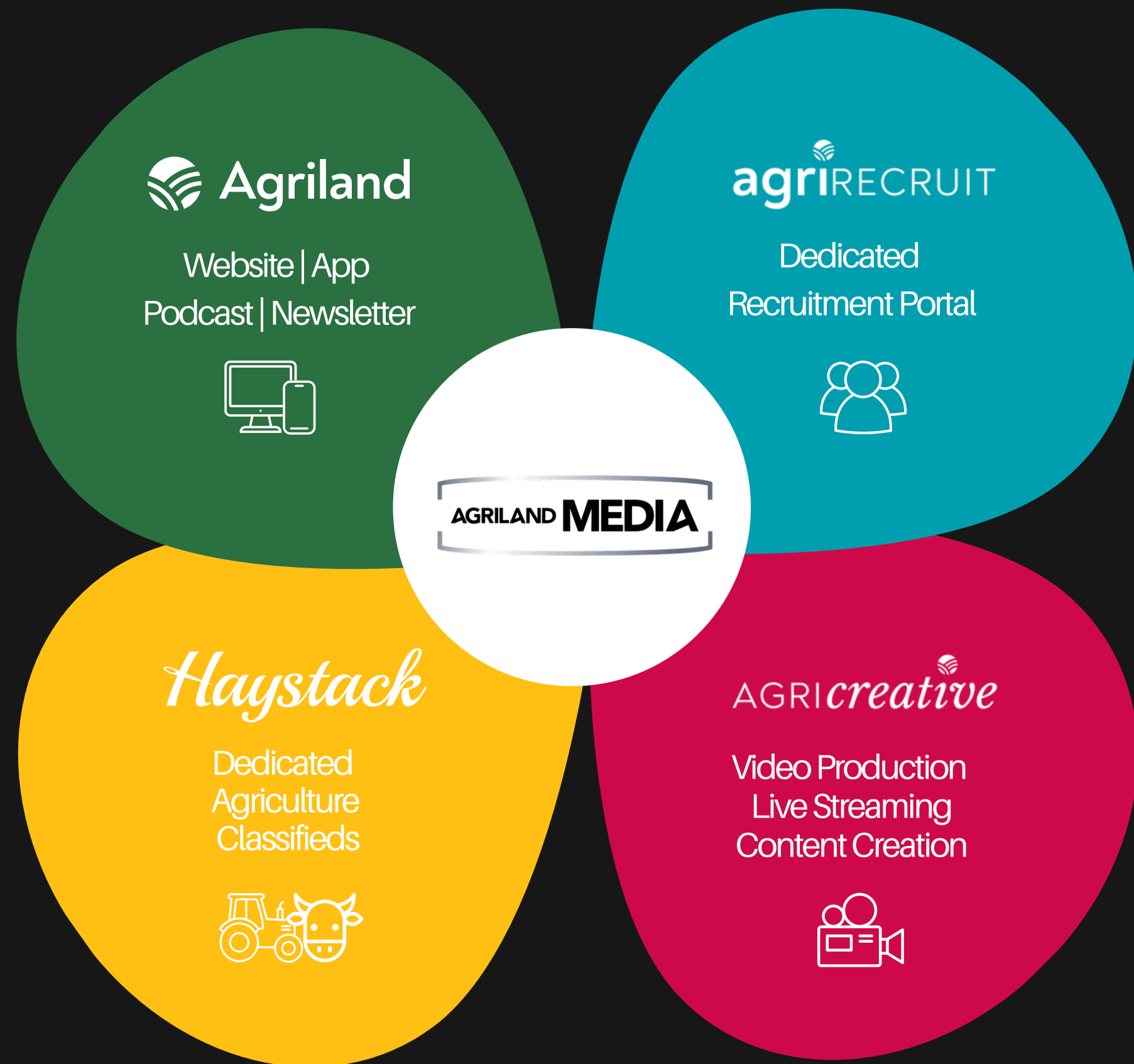
Media Pack

Digital by design

AGRILAND MEDIA

Four brands. One mission.

The Agriland Media Group brings together the power of trusted journalism, targeted recruitment, specialist classifieds and creative production to connect with the agri community across Ireland and the UK



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.

