



NZX  Agri

GUIDE TO DIGITAL ADVERTISING

Every farmer. Every day. News that matters.

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?

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

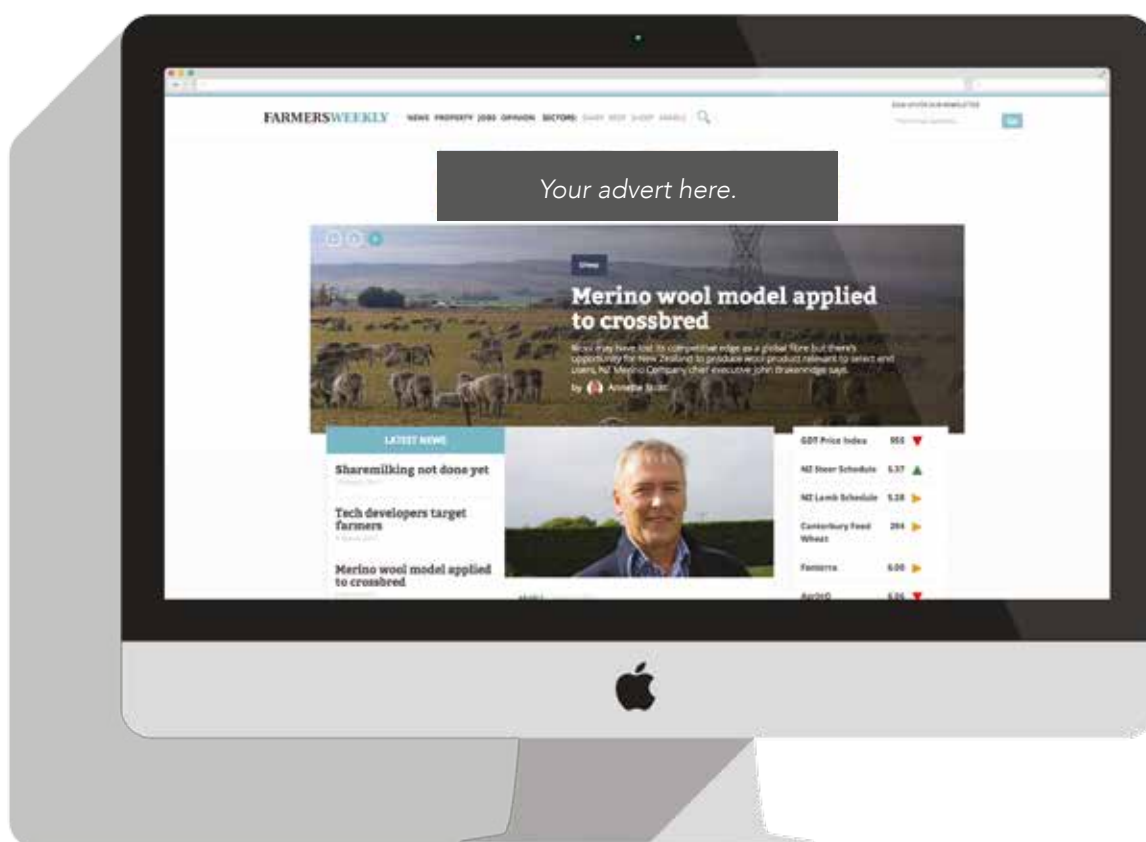
Device specific: Desktop only, mobile or tablet devices.

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 the 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 cattle just \$1.90 a kilo for livestock'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 "LATEST IN DAIRY" sidebar with more article teasers. At the bottom of the page is a "LATEST IN BEEF" sidebar with additional article teasers. Three dark grey boxes with white text and a circled number are overlaid on the page to indicate advertising spots:

- Spot 1:** Located at the top of the hero section, above the main article. Text: "Your advert here." with a circled "1".
- Spot 2:** Located in the right-hand column, below the "AgriHQ" widget. Text: "Your advert here." with a circled "2".
- Spot 3:** Located in the left-hand column, below the "LATEST IN DAIRY" sidebar. Text: "Your advert here." with a circled "3".

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 Farmers Weekly Real Estate page layout. At the top, there is a navigation bar with the Farmers Weekly logo, menu items (NEWS, PROPERTY, JOBS, OPINION, SECTORS: DAIRY, BEEF, SHEEP, ARABLE), a search icon, and a newsletter sign-up form. Below the navigation is a large hero image of a rural landscape with the text "REAL ESTATE" overlaid. Underneath the hero image is a paragraph of introductory text. The main content area is a grid of ten dark grey boxes, each containing the text "Your advert here." To the right of the grid is a sidebar titled "SECTORS" with a list of categories: DAIRY, BEEF, SHEEP, OTHER LIVESTOCK, ARABLE, FORESTRY, HORTICULTURE, OTHER, ACADEMY, and SALES RESULTS. At the bottom of the sidebar is a large grey rectangular area.

FARMERSWEEKLY NEWS PROPERTY JOBS OPINION SECTORS: DAIRY BEEF SHEEP ARABLE

Sign up for our newsletter
Your email address...

REAL ESTATE

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.

Your advert here.

Your advert here.

Your advert here.

Your advert here.

Your advert here.

Your advert here.

Your advert here.

Your advert here.

Your advert here.

Your advert here.

SECTORS

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

SALES RESULTS

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

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](#)

Display more jobs: Category: Location:

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

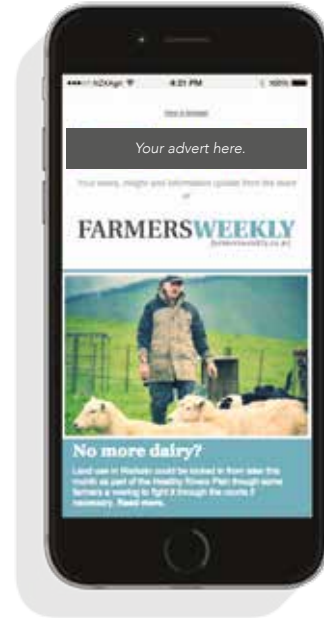
Your advert here.

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)

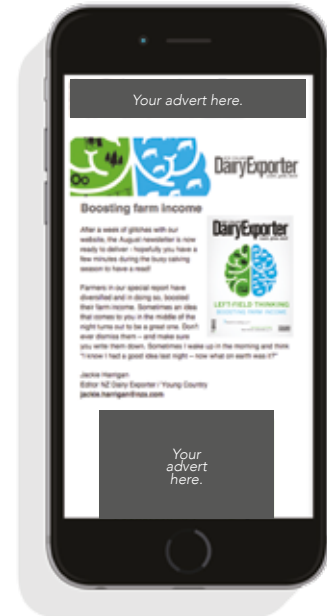


NZ Dairy Exporter monthly newsletter advertising



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)

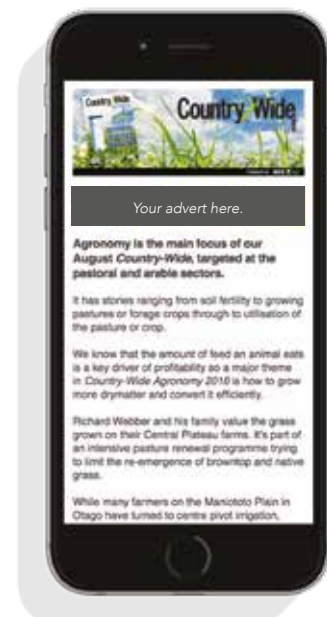


Country-Wide monthly newsletter advertising



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.*

FARMERSWEEKLY
farmersweekly.co.nz

First for farmers.

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