

PROMOTE **YOUR COMPANY**

MEDIAKIT²⁰²⁵
agricultura.it[®]
THE ITALIAN AGRICULTURAL JOURNAL

MAKE **YOUR BUSINESS GROW**

over **2.200.000**
Annual users

over **4.500.000**
Annual page viewers

over **60.000**
Monthly page views

over **21.400**
Newsletter subscribers

over **35.000 followers:**



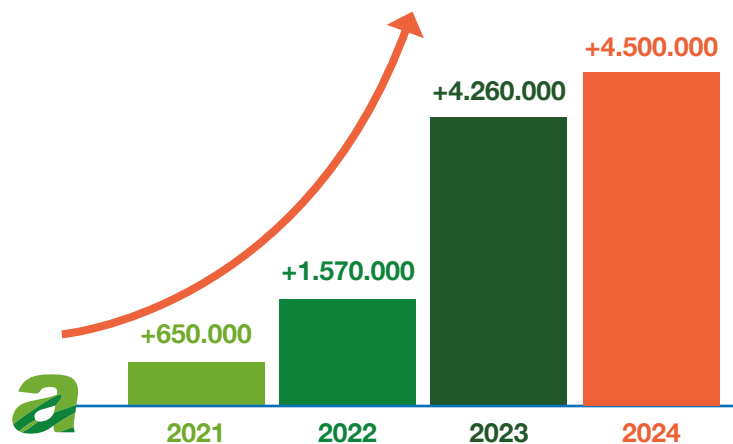
AGICOM | Advertising Sales Agency | 

OUR NUMBERS

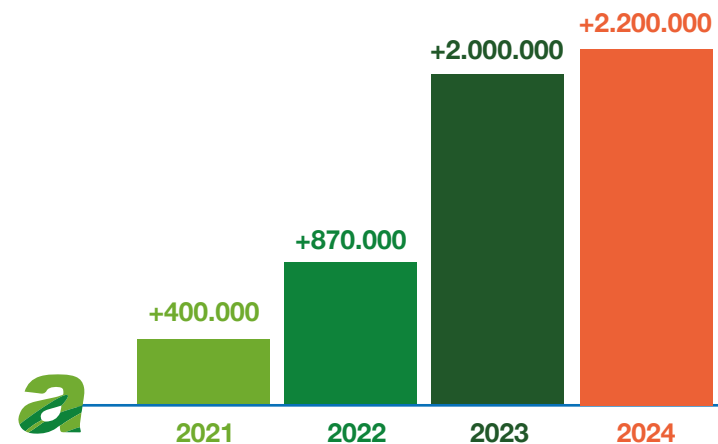


OUR GROWTH

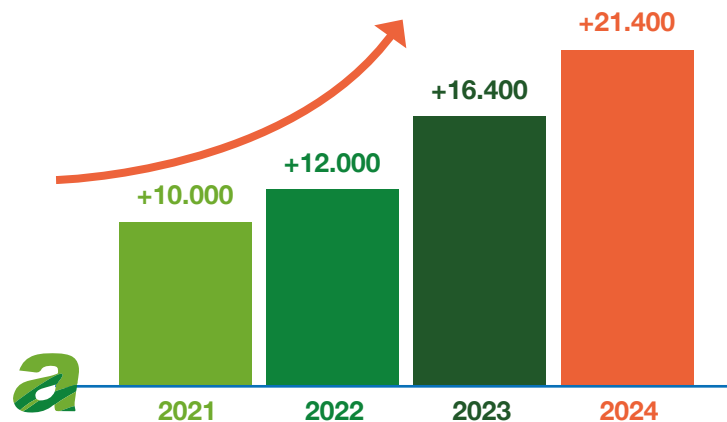
Average annual Impressions



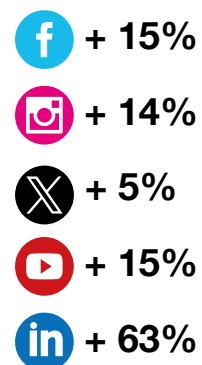
Average annual users



Newsletter subscribers



Social



The Italian Agricultural Journal offers the means to unified planning through the main and most efficient communication tools aimed at the players in the world of agriculture.

Daily news, agricultural columns, latest regarding agricultural policies, tax reviews, new techniques, innovations and information for both farmers and consumers.