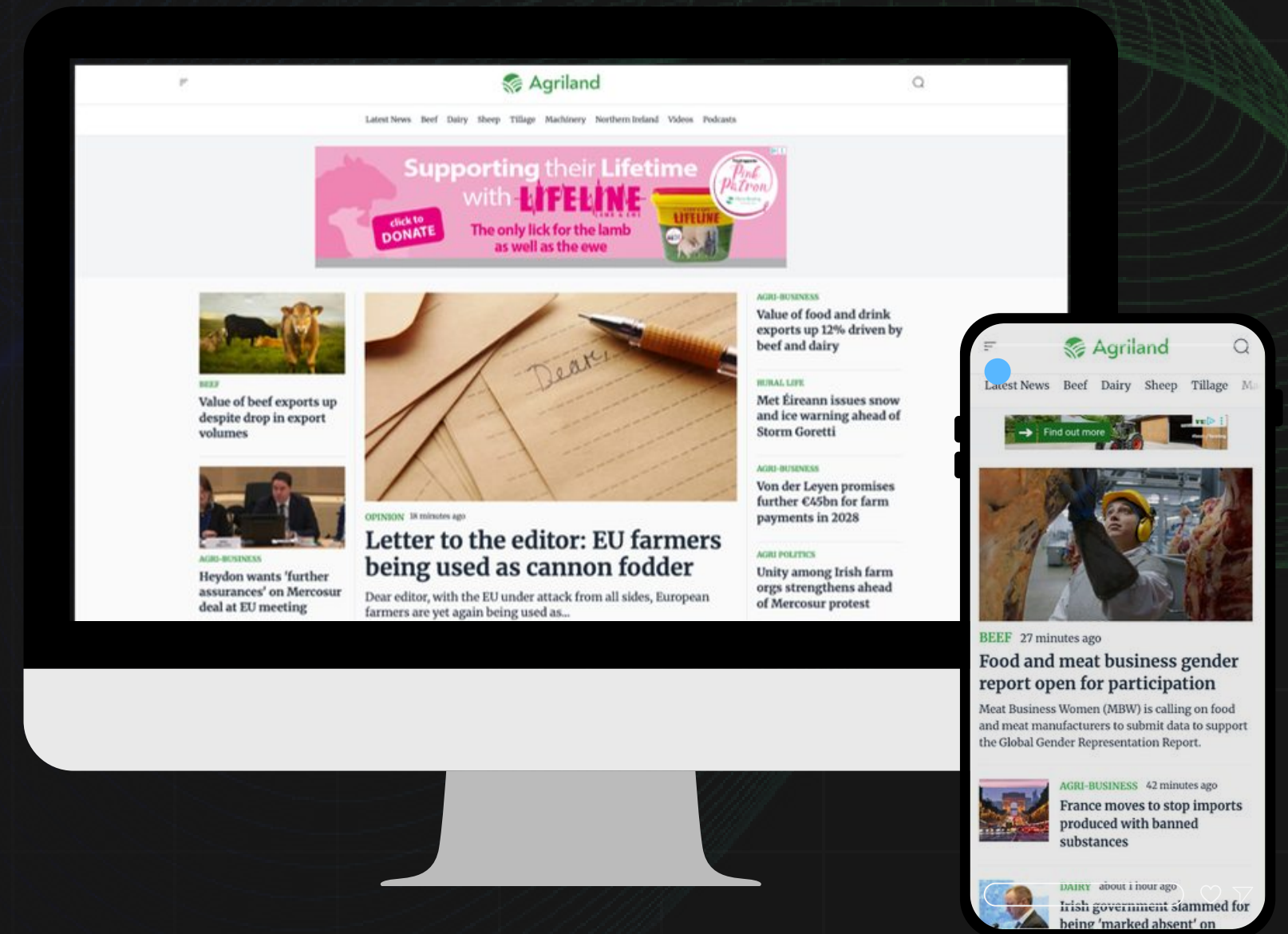




Launched in 2013 as Ireland's first digital-only daily publisher, Agriland is now the nation's leading agricultural news authority.

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.

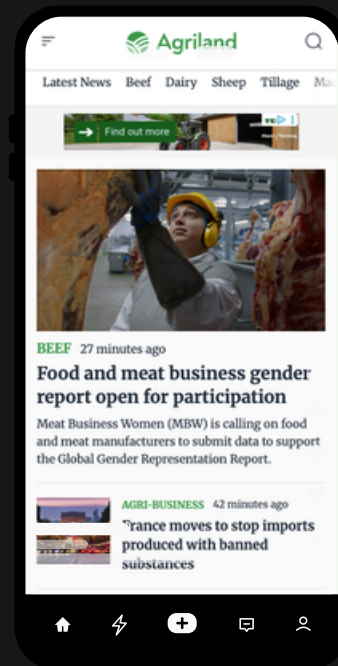


Agriculture is now digital first

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

AN AGRILAND **MEDIA** COMPANY

Reaching key decision makers

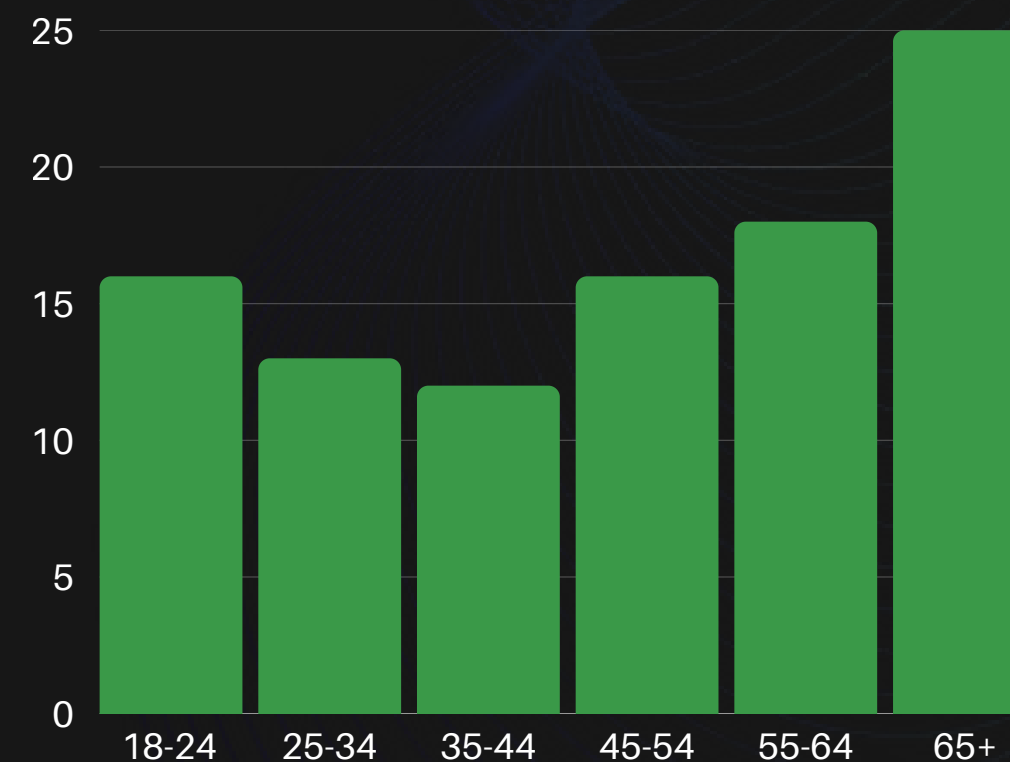


Teagasc reports the average Irish farmer is 58 years of age.

