



**NZX**  **Agri**

# GUIDE TO DIGITAL ADVERTISING

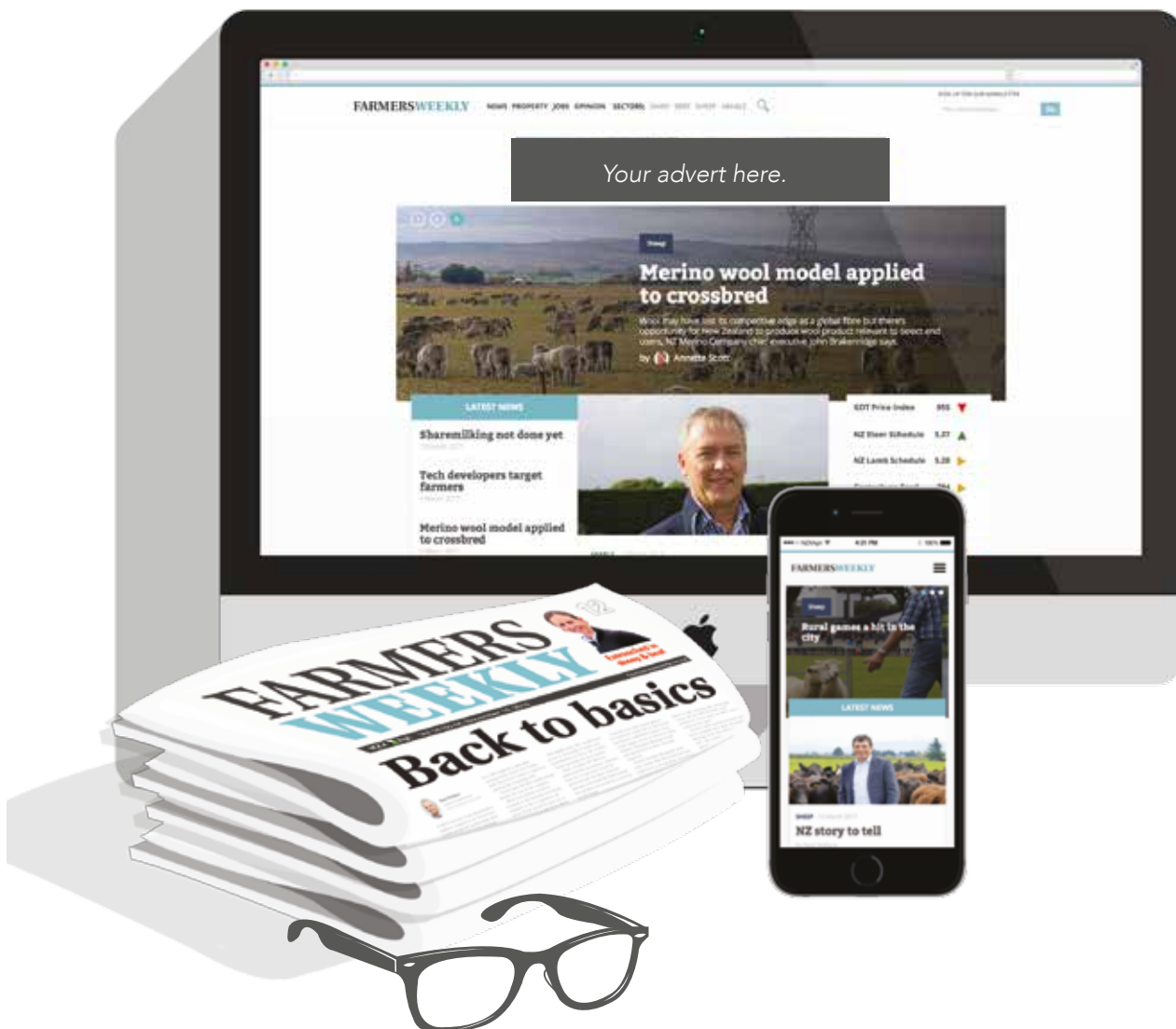
Every farmer. Every day. News that matters.

