

AgroNotizie[®]

news for agriculture

MEDIA KIT

2024 EDITION



www.agronotizie.it



About AgroNotizie®

For more than 21 years, **AgroNotizie®** - the digital daily newspaper on Italian agriculture - has been publishing online every day to keep farmers, experts, companies and sector operators up-to-date on all the latest news, from agricultural innovations, current events and new products on the market to success stories and much more.

Founded by Ivano Valmori, today, the portal has **published over 68,000 articles**, written by a team of specialist journalists, and is a point of reference for **more than 3 million users each year**.

AgroNotizie® is one of the portals that belong to the Image Line® Network, together with Fitogest®, Fertigest® and Plantgest®: a series of databases for researching products used in the field, respectively crop protection agents, fertilisers and related products.

Over 295,000 user are registered in the Image Line® Community, all of which are profiled by activity, crops of interest and geographical location. **67% of registered users receive the AgroNotizie® Newsletter every Thursday**, which summarises all the latest news and the most interesting articles published in the magazine, as well as providing daily updates from companies operating in the sector.

Through the AgroNotizie® social media channels, we engage with over **150,000 followers**, providing them with daily industry news and insights. This content also reaches many other users through our multi-channel advertising campaigns.

AgroNotizie® is a portal that is constantly evolving towards a new and improved user experience.

During the upgrade of the portal we have:

- **Optimised the website for mobile phones** and updated the graphics to make the site more modern;
- Created a **new navigation menu** to make it easier for users to explore the content;
- Published **new agrometeorological services** to help sector operators plan their work;
- Enabled users to **customise the content** based on the **crops** and/or areas of **interest** they select.

Today, our experience in the sector allows us to support our partners and customers with **multi-channel and data-driven digital communication strategies**, created to help expand their target audience and efficiently reach thousands of new operators throughout Italy.

Contact our team of digital marketing experts specialised in the agriculture sector and find out how best to promote your brand and products online, improve the effectiveness of your content, target a more relevant audience, and increase your visibility. Plan your multichannel communication strategy with us to achieve your business objectives.