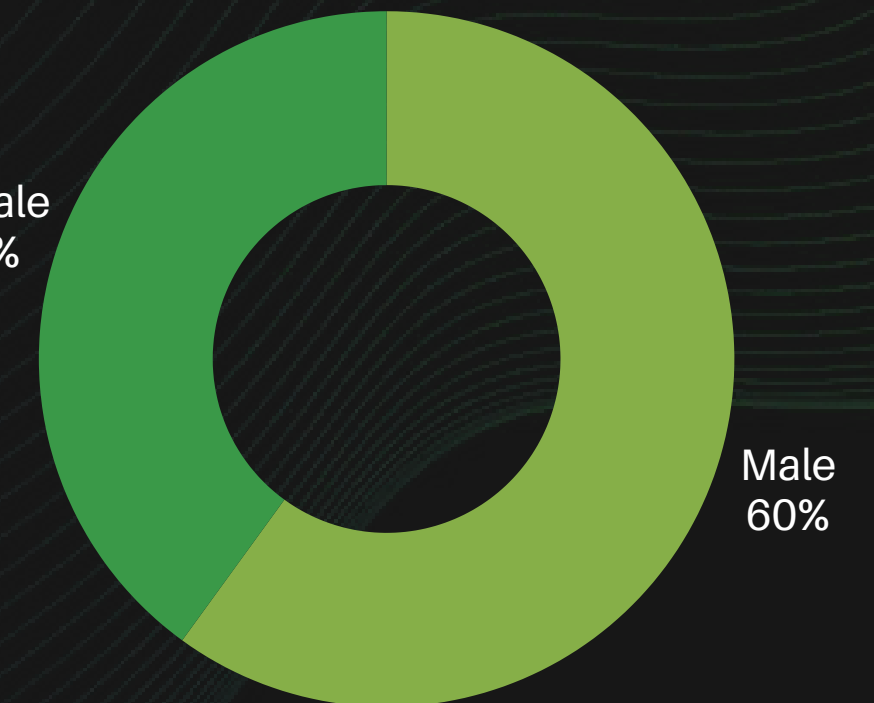
With Agriland's largest readership aged 45-65, our platform perfectly aligns with the industry's core decision-makers.

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

AUDIENCE DEMOGRAPHIC



Female
40%



Male
60%

Display Campaigns

Boost brand awareness with strategic display advertising across our network.

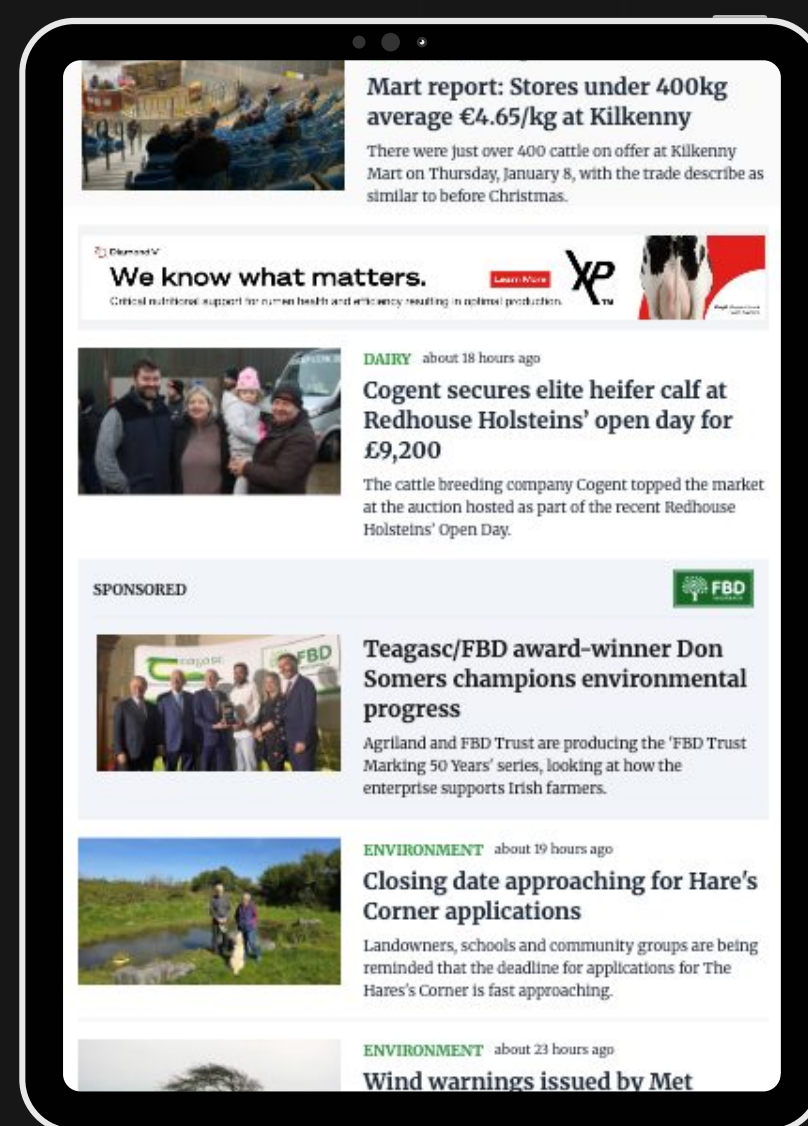
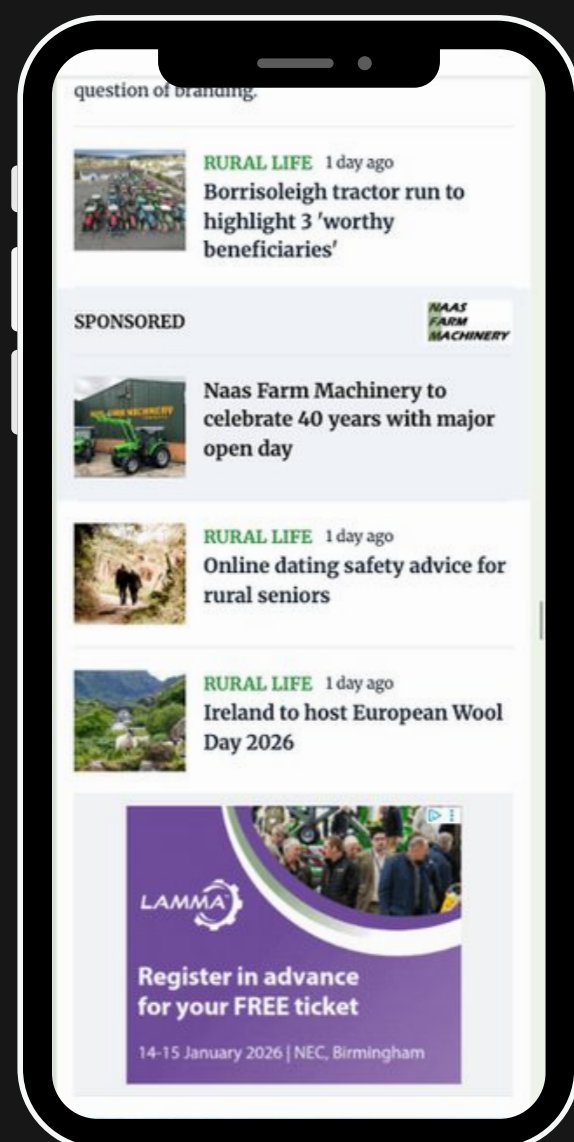
We support all IAB formats with advanced targeting to reach specific sectors like dairy or beef.

