

A 6x6 grid of 36 images illustrating various aspects of agriculture. The images include: a close-up of wheat stalks; a person using a chainsaw to cut a tree; a long, straight row of furrows in a field; two people working in a field; a close-up of water droplets on a green leaf; a person in a hat looking at a smartphone in a field; a close-up of a sunflower; a person in a purple vest at a market stall; a landscape of rolling hills; a man in a hat holding a bunch of grapes; a close-up of a wheat stalk; a hand holding a small seed; a close-up of a green leaf with water droplets; a person using a pipette; a field of yellow flowers; a man and a woman looking at a laptop in a field; a close-up of green grapes; the silhouettes of two people and a tractor against a sunset; a young plant growing in soil; a woman in a plaid shirt and cap standing next to a red barn; a pile of fresh vegetables; a person in a white shirt and hat looking up at a corn plant; a tractor in a field; a man in a red shirt using a laptop in a field; a landscape of rolling hills; a hand planting a seedling in soil; a close-up of tall corn stalks; a woman in a green shirt picking fruit from a tree; a close-up of a plowed field with circular patterns; a man in a white shirt and cap holding a tablet; a close-up of two pears; a man in a blue shirt and cap standing in a field; a close-up of a bunch of blue grapes; a close-up of hands holding several strawberries; a close-up of a yellow corn cob; a man in a white shirt standing next to a tomato plant; a close-up of a plowed field; hands planting a seedling in soil; a blue tractor in a field; and a close-up of a hand holding a green apple.