Trade shows, food and country reading.

Daily interviews, detailed articles but also videos and photos thanks to an integrated digital system which rebounds off social media.



**AN INVESTMENT BACKED UP
BY PROMPT CAMPAIGN REPORTS!**

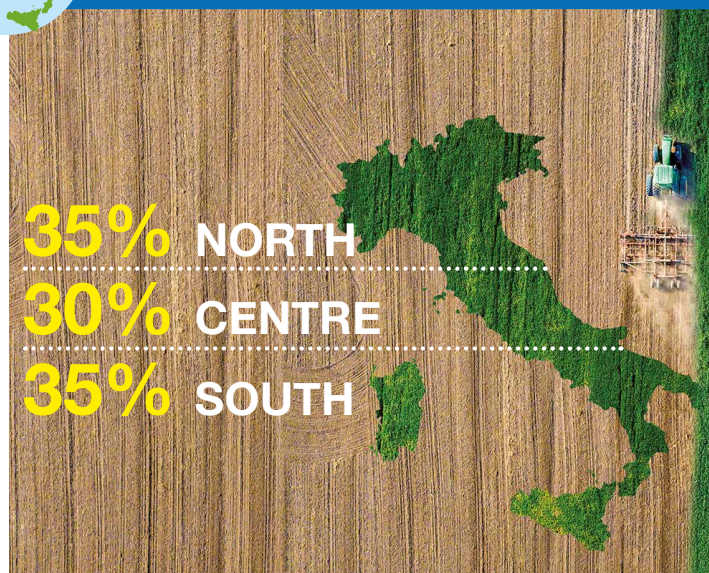


TARGET

- Agricultural businessmen
- Selected farmers
- Technicians and professionals
- Farm and agricultural organizations
- Government representatives
- Consumers
- Farmers federations