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



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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 centre of the industry conversation.

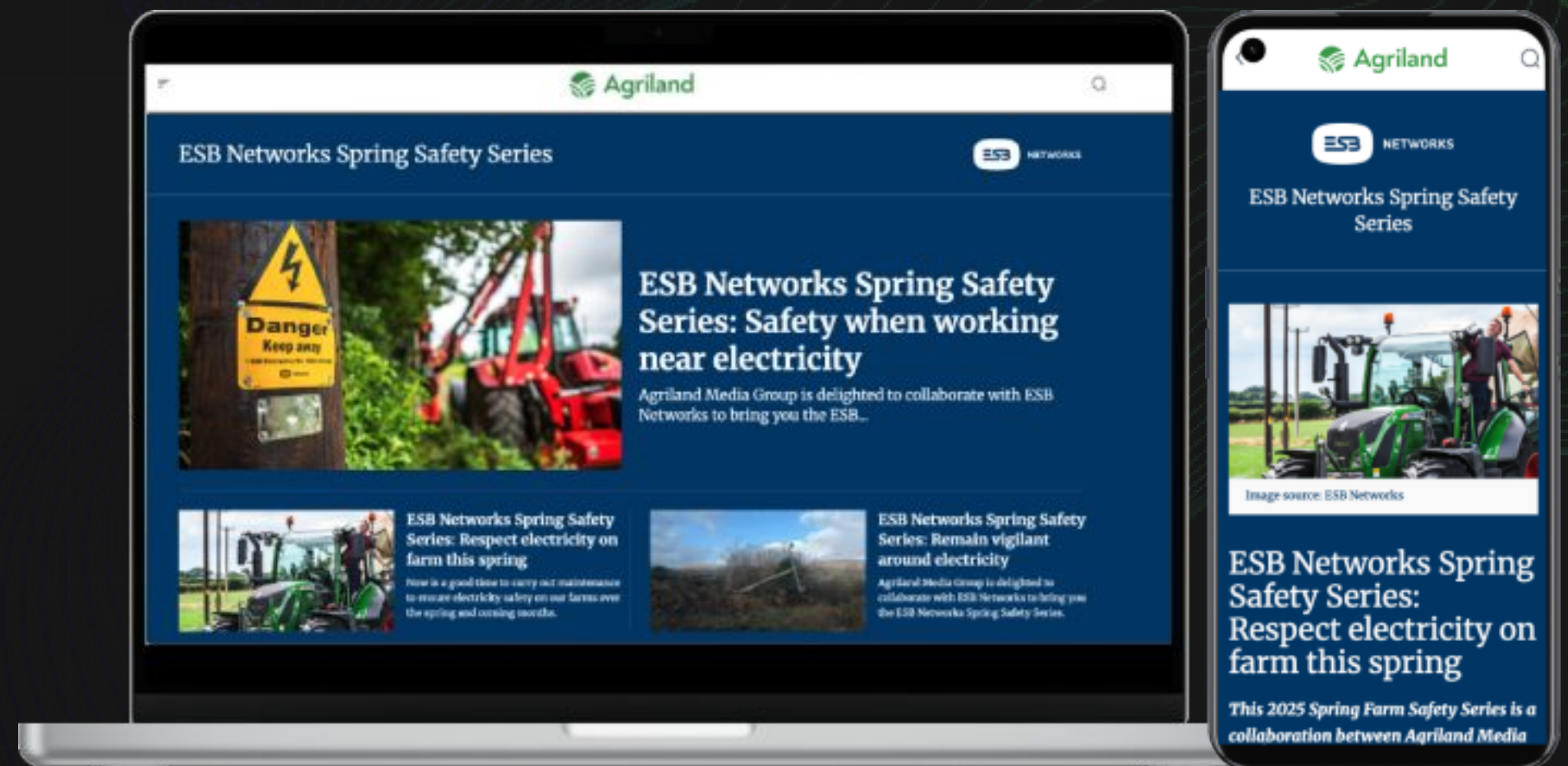


Series Campaign

Our Series Campaign offers high-impact visibility through weekly native articles and integrated video content, all fully customised with your brand's logo and color scheme.

Benefit from prime homepage positioning and a free introductory feature.

Paired with a high visibility display campaign, distribution across our social channels and 50k email subscribers, we ensure maximum brand authority.