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*Farmers Weekly* is our leading brand for the farming community. It's where we deliver news, advice, inspiration, and the latest farm management information.

*Farmers Weekly* provides timely, comprehensive and unbiased content beyond the farmgate.

We understand farming's challenges and what it takes to prosper on the land. Farmers know we've got their backs – *Farmers Weekly* is the trusted source for the farming community.



## Why digital?

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At NZX Agri we pride ourselves on offering both print and digital advertising solutions to our advertising clients and agency partners. We also pride ourselves on being ahead of the game in a constantly changing media landscape.

We all know how fast media engagement has evolved over the past five years, therefore one of our goals is to deliver content following digital best practice. We aim to ensure that we continue to create connectivity with our consumers, by delivering the experience they expect.

Our online platform is where farmers go for news, data, jobs, real estate and much more. NZX Agri is the go-to online resource for anything agri. Typically adverts are sold ROS, although targeting options are available.

**We're able to target your campaign to help you reach your target audience**

**Industry Specific:** Sheep & beef, dairy, etc.

**Geo-targeting:** By region or country

**Time:** Timing and frequency caps

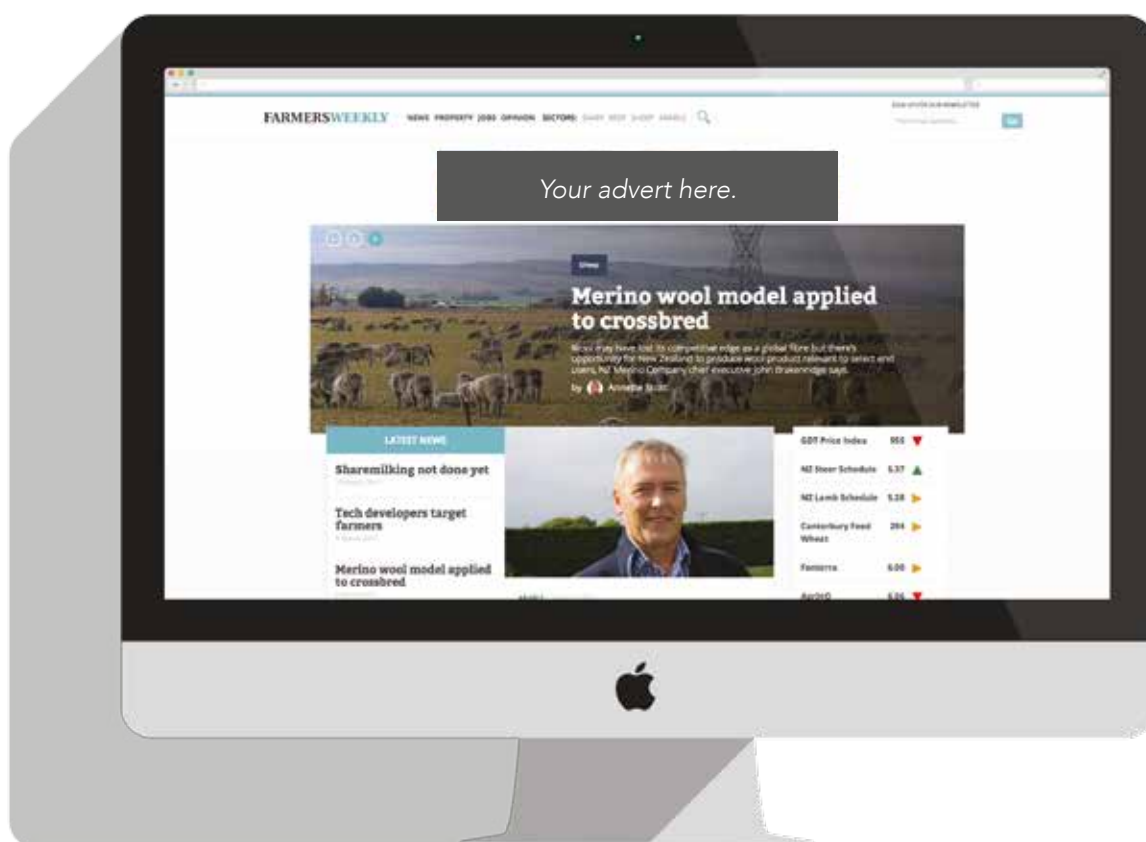
**Device specific:** Desktop only, mobile or tablet devices.