GEOGRAPHICAL DISTRIBUTION



PROMOTE YOUR PRODUCTS, SERVICES AND APPOINTMENTS DEDICATED TO THE WORLD OF AGRICULTURE



WEBSITE ADV

BANNER | DEDICATED ARTICLES | COMPANY
VIDEOSCOMPANY & PRODUCTS | SPECIALS

COMMUNICATION ACTIONS

NEWSLETTERS | DEMS | SOCIAL MEDIA FOLLOW UP
WEBINAR & DIRECT SOCIAL MEDIA

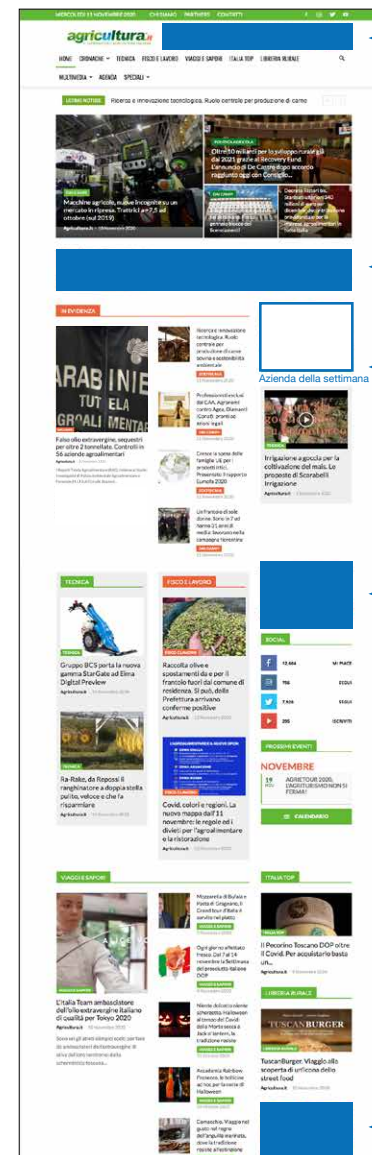


WEBSITE

ADV



HOME



1. HEADER
(1170x165 px)

2. BANNER
(1170x165 px)

3. COMPANY OF
THE WEEK
(370x280 px)

4. BOX 1
(370x280 px)

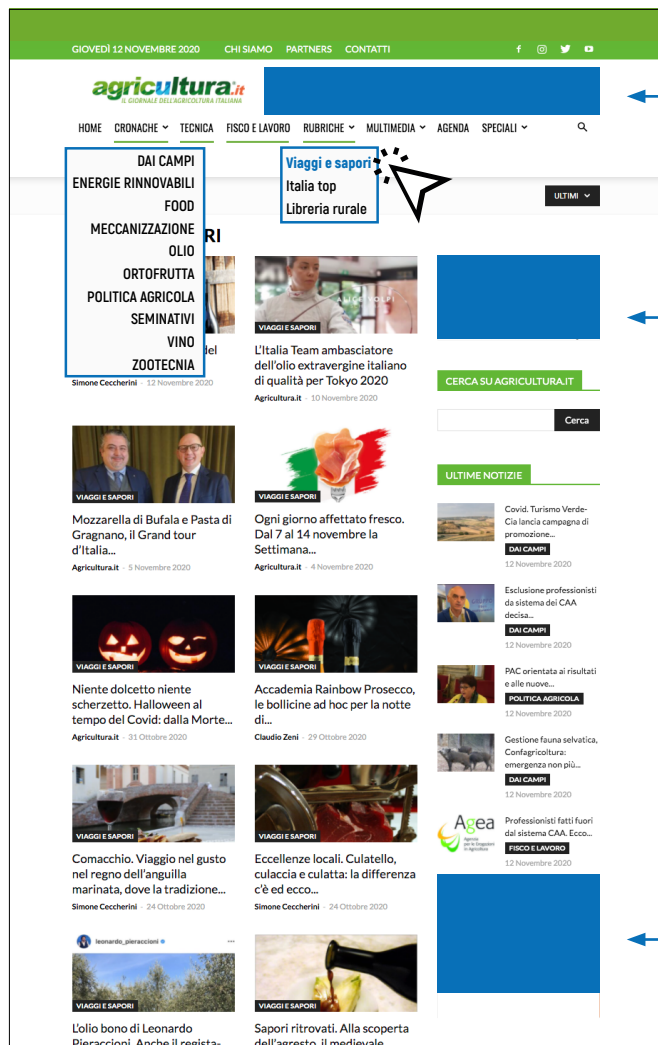
5. BOX 2
(370x230 px)

Average
advertiser data

HOME
72.000 Impression
500 click



Advertising space in single home SECTIONS*



1. HEADER
(1170x165 px)

2. BOX 1
(370x230 px)

3. BOX 2
(370x280 px)

Advertising space in **articles** from single sections*



1. HEADER
(1170x165 px)

2. BOX 1
(370x230 px)

3. BOX 2
(370x280 px)

4. BANNER
(1170x165 px)

★ **NEWS** From the fields | Renewable energy | International news | | Food | Mechanization Oil
Fruit & vegetables | Agricultural policies | Arable crops | Wines | Livestock
TECHNOLOGY | **TAX & LABOUR** | **"VIAGGI E SAPORI"** | **ITALIA TOP**
COUNTRY READING | **AGENDA**

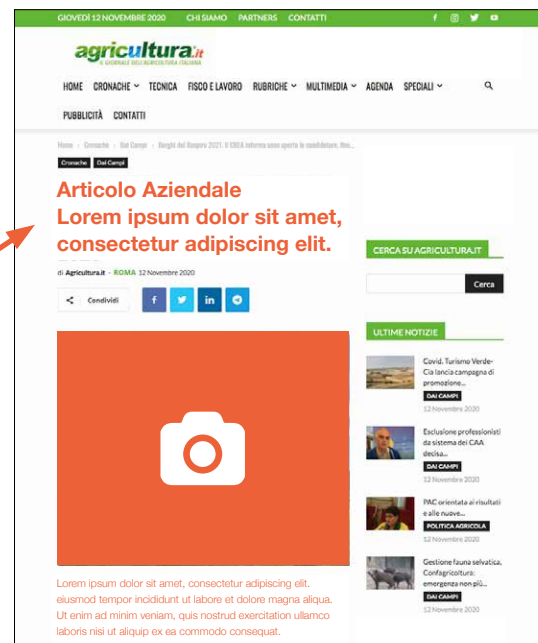
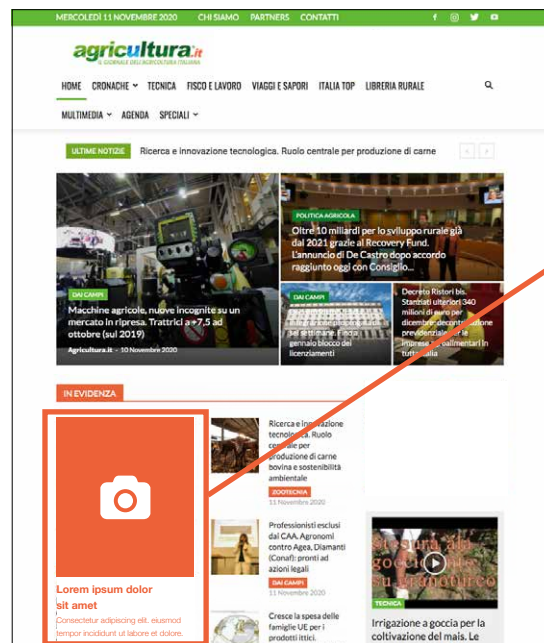
Average advertiser data

