



FARM TENDER

2024 Media Kit



AGRIBUSINESS ADVERTISING SOLUTIONS

ads@farmtender.com.au

www.farmtender.com.au



FARM TENDER

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



A trusted agri-marketplace of 73,000+ 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%.



Digital Advertising Opportunities



Effective digital advertising solutions tailored to grow your ag brand.



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



Market to our highly engaged farming community of 173,000 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 budget 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

246,763

Average Website Visits Per Month

173,000

Average Monthly Unique Browsers

4mins 32s

Average Engagement Time

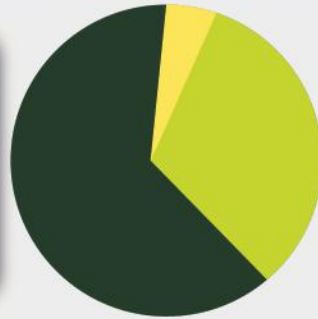
Average Monthly Pageviews

960,045

Site wide

157,151

Homepage



Device

- Mobile 65.5%
- Desktop 30.4%
- Tablet 4.0%

** Google GA4 Data - 1st June 2024

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%

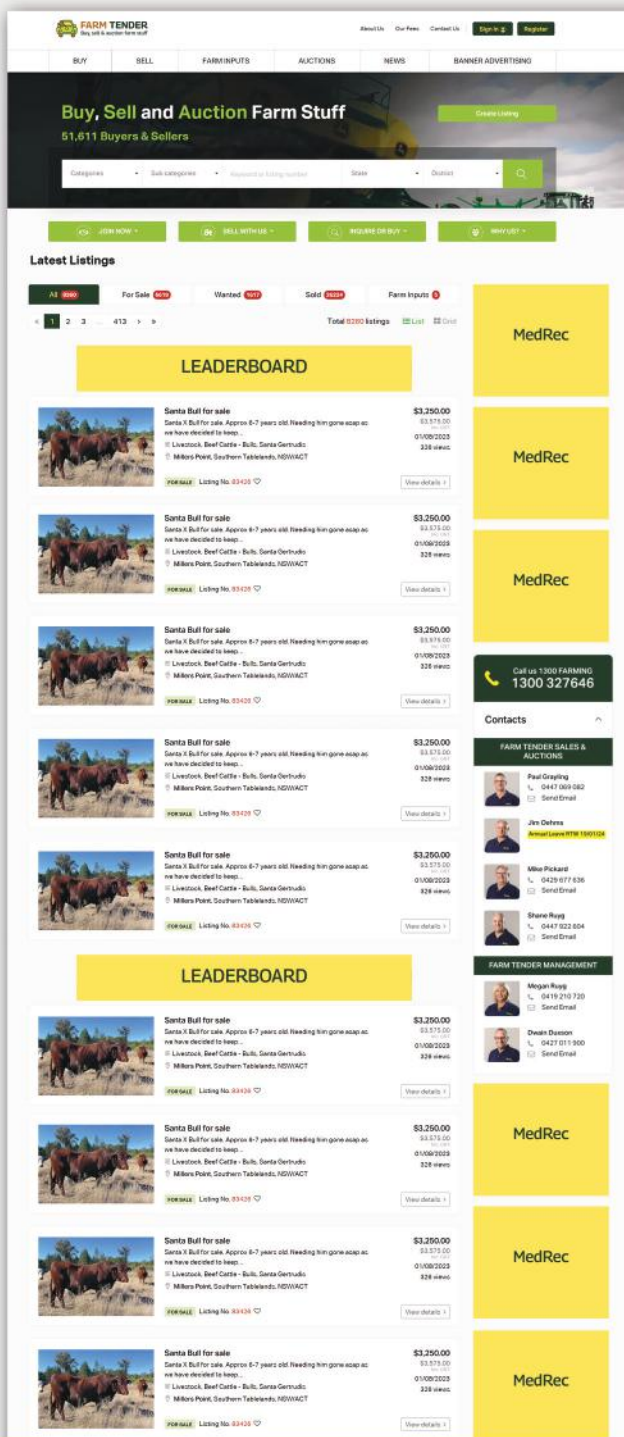
Open Rate

Distributed
Monday to Friday
weekly



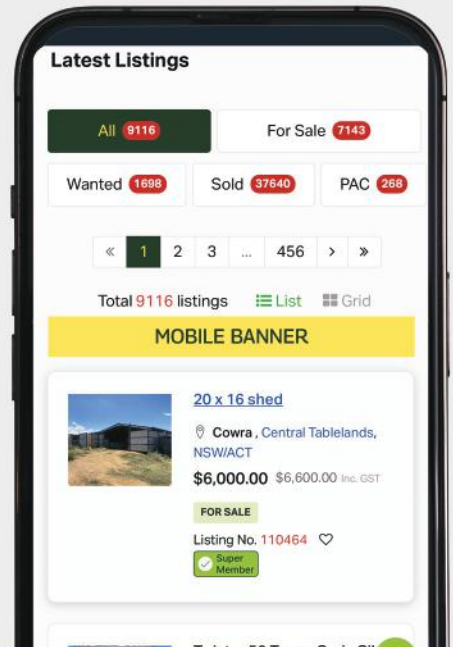
Site Advertising Specifications

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



