



# FARM TENDER

## 2024 Media Kit



**AGRIBUSINESS ADVERTISING SOLUTIONS**

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**www.farmtender.com.au**





## FARM TENDER

Australia's Leading Online Ag Marketplace designed by farmers for farmers.



A trusted agri-marketplace of 70,000+ Australian farmers who buy, sell & auction farm stuff daily.



Amplify your brand to our in-market farming community & reach one of the largest databases of farmers in Australia.



The only digital ag marketplace with a team of real industry professionals supporting our farming customers throughout the buying and selling experience.

## Who We Are

Established in 2012, Farm Tender is a proudly Australian owned family business with a team of passionate farming industry professionals across the nation.

Designed with the consumer in mind, Farmtender.com.au has evolved to be the 'go-to' marketplace for Australia's farming community to buy and sell everything related to agriculture in one 'simple-to-use' platform.

Farm Tender's experienced support team deliver exceptional customer service to our buyers and sellers - maximising every sales opportunity on behalf of our farming customers.

Adopting the latest in technology, we continuously innovate our products and platform to ensure we retain our position as a leader as an online ag 'buy and sell' marketplace.

## Farm Tender Daily

Our daily EDM is sent to over 45,000 ag subscribers every Monday to Friday.

Written by agricultural enthusiast and FarmTender CEO Dwain Duxson, Farm Tender Daily provides a rare voice to the farming community sharing anecdotes, insights and

commentary on the latest agribusiness news, trends and industry issues relevant to farmers.

A respected thought leader, Dwain's daily emails reach a highly engaged audience with an impressive, above average open rate of 31%.

“ Love your work and your newsletter has replaced all my other newsletters.  
Nic Kentish - RCS Australia





## Unlimited Advertising Opportunities



Effective digital advertising solutions tailored to grow your ag brand.



Farm Tender delivers convenient online accessibility on multiple devices, national reach and engagement with a broad farming audience.



Market to our highly engaged farming community of 90,600 + unique monthly browsers.



50+ new members on average joining daily and a high rate of new product listings keeps our farming subscriber base actively growing every day.



Optimise your marketing campaigns and deliver your brand message direct to a farming audience when they are actively looking to buy.

## Advertise With Us

- Farm Tender provides fast, efficient, easily executable digital advertising solutions for connecting your brand direct to farmers.
- Target your preferred farming audience using our dedicated 'Product Categories'.
- Cost-effective marketing options to suit budgets and goals.
- Advertising campaigns designed to engage your audience, create action and drive results.
- Digital marketing specialist on the team to help you with your advertising campaigns.
- Quality digital artwork and design services available.
- Data insights available.

## Popular Categories

|                       |                |              |
|-----------------------|----------------|--------------|
| Machinery & Equipment | Grain & Seed   | Water & Fuel |
| Trucks & Trailers     | Hay & Fodder   | Freight      |
| Tractors              | Farm Supplies  | Contractors  |
| Livestock Equipment   | Rural Property | Hire         |
| Livestock             | Fertilisers    | Ag Jobs      |
| Vehicles & Motorbikes | Chemicals      |              |

## Ag Marketing Solutions Made Easy

Farm Tender's range of marketing packages offer a variety of flexible and affordable solutions. Choose from our popular Daily eDM's and prime, high traffic locations on our website.