IMAGE LINE®
AGRODIGITAL HUB

Community

Knowledge and sharing, since 1988

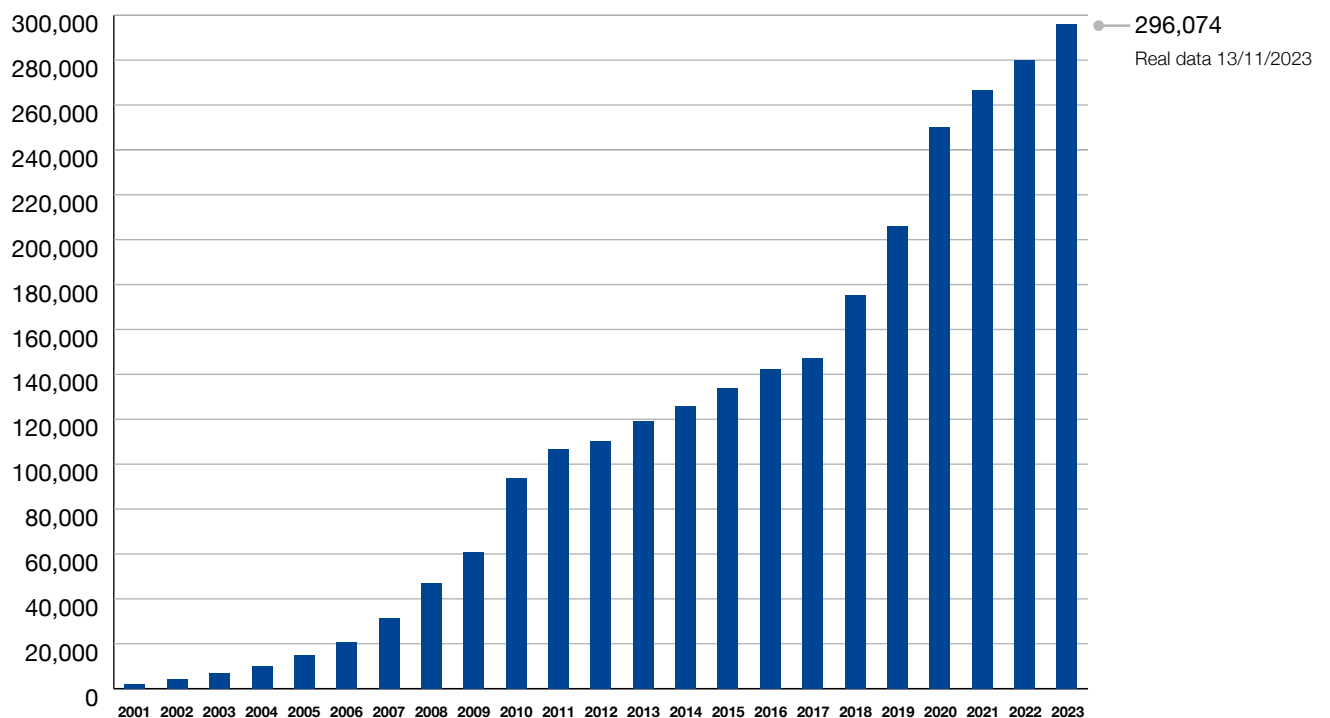
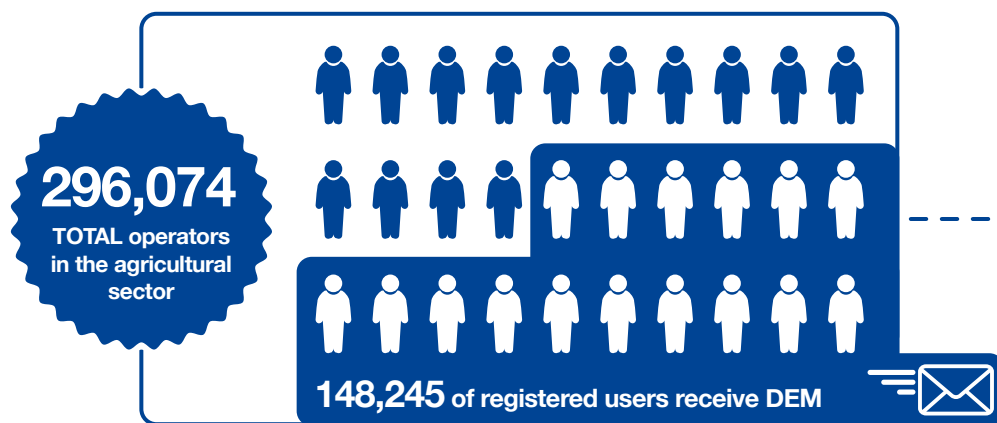
Portals, magazine and services that make up the Image Line network are constantly visited by a community of producers and professionals in the agricultural sector.

Each person can actively participate and receive useful advice for his activity, find the best products and services for its farm or its company. Everyone – technician, farmer, breeder - can listen to (or share experiences) on agroinnovation.

Update and security

The quality of our community is guaranteed by the continuous interaction of each person with our sites / services. In compliance with privacy regulations (GDPR) people can choose whether or not to receive e-mail communications. Every week we send AgroNotizie newsletter to 75% of the community members; the percentages of those who have chosen to also receive the DEM - Direct Email Marketing - for example the “Technical News” with updates on innovations in the agricultural field - are shown in the graphs that follow.

Profiling



ACTIVITY



Farmer
Enthusiast / Hobbyist
Technician / Agronomic Consultant
Student
Reseller of agrochemicals and fertilizers
Schools and Universities
Public institution
Business Services
Agent of trade
Researcher
Food processing and distribution
Manufacturer of technical means
Designer or Green areas maintenance
Manufacturer of agricultural machines and tools
Association / Union
Garden center
Animal breeder
OP or Producers' Cooperatives
Information and press
Contractor
Laboratory analysis
Dealer of agricultural machinery
Test facility
Nurseryman plants
Certification Body
Veterinary
More

COMMUNITY

106,242 35.89%
43,577 14.72%
28,119 9.50%
17,992 6.08%
10,316 3.48%
6,534 2.21%
4,993 1.69%
4,693 1.59%
3,871 1.31%
3,199 1.08%
3,055 1.03%
2,372 0.80%
2,185 0.74%
1,878 0.63%
1,712 0.58%
1,550 0.52%
1,493 0.50%
1,390 0.47%
1,272 0.43%
1,157 0.39%
900 0.30%
520 0.18%
423 0.14%
393 0.13%
391 0.13%
230 0.08%
45,617 15.41%