BOX e BANNER

1.300.000 Impression | 750 click



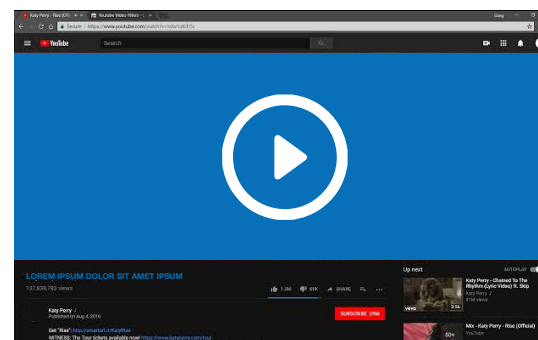
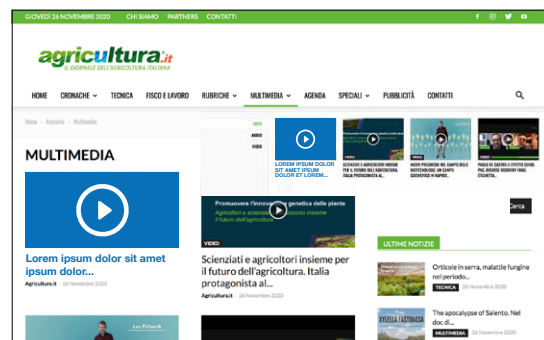
Publication of a **specific article** in the home sector within the relevant column.



The insertion of a company marketing content on s web site or social network channels **AMPLIFIES** its effectiveness.

Posting a **video** on:

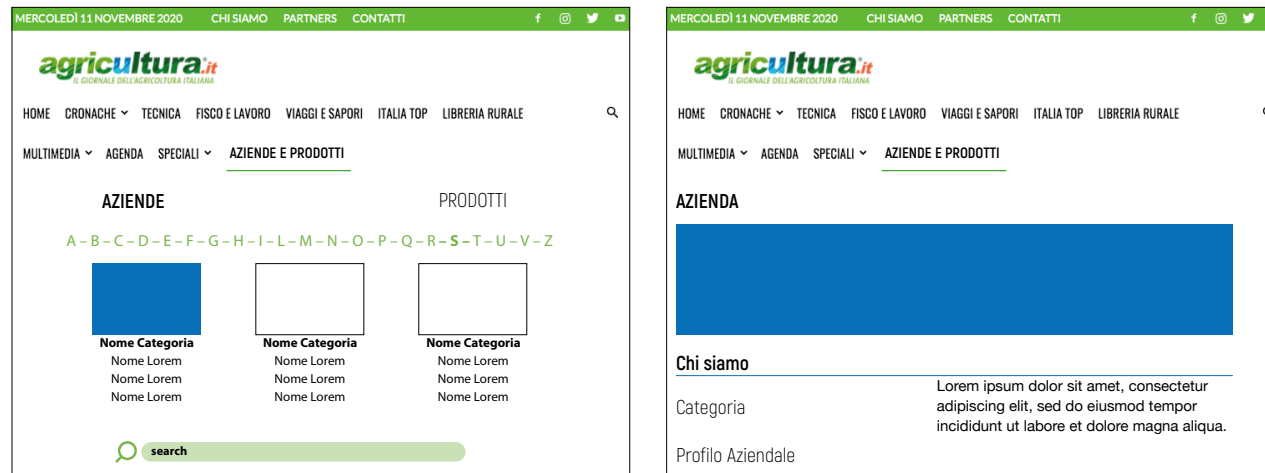
- YouTube
- Multimedia section of the site
- Newsletter
- Social network



On request, the editorial staff of agricoltura.it prepare video news footage, interviews and evocative videos.