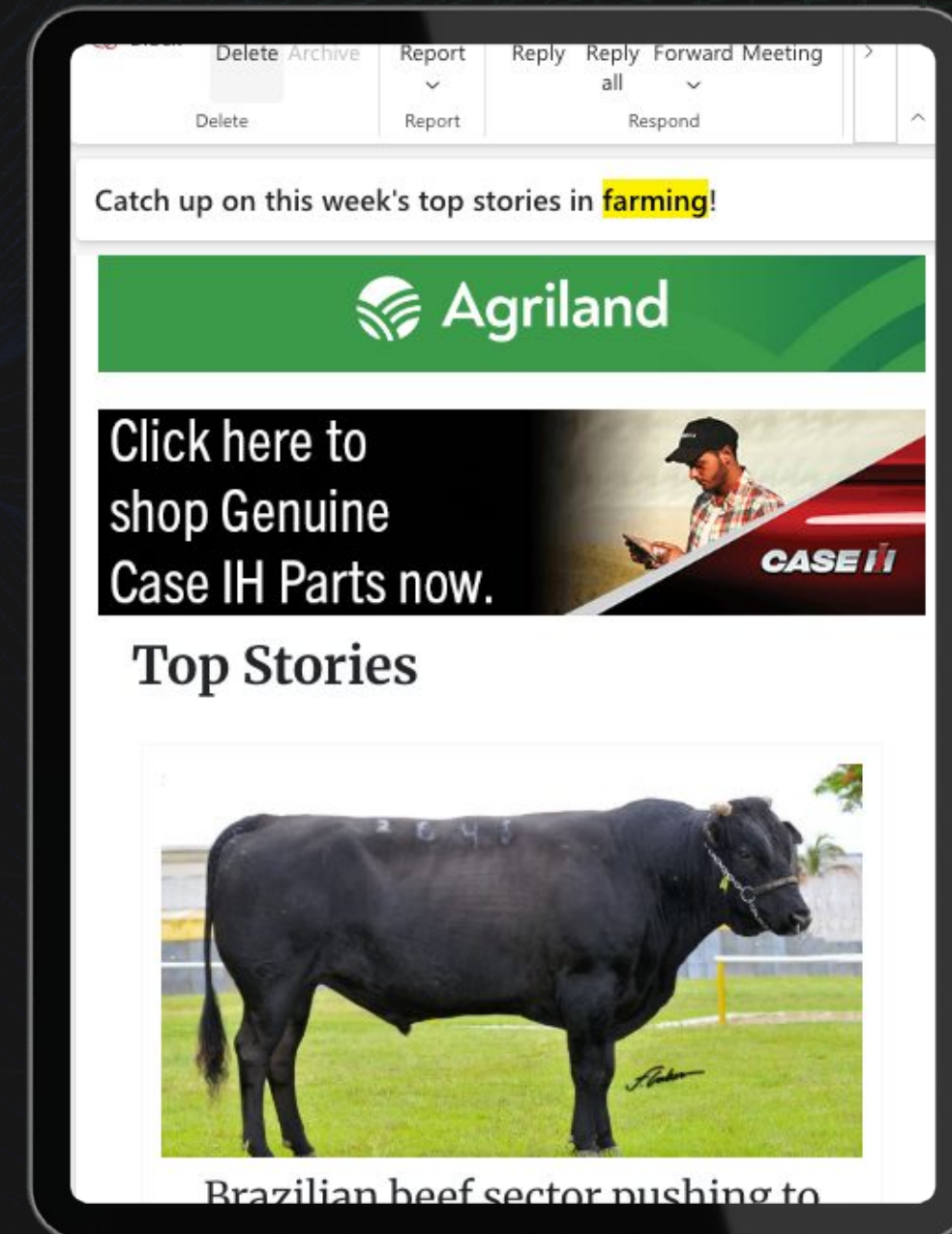


Email Marketing

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.



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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.

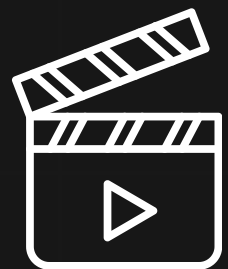
Led by a team with BBC and RTÉ experience, we use 4K technology and drones to produce high-impact visual assets that engage audiences and drive results.



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.

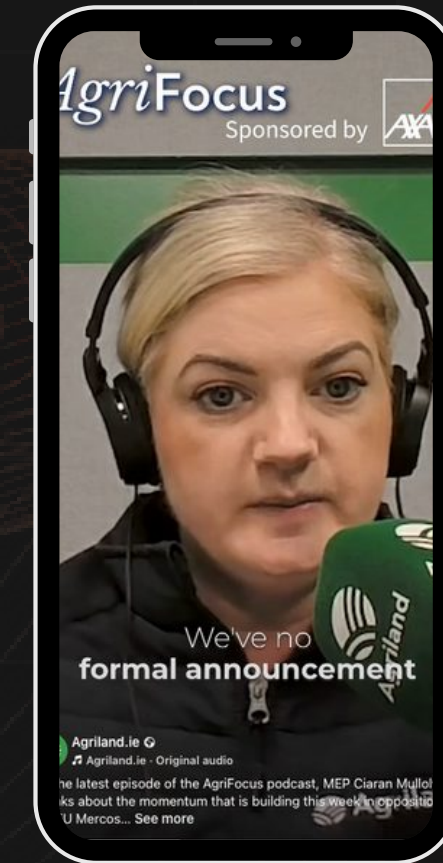


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Utilizing our dedicated recording studio and specialist equipment, we provide professional podcast production for your brand.