DEM

47,573 44.78%
27,747 63.67%
17,803 63.31%
10,410 57.86%
4,611 44.70%
4,101 62.76%
3,479 69.68%
2,739 58.36%
2,748 70.99%
2,432 76.02%
2,048 67.04%
1,474 62.14%
1,649 75.47%
1,176 62.62%
1,074 62.73%
1,231 79.42%
1,080 72.34%
838 60.29%
856 67.30%
795 68.71%
678 75.33%
340 65.38%
334 78.96%
304 77.35%
279 71.36%
171 74.35%
10,275 22.52%

%
of users
that receive
DEMs related to
their activity

CROPS



Olive
Wine grape
Tomato
Durum wheat
Common wheat
Peach - nectarine
Sweet and sour cherry
Corn
Apple
Table grape

COMMUNITY

50,410 34.81%
48,911 33.77%
38,867 26.84%
31,582 21.81%
31,475 21.73%
27,996 19.33%
27,653 19.09%
27,098 18.71%
26,413 18.24%
24,393 16.84%

DEM

37,170 73.74%
34,694 70.93%
28,716 73.88%
22,273 70.52%
22,154 70.39%
20,486 73.17%
20,218 73.11%
19,160 70.71%
18,957 71.77%
17,704 72.58%

Top ten in November 2023:
percentage is calculated on people
who indicated their favourite crop.

%
of users
that receive DEMs
with favourite crops

AREA



Emilia-Romagna
Veneto
Lombardy
Sicily
Puglia
Piedmont
Lazio
Campania
Tuscany
Sardinia
Calabria
Marche
Abruzzo
Friuli-Venezia Giulia
Liguria
Umbria
Trentino-Alto Adige
Basilicata
Molise
Valle D'Aosta
Not indicated

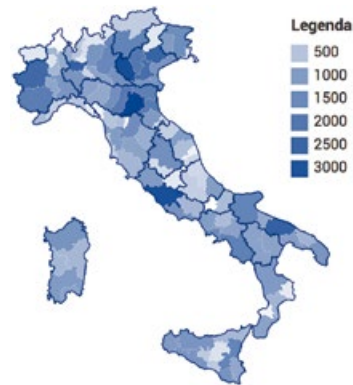
COMMUNITY

16,346 5.52%
15,612 5.27%
13,663 4.62%
13,463 4.55%
12,368 4.18%
10,741 3.63%
9,693 3.27%
9,245 3.12%
9,143 3.09%
7,395 2.50%
5,060 1.71%
3,770 1.27%
3,576 1.21%
3,559 1.20%
2,545 0.86%
2,542 0.86%
2,489 0.84%
2,460 0.83%
1,121 0.38%
345 0.12%
150,938 50.98%

DEM

8,905 54.48%
8,293 53.12%
7,677 56.19%
7,970 59.20%
7,255 58.66%
5,921 55.13%
5,538 57.13%
5,053 54.66%
5,140 56.22%
4,431 59.92%
2,913 57.57%
2,192 58.14%
2,020 56.49%
1,985 55.77%
1,526 59.96%
1,447 56.92%
1,342 53.92%
1,479 60.12%
617 55.04%
214 62.03%
66,327 43.94%

COMMUNITY (geolocalization - province)



%
of users
that receive DEMs
with indicated area

Visitors and page views

NETWORK



n° visitors: 8,388,357
n° page views: 24,263,201



To find out the other website of the Network (QdC®-Quaderno di Campagna®, SDS OnDemand®...) visit

www.imagelinenetwork.com

Data are related to January - December 2022 (Google Analytics).

IMAGE LINE®

AGRODIGITAL HUB

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