## Farm Tender at a Glance

**212,264**

Average Website Visits Per Month

**90,643**

Average Monthly Unique Browsers

**4mins 38s**

Average Engagement Time

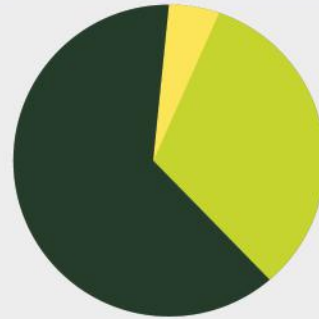
Average Monthly Pageviews

**843,000**

Site wide

**74,000**

Homepage



Device

- Mobile
- Desktop
- Tablet

## Unique Monthly Visitors

Machinery & Equipment

**20,700**



Hay & Fodder Grain & Seed

**6,900**



## Our Audience

**65.7%** Male

**34.2%** Female

Age Groups

- High | 45 - 54
- Med | 35 - 44
- Low | 55 - 64

## Farm Tender Daily eDM

**45,000**

Daily Subscribers

**31%**

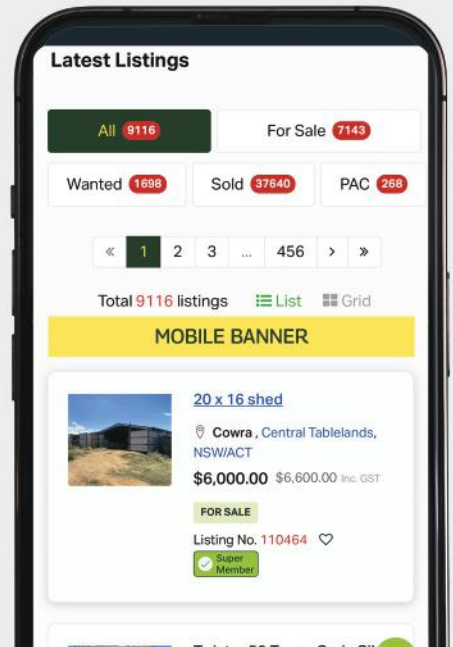
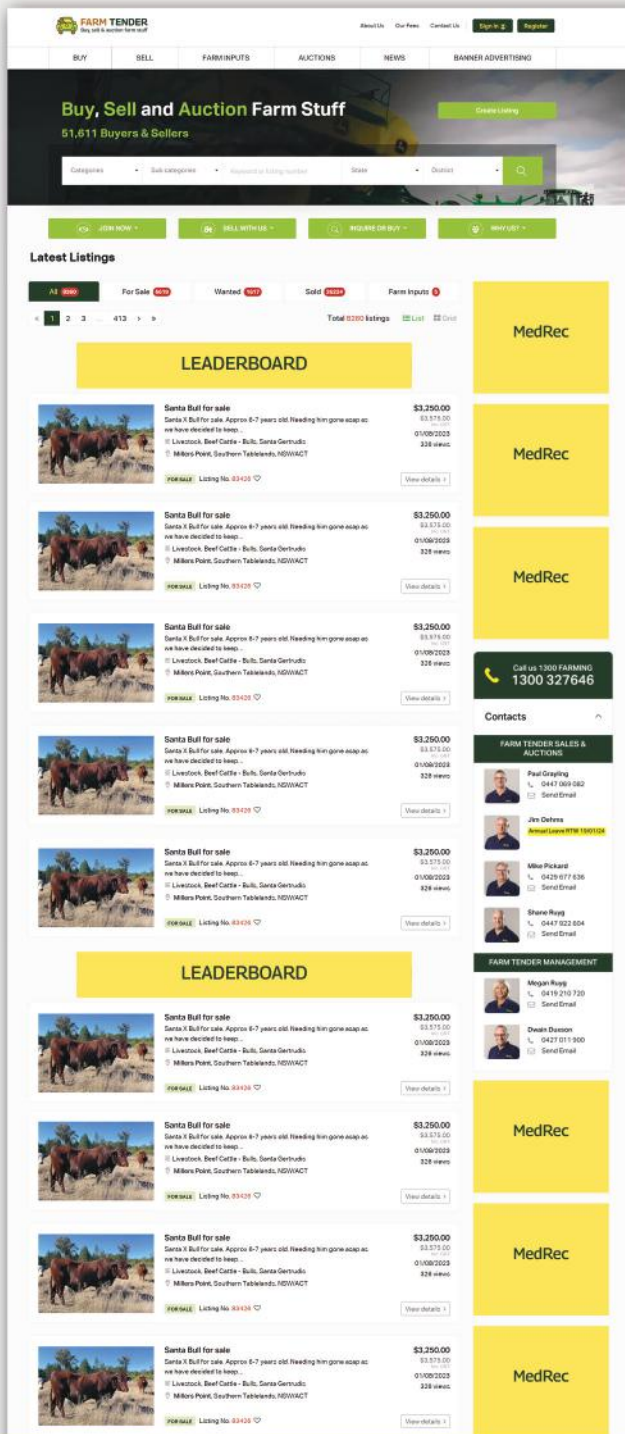
Open Rate