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



Podcast Production

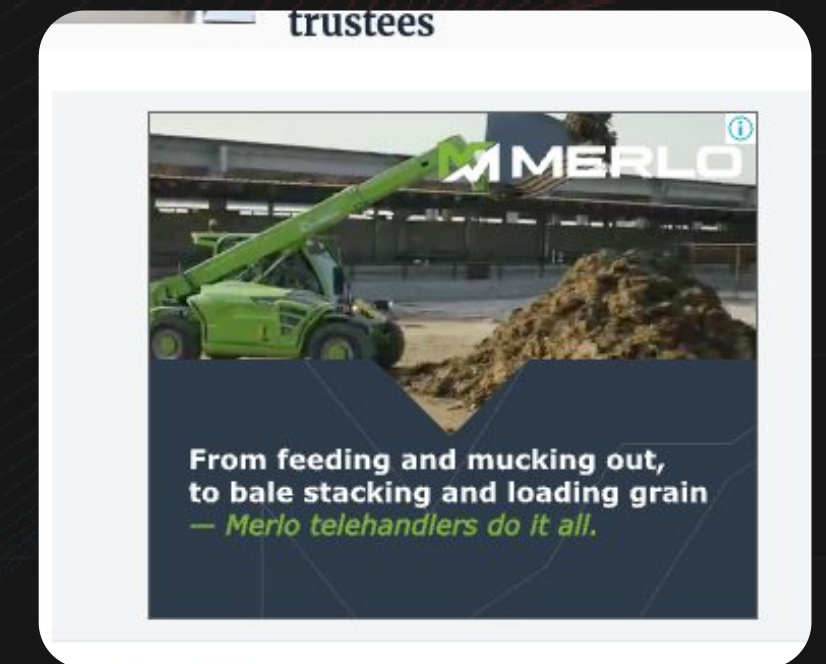
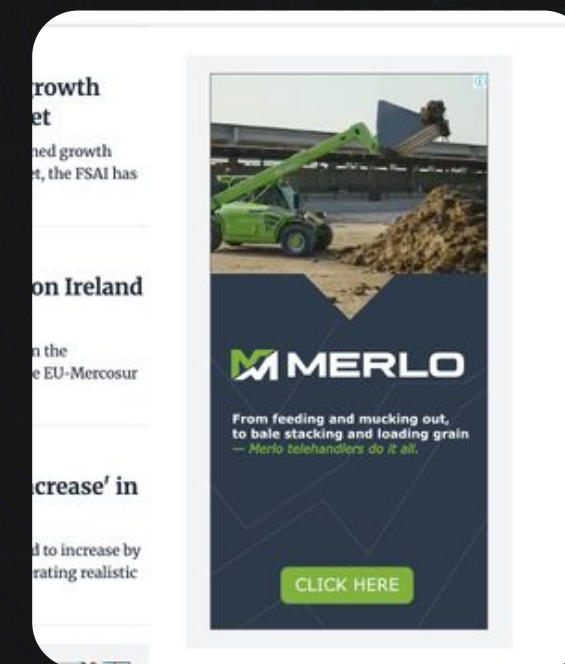
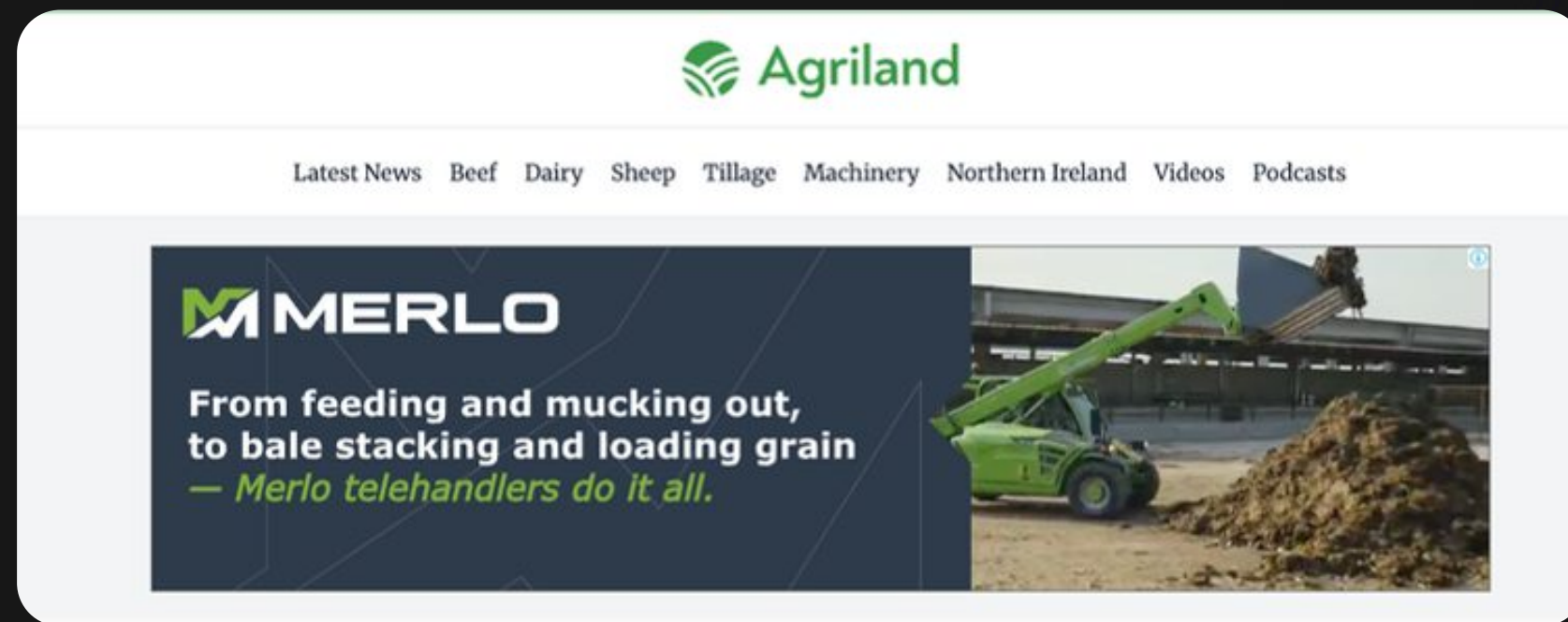
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Display Creatives

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.