Running digital advertising in Farm Tender's Daily newsletter and on www.farmtender.com.au has definitely boosted our brand awareness. We found it to be an easy and cost-effective way to reach farmers who spend a lot of their time online. We've been impressed with the response, including direct phone calls from seeing our ads—definitely great value for the investment..

**Charlotte Sutherland,
Upper Murray Seeds**






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

Farm Tender Daily
Daily 396 - Charity idea

 **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

 2016 Volvo FH 700
Volvo FH.....
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

What was sold today.


LEADERBOARD

2021 Macdon FD145 FlexDraper Front

Love your work Dwain and your newsletter has replaced all my other newsletters.

Nic Kentish
- RCS Australia

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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 – 600kb 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

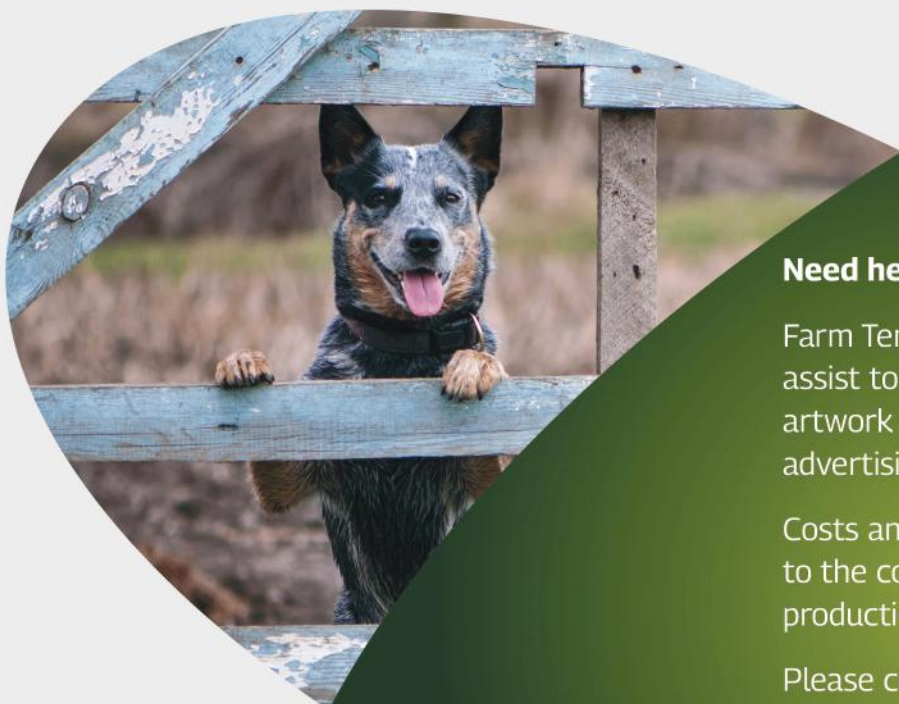
Please supply your brand logo file, our preferred format is EPS file or high-resolution PDF to guarantee the highest quality of your advertisement. All fonts are to be outlined.

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

FARM TENDER MARKETING TEAM

Phone **1300 327 646**

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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