Distributed  
**Monday to Friday**  
weekly



# Site Advertising Specifications

| Website Ads   | Width (pixels) | Height (pixels) | Maximum File Size (kb) | Accepted File Formats |
|---------------|----------------|-----------------|------------------------|-----------------------|
| Leaderboard   | 728            | 90              | 600                    | GIF, JPG or PNG       |
| MedRec        | 300            | 250             | 600                    | GIF, JPG or PNG       |
| Mobile Banner | 320            | 50              | 600                    | GIF, JPG or PNG       |








# Daily Email Advertising Specifications

| Mobile Ads    | Width (pixels) | Height (pixels) | Maximum File Size (kb) | Accepted File Formats |
|---------------|----------------|-----------------|------------------------|-----------------------|
| Leaderboard   | 728            | 90              | 600                    | GIF, JPG or PNG       |
| Mobile Banner | 320            | 50              | 600                    | GIF, JPG or PNG       |

**Farm Tender Daily**  
Daily 396 - Charity idea

f X in



**FARM TENDER**  
Buy, sell & auction farm stuff

Farm Tender Daily – All the news from Monday, the 8th of January, 2024.


By Dwain Duxson - [Click here](#) to go to the Farmer Tender website.

**LEADERBOARD**


**Charity idea** - We wrote a story in my side hustle publication, [The Farmers Club](#), about Wills and where you should leave your wealth when you go. Most will pass it on to family, but we got a surprise that a few replies came in and said they were leaving there's to charity.

What was listed today.


**LEADERBOARD**



Simplicity Airseeder and 45ft AFM Bar Knife points.....  
[www.farmtender.com.au/listing/machinery-equipment/tillage-seeding---air-seeders/simplicity-airseeder-and-afm-bar](http://www.farmtender.com.au/listing/machinery-equipment/tillage-seeding---air-seeders/simplicity-airseeder-and-afm-bar)



2016 Volvo FH 700 Volvo FH.....  
[www.farmtender.com.au/listing/trucks-trailers/truck-and-dog-trailer/2016-volvo-fh-700](http://www.farmtender.com.au/listing/trucks-trailers/truck-and-dog-trailer/2016-volvo-fh-700)



John Deere 8100 John deere 8100, 8285hrs, 420/85R28.....  
[www.farmtender.com.au/listing/machinery-equipment/tractors/john-deere-8100--2](http://www.farmtender.com.au/listing/machinery-equipment/tractors/john-deere-8100--2)


What was sold today.

**LEADERBOARD**

2021 Macdon FD145 FlexDraper Front

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**MOBILE BANNER**

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What was listed today.

**MOBILE BANNER**



Simplicity Airseeder and 45ft AFM Bar Knife points.....



# Advertising Specifications

## General Requirements

Please note – all digital advertisements supplied with a white or light-coloured background must include a black or dark coloured border to avoid the ad ‘floating’ on the Farm Tender site which is predominantly white.

## Artwork File Formats

Please supply your creative artwork in one of the following formats.

**Maximum File Size** – 500kb in RGB colour.

**Web Ads** – Accepted formats - GIF, PNG or JPG

**eDM Ads** – Accepted formats - GIF, PNG or JPG

(Please note some email software ie Microsoft Outlook - may display only the first frame of an animated GIF).

## Supplied Artwork Deadlines

All GIF, PNG & JPG files must be supplied by Tuesday 4pm week prior to commencement date of advertising booking.

## Graphic Design Services

Guidelines for supplying advertising elements for artwork production.

All advertising briefs need to be provided to us a minimum of 5 business days before commencement of your advertising campaign.