AgroNotizie[®] Figures



Users in 2023

over 3,600,000



Page views per day

over 24,000



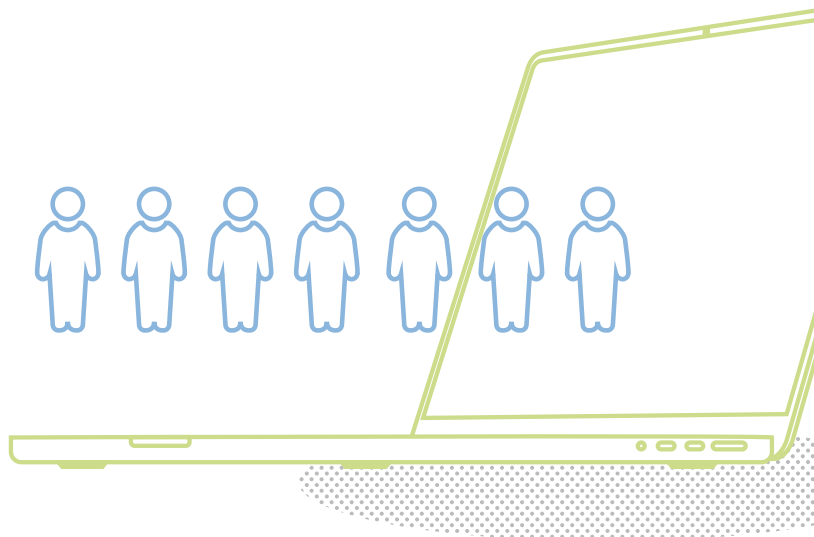
Social media followers

over 157,000

Community Figures











Registered Users

296,074

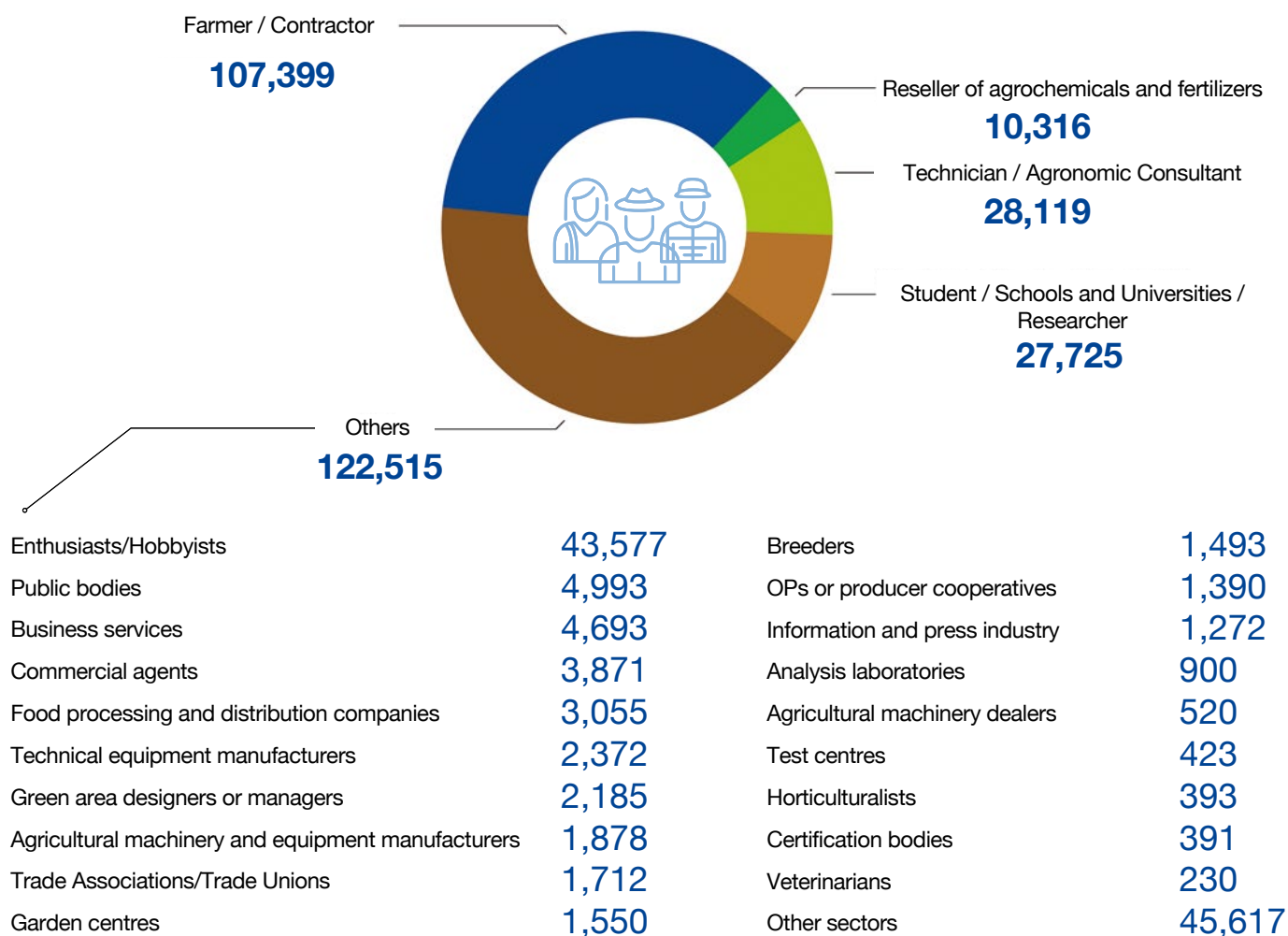


Registered users profiling data

Crops of interest

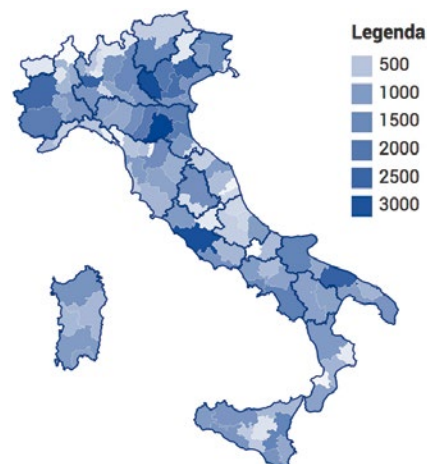
	Olives	50,410		Peaches/nectarines	27,996
	Grape vines for wine production	48,911		Sweet and sour cherries	27,653
	Tomatoes	38,867		Corn	27,098
	Durum wheat	31,582		Apples	26,413
	Common wheat	31,475		Grape vines for consumption	24,393