Publication of **company details** in COMPANIES AND PRODUCTS.

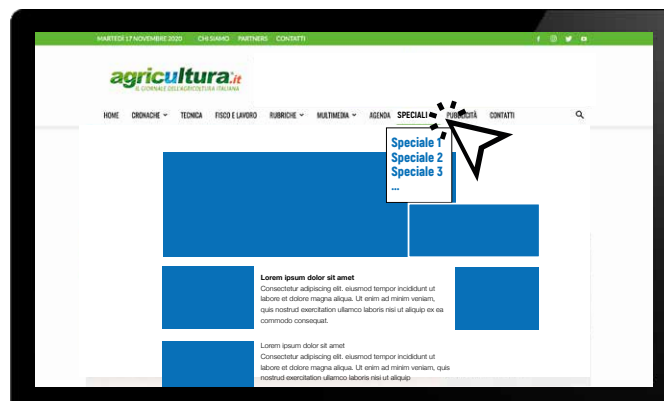


The website allows the preparing of a HOME PAGE company presentation.

In each company page:

Chronological details | Merchandise category | Company profile | Brochure | Company product catalogue (in pdf made by the company so it can be downloaded) | Newsletters sent

Dedicated one page in the section “SPECIALI”.



Analysis, planning and editorial up dates in a special section of the website. Specific area given to the name and logo of the company, press releases, tales and ideas to relate, videos, insights.

This page can be visible for 6 MONTHS or ONE YEAR.