## Logo

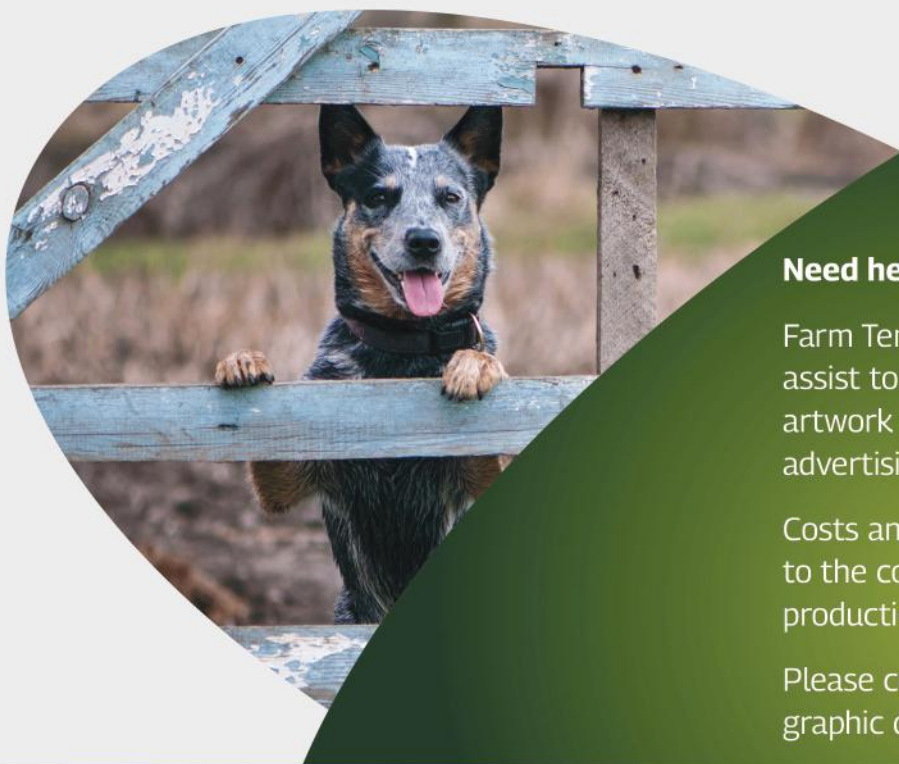
Please supply your brand logo file, our preferred format is EPS file or high-resolution PDF to guarantee the highest quality of your advertisement. All fonts are to be outlined.

## Images

All images are to be supplied in RGB - minimum 250dpi. The preferred file formats are JPG or PNG.

Supplied etched images are to be either a PSD or PNG file with a transparent background.

\*\* All advertising is subject to the Farm Tender Advertising Terms & Conditions



## Need help with your digital artwork?

Farm Tender’s professional Design Studio can assist to produce high quality animated creative artwork that reflects your brand story and advertising goals.

Costs and production times will vary according to the complexity of the message and required production values.

Please contact us for more information on our graphic design services.





## Advertising

MARKETING SPECIALIST

**Janine Elen**

Mobile **0437 947 922**

Email **ads@farmtender.com.au**

ARTWORK DESIGNER

**Greg Taylor**

Mobile **0425 775 952**

Email **ads@farmtender.com.au**

## What our clients are saying

“ Farm Tender are excellent to deal with and go the extra mile to provide great service. I strongly recommend them to anyone.  
**Leslie, Invergordon VIC** ”

“ Farm Tender provides a great service and staff who are willing to help with any questions. Will certainly continue to use in the future.  
**Brendan, Rochedale QLD** ”

“ This is a very good site to keep up to date on prices and trends in farming.  
**Heather, Cobram VIC** ”

“ We are excited to have Farm Tender as Silver Sponsor for the Rural Women's Day Weekends. Highly recommend their services.  
**Rural Women's Day, Byaduk VIC** ”

“ Farm Tender is always my first port of call for buying and selling Machinery. The team is second to none to deal with, nothing is a hassle.  
**Nico, Yarrawonga VIC** ”



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