Activities



Geographical origin

Emilia-Romagna	16,346	Marches	3,770
Veneto	15,612	Abruzzo	3,576
Lombardy	13,663	Friuli-Venezia Giulia	3,559
Sicily	13,463	Liguria	2,545
Apulia	12,368	Umbria	2,542
Piedmont	10,741	Trentino-Alto Adige	2,489
Lazio	9,693	Basilicata	2,460
Campania	9,245	Molise	1,121
Tuscany	9,143	Aosta Valley	345
Sardinia	7,395	Not indicated	150,938
Calabria	5,060		



PARTNERSHIP and SPONSORSHIP

For a personalised consultation contact:

advertising@imageline.it



www.agronotizie.it

AgroNotizie® Partnership

Become a Partner of AgroNotizie®!

Reach new potential customers through advertising and content marketing activities. An AgroNotizie® partnership is the most comprehensive service for businesses that would like to collaborate with our newspaper.

PARTNER BENEFITS: increase brand and product awareness and enhance your brand reputation by leveraging on a database of over 3 million users per year, including the option of timely news sharing, targeting both the AgroNotizie® audience and our Community of profiled sector professionals.

NEW 2024: Brand Protection banners in company editorials with verticalisation by crop, Native Advertising banners within articles and inclusion in the new, weekly AgroNotizie® newsletter.

BRAND PROTECTION

INCLUSION IN THE AGRONOTIZIE® NEWSLETTER

Every Thursday your company logo and your content will be featured in our Newsletter, addressed to over 180,000 users. The user simply clicks on the link to access your brand page and articles published on the portal.

DIGITAL ADVERTISING

Multi-channel advertising campaigns on AgroNotizie® and Google to increase the visibility of your brand and products among all the operators in the agricultural sector.



VISIBILITY ON THE AGRONOTIZIE® HOME PAGE

Your company logo and content will always be visible on the home page, in the Partner areas of the website, and you will also be given a spotlight in Partner of the Day, one day a month.



EDITORIAL COVERAGE

A team of specialist **journalists and experts** will provide your company with media coverage services for 12 months and support you in the **implementation of your editorial plan**.



BRAND PAGE

A **space entirely dedicated to your company** on the AgroNotizie® website. This is where you can showcase your brand, your published content and any products or services your company would like to promote.



DATA AND PERFORMANCE

You will receive regular reports and data on the performance of the various activities, a fundamental tool for analysing and monitoring the results of your digital marketing campaigns.

News Section Partnerships

NEW

Become a News Section Partner!

The News Section Partnership, allows you to increase the **visibility of your company, brand and products** among a specific target audience of industry professionals, who are interested in the agricultural issues and content specific to your brand's market positioning goals.

Companies can sponsor the following AGRONOTIZIE® NEWS SECTIONS: Defence, Fertilisation, Agronomy, Digital Agriculture, Bioenergy and Money.

NEWS SECTION PARTNER BENEFITS: presenting your company in a specific news section on AgroNotizie® allows your to reach your target audience directly, all while being able to count on the support of a team of journalists with expertise in creating content in your specific sector of interest.



DIGITAL ADVERTISING

Advertising campaigns on Facebook and Google help generate traffic to your company's editorials, while display banners published in the sponsored news sections on AgroNotizie®, help direct users to your company's website.



BRAND PAGE

A space dedicated entirely to your company on AgroNotizie®. In this area you can showcase all the information about your brand, your published content, and the products or services you want to promote.



VISIBILITY ON THE HOME PAGE OF THE CHOSEN NEWS SECTION

Your brand and products will always be visible to your target audience on the home page of the news section; permanently among the featured brands, and on a rotational basis for the banners.