**Online campaign reporting is provided at the end of a campaign or upon request.**

**Impressions:** Useful when aiming for increased brand awareness

**Clicks:** How many times are browsers following your ad to the intended destination Click through rate

**Total site results:** a measure for which you can compare your campaign to Open rate (eDMs)



## Farmers Weekly homepage advertising

The screenshot shows the Farmers Weekly homepage layout. At the top is a navigation bar with the logo and menu items: NEWS, PROPERTY, JOBS, OPINION, SECTIONS, DAIRY, BEEF, SHEEP, GRASS. A search icon is also present. Below the navigation bar is a large hero section featuring a main article titled "Phew, weaner prices hold up" with a sub-headline "Weaner Farm Cash is up 41c to \$10.00 for 2017's annual five-day weaner sale" and author "Aun Williams". To the right of the hero section is a "LATEST NEWS" sidebar with several article teasers. Below the hero section is a "Kiwifruit harvest is ready to begin" article. To the right of this is a "Price Index" table:

GD7 Price Index	953	▼
NZ Steer Schedule	5.37	▶
NZ Lamb Schedule	5.33	▲
Canterbury Feed Wheat	352	▲
Fonterra	6.90	▶
AgriHQ	6.06	▼

Below the price index is an "OPINION" section with a featured article "ALTERNATIVE VIEW: Getting water quality down to a science" and other teasers like "YEAH RIGHT: Farmers' behaviour undermined MIE work" and "MEATY MATTERS: Meat companies and union tally up". At the bottom, there is a "LATEST IN BEEF" section with articles like "Urea prices surge" and "FulPIT: Doing the small things better". Three grey boxes with circled numbers (1, 2, 3) and the text "Your advert here." are overlaid on the page to indicate advertising opportunities.

### 1 Leaderboard Banner

(760x120pixels and 320x50)

- Homepage
- Run of Site (ROS)
- Mobile
- CPM Rate \$50

### 2 2xMREC

(300x250pixels)

- Homepage
- Run of Site (ROS)
- Mobile
- CPM Rate \$40

### 3 2x Content Banners

(760x120pixels and 320x50)

- Homepage
- Run of Site (ROS)
- Mobile
- CPM Rate \$50



## Farmers Weekly article level advertising

### 1 Leaderboard Banner

(760x120pixels and 320x50)

- Homepage
- Run of Site (ROS)
- Mobile
- CPM Rate \$50

### 2 2xMREC

(300x250pixels)

- Homepage
- Run of Site (ROS)
- Mobile
- CPM Rate \$40

### 3 2x Content Banners

(760x120pixels and 320x50)

- Homepage
- Run of Site (ROS)
- Mobile
- CPM Rate \$50

### Content Banners

## Farmers Weekly Real Estate page

### 10x Share of voice MREC (300x250pixels)

- 10x 100% SOV MREC spaces available to advertise anything Real Estate.
- Weekly tenancy: \$75
- Monthly tenancy: \$250