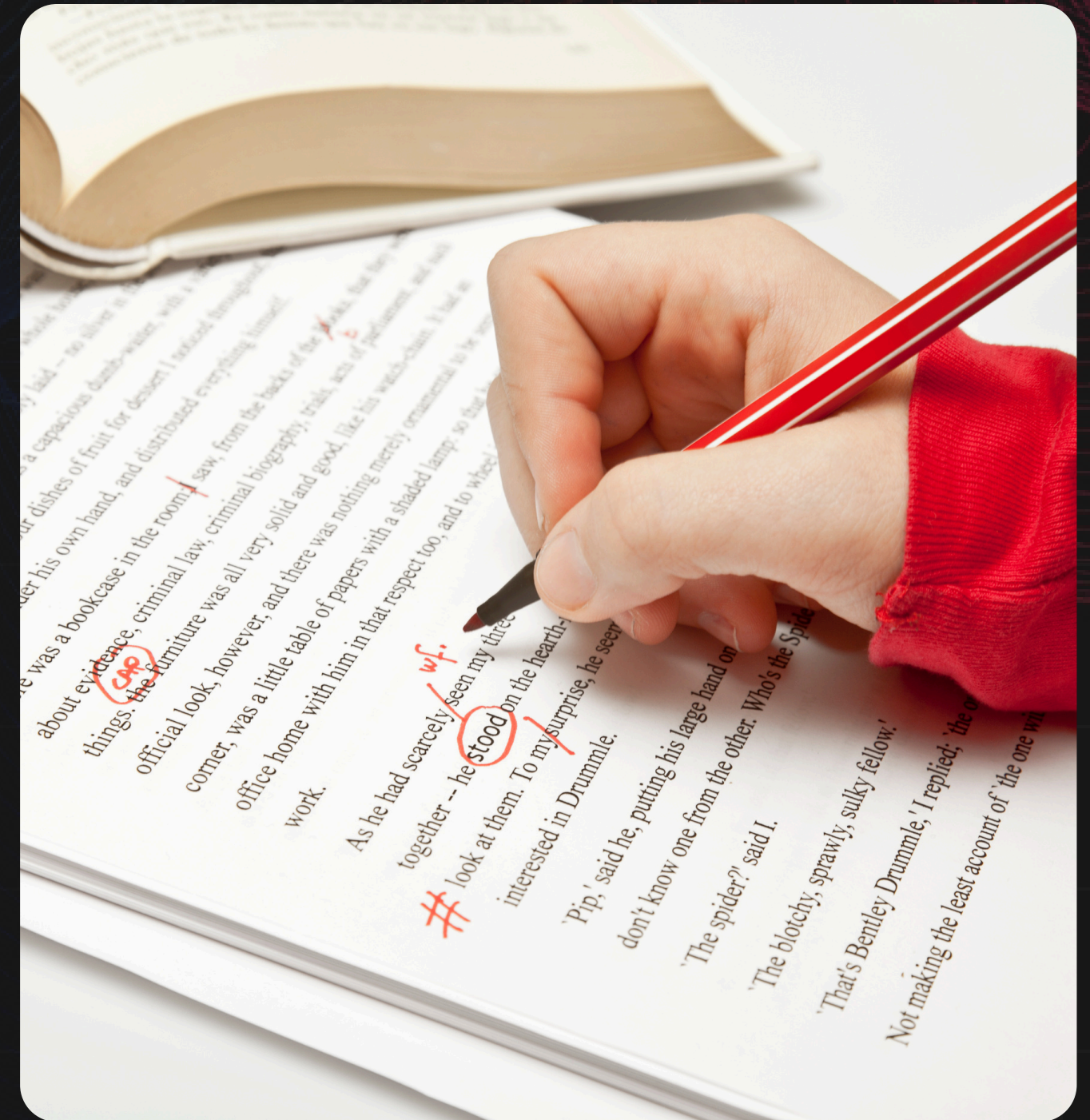


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Copy Writing

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

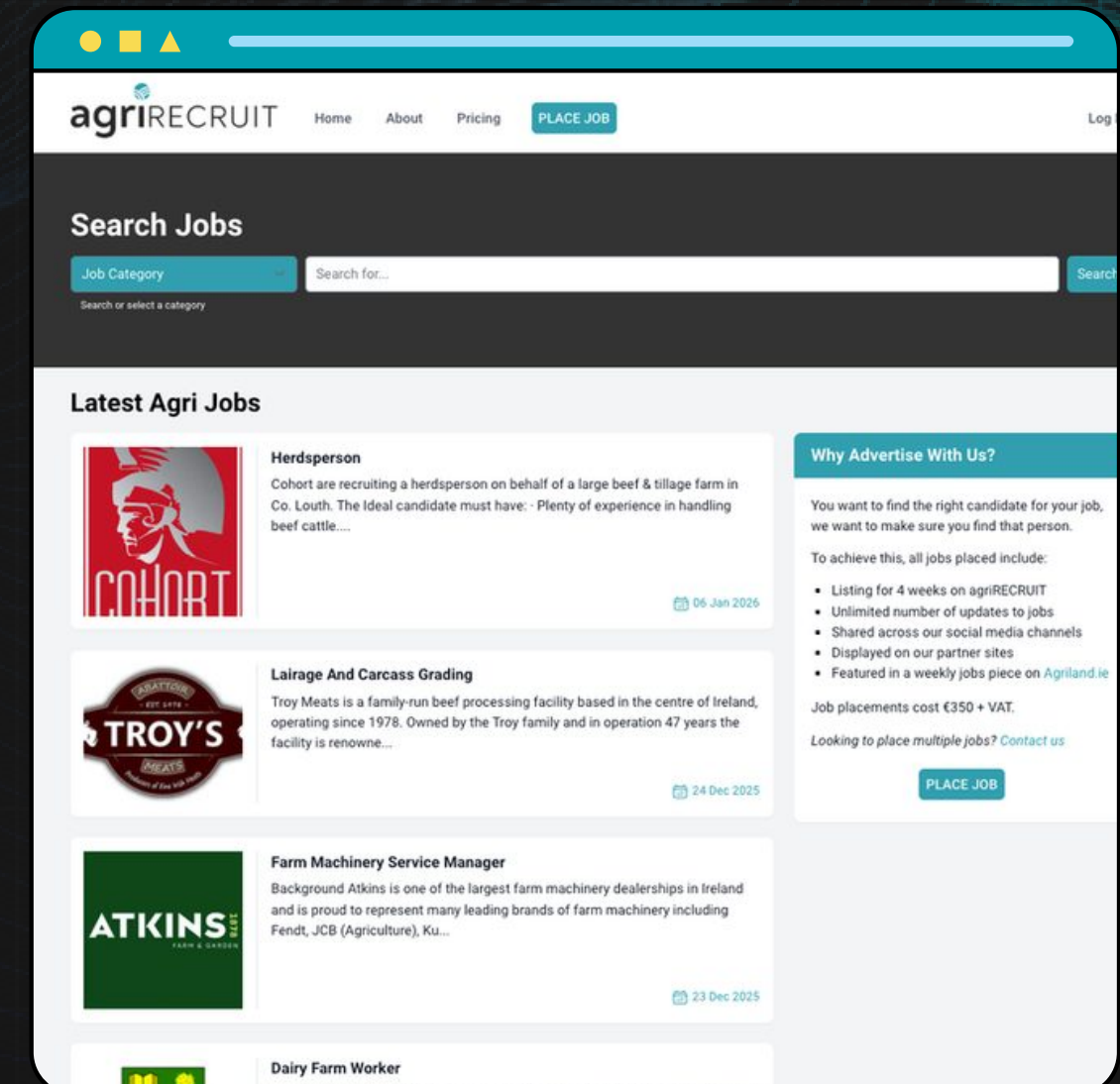
From press releases to website copy, we combine technical agricultural knowledge with digital expertise to ensure your message is clear, persuasive, and results driven.