EDITORIALS ON AGRONOTIZIE®

Publish editorials about your company and products in your chosen section of AgroNotizie®, all created with the support of our team of journalists who are specialised in the relevant sector.



DATA AND PERFORMANCE

You'll receive a bi-annual report with the data and performance of your marketing activities, a fundamental tool for analysing and monitoring the results of your digital marketing campaigns.

Agrimeccanica Partnerships

The AgroNotizie® **Agrimeccanica** news section is entirely dedicated to **agricultural machinery** and **equipment**. Edited by a team of journalists who are experts in their field, they keep our readers up-to-speed on all the latest news on tractors, agricultural equipment, robotics, irrigation, parts and agriculture 4.0.

With the Agrimeccanica Partnership you will have a prominent space alongside some of the most important brands in the sector, who are already our Partners. You can also take advantage of a dedicated team of professionals to support you in the creation of your content and digital marketing activities on the Image Line® Network channels.

PARTNER BENEFITS: possibility of reaching your reference audience in a targeted manner through multiple communication channels that interact with each other to enhance your company's content, all created with the support of a **specialist team of journalists**.

NEW 2024: Brand Protection banners on company editorials with verticalisation by crop.



INCLUSION IN THE AGRIMECCANICA NEWSLETTER

Your company logo and articles will be featured weekly in the AgroNotizie® and the Agrimeccanica newsletters (at least 3 per year).



DIGITAL ADVERTISING

Advertising campaigns on Facebook and Google to generate traffic to your company's editorials and display banners on AgroNotizie®, connected to the Agrimeccanica news section to direct users to your company website.



DATA AND PERFORMANCE

Receive regular reports and data on the performance of the activities carried out, an essential tool for analysing and monitoring the results of your digital marketing campaigns.



VISIBILITY ON THE AGRIMECCANICA HOME PAGE

Your brand and your products will always be visible to your target audience on the Agrimeccanica home page; permanently among the featured brands and on a rotational basis for banners.



EDITORIAL COVERAGE

Share technical insights and news about your company, with the support of a team of journalists and agri-mechanics experts.



PRODUCT SHEET PUBLICATION

Your products will be added to our database of agricultural machinery, tyres and engines, which can be consulted by users completely free of charge.



BRAND PAGE

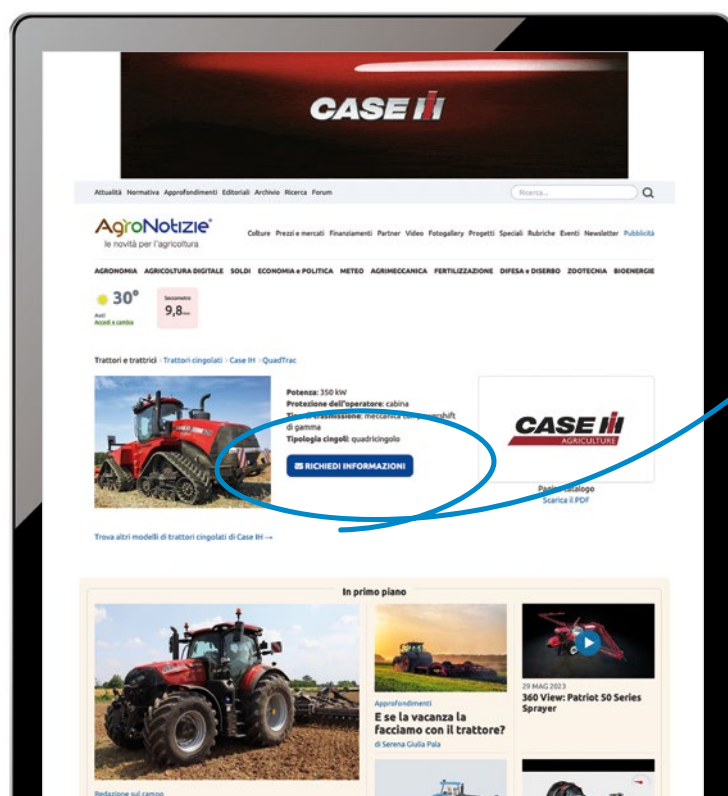
A space dedicated entirely to your company on the AgroNotizie® website. This is where you can showcase your brand, your published content and any products or services your company would like to promote.