The screenshot shows the top of the Farmers Weekly website. At the top left is the logo 'FARMERSWEEKLY' followed by navigation links: 'NEWS PROPERTY JOBS OPINION SECTORS: DAIRY BEEF SHEEP ARABLE'. A search icon is to the right. On the top right, there is a 'SIGN UP FOR OUR NEWSLETTER' button with a 'Go' button next to it. Below the navigation is a large banner image of a rural landscape with the text 'REAL ESTATE' overlaid in large white letters. Below the banner is a paragraph of text: 'Land is the biggest asset to any farming business - so it pays to stay up to date with the market. No matter what rung of the property ladder you are on, Farmers Weekly's real estate page is a great resource, bringing together more real estate specific news, market information, links to helpful pages and farm listings, plus in-depth property editorials written by NZX Agri's leading team of journalists.' To the right of this text is a 'SECTORS' menu with the following items: 'DAIRY' (Milk, Cows, Heifers, Calves, Sheep, Goats, Dairy products, Bells), 'BEEF' (Culves, Other beef products, Heifers, Beef meat, Steers, Cows, Bulls), 'SHEEP' (Ewes, Haggies, Rams, Wool, Lambs, Sheep meat, Other sheep products), 'OTHER LIVESTOCK' (Pigs, Deer, Farm dogs, Poultry, Grassland/croods), 'ARABLE' (Maize, Barley, Potatoes, Wheat, Oatmeal, Other cereals, Other arable crops), 'FORESTRY', 'HORTICULTURE' (Wines, Apples, Potatoes, Kiwifruit, Other horticulture crops), 'OTHER', 'ACADEMY', and 'SALES RESULTS'. Below the text and menu are ten dark grey rectangular boxes arranged in two columns of five, each containing the text 'Your advert here.'.

## Farmers Weekly Jobs

Powered by **NZX Agri**

Your advert here.

**FARMERS WEEKLY jobs** JOBS

Find a Job | Find Employees | Careers Info | Contact us

By Category: All Categories | By Location: All Locations | Follow Us: Twitter Facebook

- » Ag-business
- » General Manager
- » Shepherd / General
- » Stock Manager
- » Farm Assistant
- » Shepherd
- » Soreyzer Operator
- » Team Leader
- » Tractor / Truck / Machinery Operator

Map of New Zealand showing regional locations.

**Latest Jobs**

**Shepherd General**  
Category: Shepherd / General  
Location: Bay of Plenty  
[View Details](#)

**Shepherd General - HB & Shepherd General - Rotorua - NEW!**  
Category: Shepherd / General  
Location: Hawke's Bay  
[View Details](#)

**Truck & Tractor Driver/Irrigation/Maintenance/ Stock Work Position - NEW!**  
Category: Tractor / Truck / Machinery Operator  
Location: Hawke's Bay  
[View Details](#)

**Shepherd!**  
Category: Shepherd  
Location: Hawke's Bay  
[View Details](#)

**Account Manager - Waikato/Auckland - NEW!**  
Category: Ag/Business  
Location: North Island  
[View Details](#)

Press more jobs: [Category] [Location]

**Leaderboard** (760x120pixels and 320x50)  
• \$50 CPM rate.

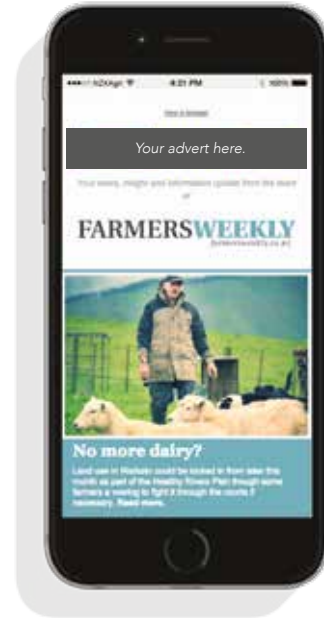
Your advert here.

**Skyscraper** (160x600pixels)  
• \$40 CPM rate.

## Farmers Weekly EDM advertising

Farmers Weekly free email-newsletter keeps farmers in the know first. Subscribers receive our editor's pick of top stories and a link to a view of the paper online on a Friday night, before it hits letterboxes. So whether you want your news in an instant online or if you would rather sit down with a cuppa and the newspaper, *Farmers Weekly* has you covered.