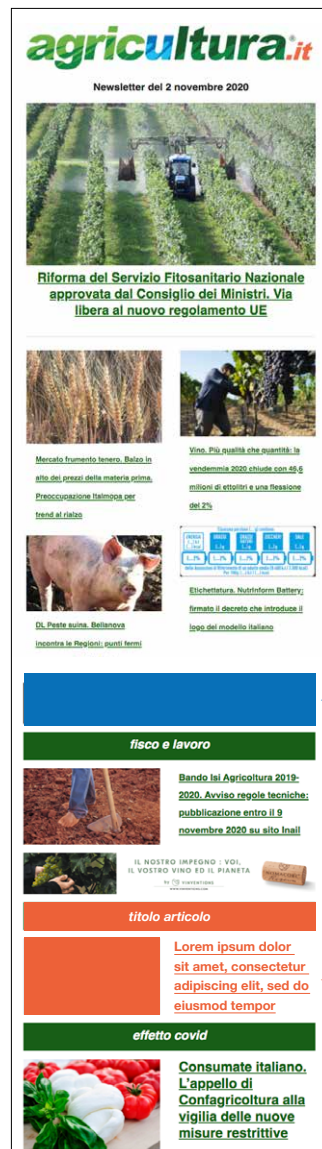
COMMUNICATION

MEANS



NEWSLETTER

over 21.400 subscribers

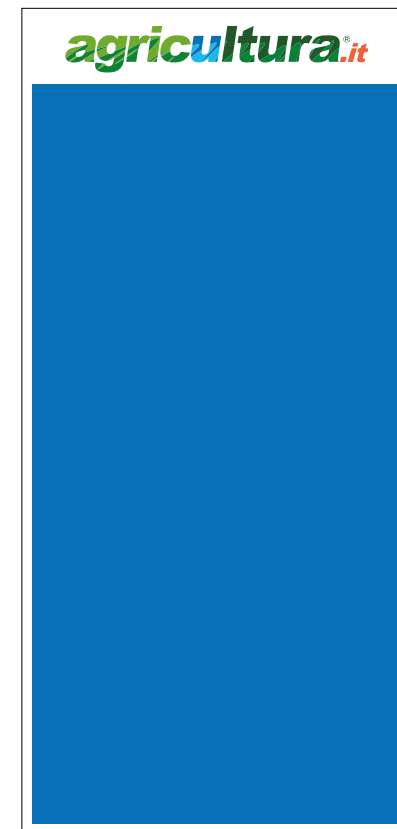


1. BANNER
(1170x165 px)

2. ARTICLE
(370x230 px)

DEM DIRECT EMAIL MARKETING

over 21.400 subscribers



Average
advertiser data

DEM

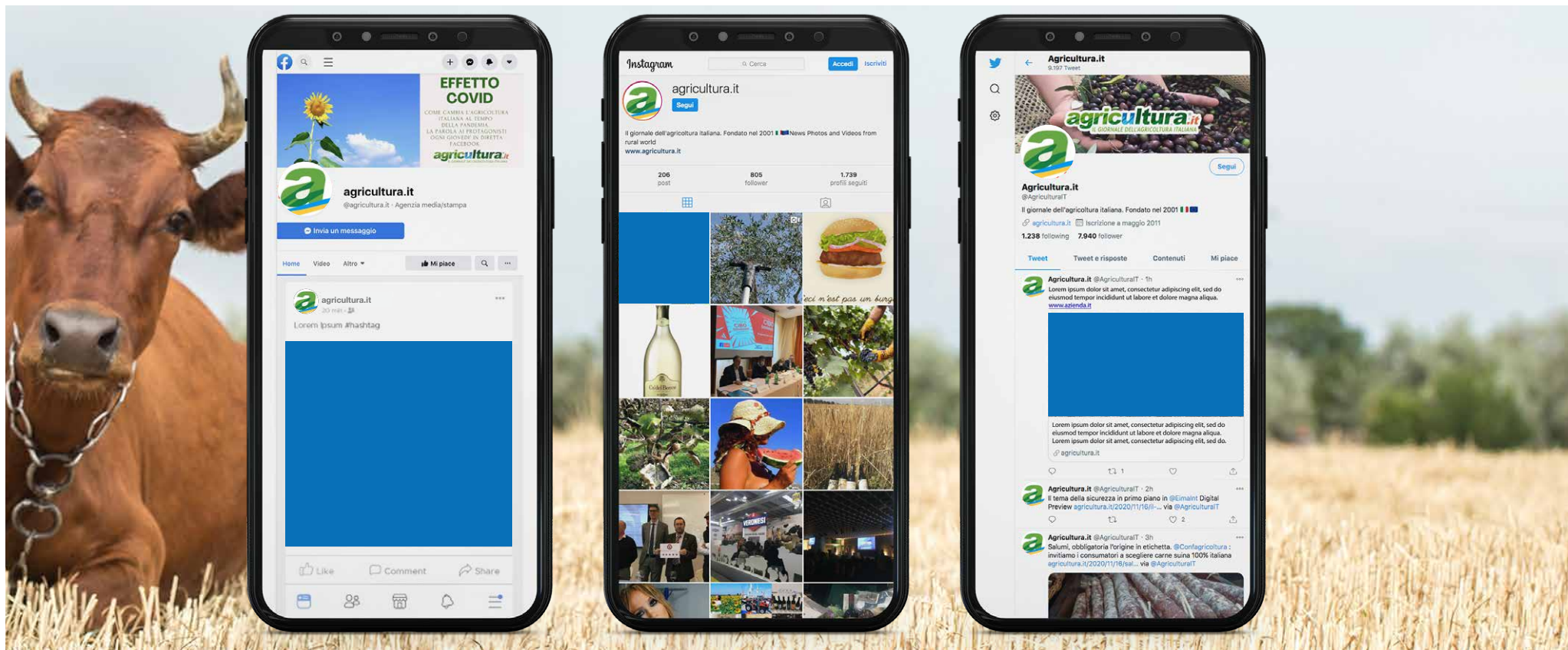
Total DB **21.400 k**

Open Rate **35%**

Click **8%**



SOCIAL NETWORK FOLLOW UP



Branding of companies most visited and interactive on social network pages. The social network follow up allows companies to make the most of all social network channels offered by agricultura.it – OVER 35,000 FOLLOWERS on Facebook, Twitter, Instagram – posts with:

- a text;
- an image;
- a link to the sponsor company or a specially created landing page.



WEBINAR AND VIDEO DIRECT TO SOCIAL NETWORKS



- A** Organization of digital platforms by webinar technicians reserved to companies with access to up to 250 participants. Designing of the format, production and planning with the possibility of our journalists presiding.
Live video social media branding on the journal's Facebook and YouTube digital platforms. Designing of the format, production and planning with the possibility of our journalists presiding.
- B** Webinar sponsorship organized by the editorial staff of Agricultura.it on digital platforms and social media channels.

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[More info](#)