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.

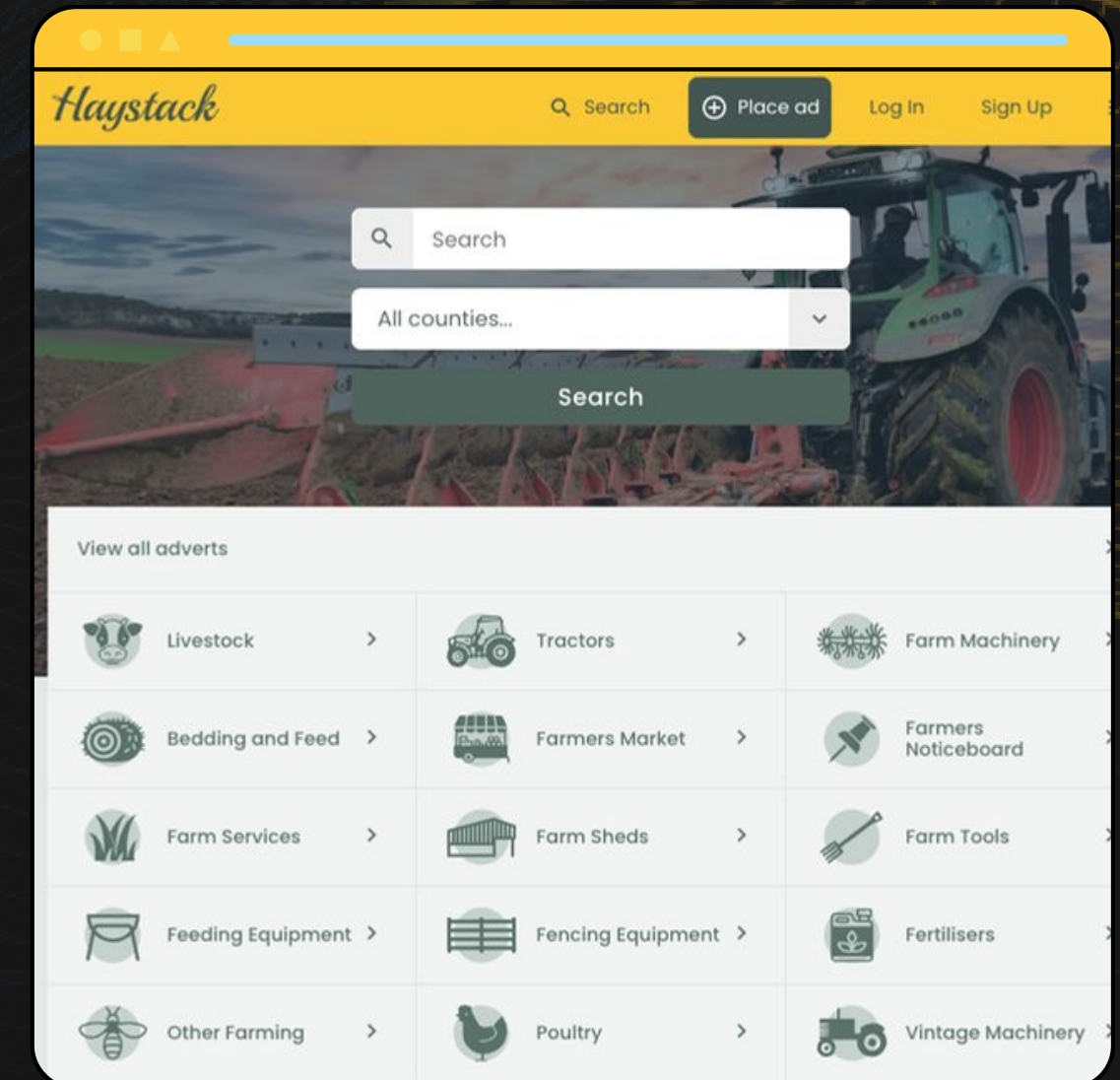
Target a prime demographic, from graduates to experts and use our advanced dashboard to track views and manage postings for measurable recruitment success.





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.



Rate Card



Native & Display Campaigns



Run of Site Display Ads	€16 CPM
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Native Campaign - Client Supplied Content	€2000
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Native Campaign - Content Created In House	POA
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Extended Native Campaign	POA
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E-Newsletter Sponsorship	€1000 per week
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Series Campaign	POA
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Additional Services



Podcast Production	POA
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Video Production	POA
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Creative production	€350
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Livestreaming	POA
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Copywriting Service	POA
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Agirecruit Job Listing Self Service	€350
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Agirecruit Job Listing Managed	€400
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Let's Talk

Get in touch today to discuss
your next campaign



+(353) 1 449 8103



advertising@agrilandmedia.ie





Digital By Design