- Sent weekly on a Friday evening
- More than 4000 registered website users who have opted in
- Average open rate over 39%
- Two advertising/sponsorship positions available per eDM (50% SOV):
  - 1x Leaderboard (760x120px)
  - 1x MRec (300x250px)



## Young Country monthly newsletter advertising

# YOUNG country

The monthly *Young Country* eDM delivers the latest stories of young people out there doing it. Our editors, bring together their picks of top stories from *Country-Wide* and *Dairy Exporter*, the latest competitions, ideas, news and videos. Advertisers can use this eDM to reach the next generation of top farmers and agribusiness people by placing an advertisement or sponsored copy among our top quality content.

- Sent within the first week of every month.
- Sent to about 5800 email addresses of registered users of the website who indicated they wanted to receive updates from *Young Country*.
- Average open rate over 25%
- Two advertising/sponsorship positions available per eDM (50% SOV):
  - 1 Leaderboard (720 x 120 px)
  - 1 MREC ( 300 x 250 px)



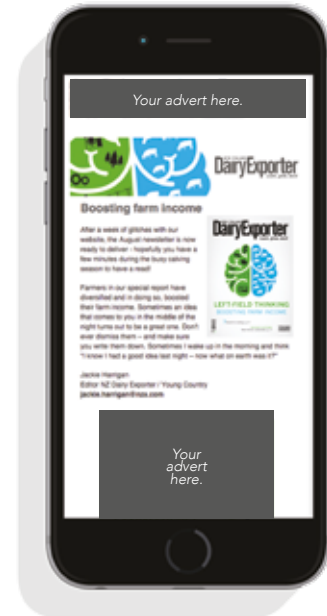


## NZ Dairy Exporter monthly newsletter advertising



Dairy Exporter's monthly email newsletter delivers news, ideas, additional content and competitions to over 3800 registered subscribers. Advertisers can use the newsletter through advertising or providing sponsored content to run in the body of the newsletter. This is a cost-effective and measurable way to reach Dairy Exporter's highly engaged community of online users.

- Sent monthly on the Friday before the magazine's on sale date.
- Sent to about 3800 email addresses, made up of Dairy Exporter magazine subscribers and registered website users who indicated they wish to receive Dairy Exporter update.
- Average open rate over 31%
- Two advertising/sponsorship positions available per eDM (50% SOV):
  - 1 x Leaderboard (720 x 120 px)
  - 1 x MREC (300 x 250 px)

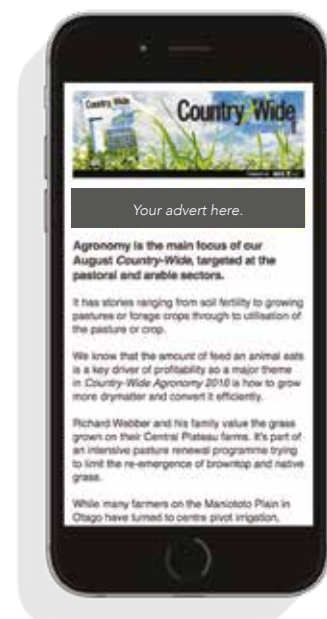


## Country-Wide monthly newsletter advertising



Advertising in Country-Wide's monthly email newsletter is a cost-effective and measurable way to reach Country-Wide's community of subscribers, progressive farmers and industry leaders. Collated by editor Terry Brosnahan, each eDM includes a unique editorial piece, links to view the virtual edition of the latest magazine, top stories, interactive content such as videos and competitions.

- Sent monthly on the Friday before the magazine's on sale date
- Sent to about 4400 email addresses, made up of Country-Wide magazine subscribers and registered website users
- Average open rate over 36%
- Two advertising/sponsorship positions available per eDM (50% SOV):
  - 1 x Leaderboard (720 x 120 px)
  - 1 x MREC (300 x 250 px)



# FARMERSWEEKLY

*farmersweekly.co.nz*

*To book advertising, please contact  
your local NZX Agri account manager or  
Freephone 0800 85 25 80 or  
email [agrisales.support@nzx.com](mailto:agrisales.support@nzx.com).*

**FARMERSWEEKLY**  
*farmersweekly.co.nz*

*First for farmers.*

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