Agrimeccanica Product Specification Database

In the **Agrimeccanica news section**, a dedicated search tool allows users to access a **database of product specifications on agricultural machinery, tyres and engines**.

Each tab provides the user with in-depth information on the product of interest, together with the contact details of the manufacturer:

- **Information on the manufacturer**, including the company logo and a link to the brand's website;
- **Product information**, with photographic content and publication of a dedicated technical specifications sheet;
- **Information request form**, allows users to contact the company directly by sending a straightforward information request.



 **RICHIEDI INFORMAZIONI**



INFORMATION REQUEST

Filling in the information request form allows the user to get in touch with you directly, immediately generating a qualified lead for your company.



TECHNICAL DATA SHEET

Each product sheet contains a detailed technical data sheet and images.



DOWNLOAD THE CATALOGUE OR VISIT THE WEBSITE

For further information on the product, the user can go directly to the manufacturer's website or, where available, download the technical data sheet in PDF format.

Crop Sponsorship

Become a Crop Sponsor!

Crop Sponsorship is a service designed for companies that want to target their brand and product communication activities towards all of the operators in this extremely vertical sector of farmers, technicians and operators who deal with a specific type of crop.

By combining content marketing and advertising activities, the company can promote its brand and products to the target audience on a continuous basis for 12 months.

CROP SPONSOR BENEFITS: verticalisation of communication activities across a specific target of interest to optimise your investment.



CHOOSE YOUR CROP

Choose the crop you are interested in and notify the farmers, technicians and operators who work in the field every day.



DIGITAL ADVERTISING

Advertising campaigns on Facebook and Google to generate traffic to your company's editorials and Display banners within AgroNotizie® content that talk about the sponsored crop.



BRAND PAGE

A space dedicated entirely to your company on AgroNotizie®. In this area you can showcase all the information about your brand, your published content, and the products or services you want to promote.



VISIBILITY ON THE CROP PAGE

Your company logo will be published on your selected crop pages to give your brand increased visibility among your specific target audience.



EDITORIALS ON AGRONOTIZIE®

With the support of our team of specialist journalists, you have the opportunity to create articles about your brand and products that can be published on AgroNotizie®.



DATA AND PERFORMANCE

You will receive an annual report with data on the performance of your activities, allowing you to monitor the effectiveness of your communication strategies.

CONTENT MARKETING

For a personalised consultation contact:

advertising@imageline.it



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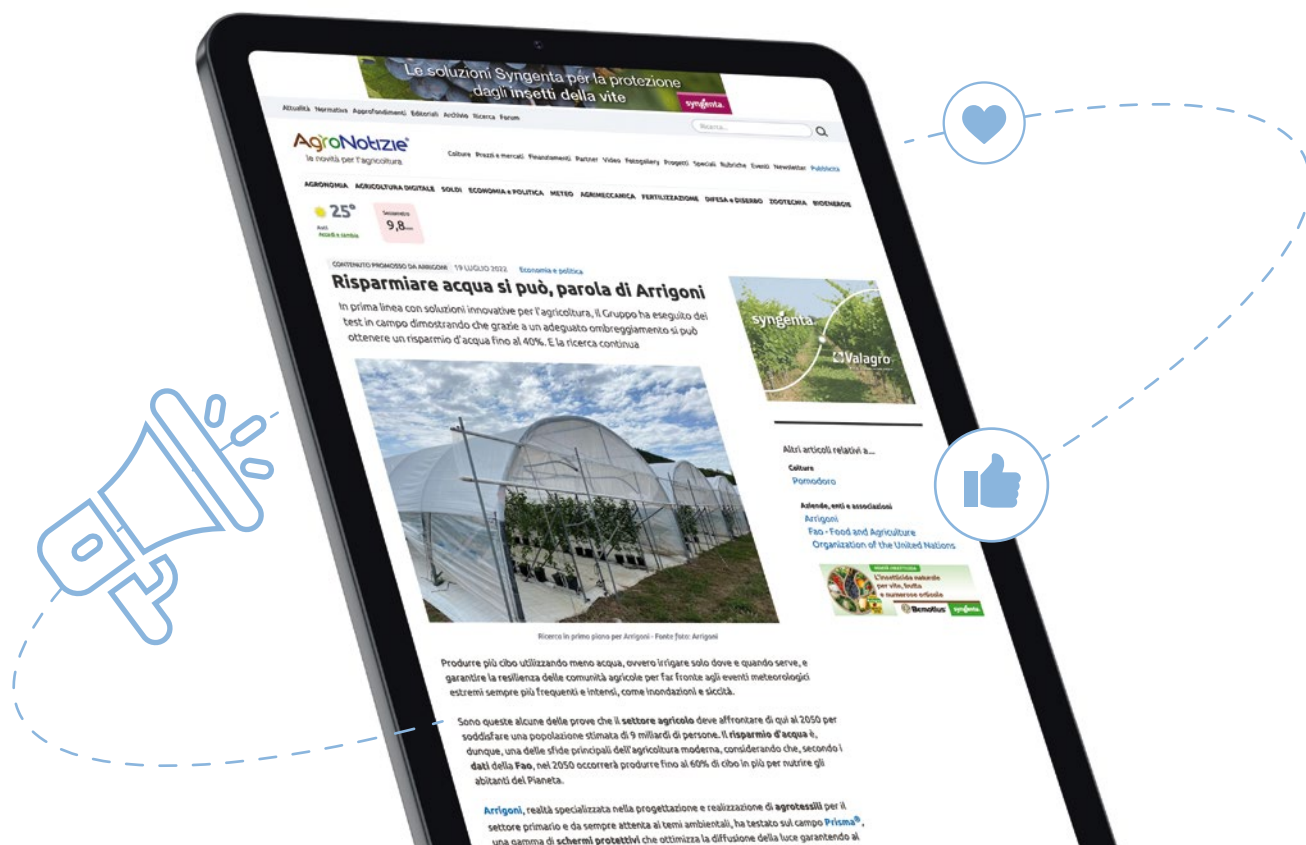
Editorial Plus

AgroNotizie® is the most widely read digital newspaper on agriculture in Italy.

Publishing an article about your brand or product on AgroNotizie® means **reaching a potential audience of approximately 10,000 readers per day.**

The Editorial Plus service is a spot communication tool that allows you to **publish an article in our newspaper, produced in collaboration with our experienced, specialist journalists.** To expand your audience reach even further, your content will also be promoted via **Facebook and Google Ads campaigns.**

If your goal is to promote a product, event, or the latest innovations developed by your company to a vast audience of farmers and industry professionals, then Editorial Plus **is the channel for you.**



FACEBOOK SPONSORED ADS

Take advantage of over 110,000 Facebook followers to activate your advertising campaigns and expand the readership of your article.



GOOGLE SPONSORED ADS

Google Ads allows you to gain more visibility and increase your company's potential customer base. We create effective advertisements to reach interested users at the right time.

Video Plus

Make your products known by highlighting their features and specifications using the AgroNotizie® **video** services.

Opt for the **comprehensive service package** and:

- **We'll help you choose the best type of video** che meglio si adatta alla tua azienda;
- A **video journalist** will **produce and edit** your video for you;
- **Your content will be shared on all AgroNotizie® channels**, YouTube, Facebook and Google sponsored ads. Furthermore, each video will feature your company logo and can also be used and shared on the company's own communication channels.

We can also create **drone** footage and **360°** videos.



EDITORIAL WITH VIDEO INTERVIEWS

A video and an editorial on AgroNotizie® in which the main protagonist is you, presenting your company or products in a simple and user-friendly way.



VIDEO TUTORIALS

Demonstrate **functions, special features, practical usage and the strengths of your product**, directly, through the voice of your **specialist technician**. We will create content that thoroughly explains the features of your products and how they can be used.



EVENT VIDEOS

Event videos give your company the opportunity to tell your story and promote a corporate event.

EMAIL MARKETING

For a personalised consultation contact:

advertising@imageline.it



www.agronotizie.it

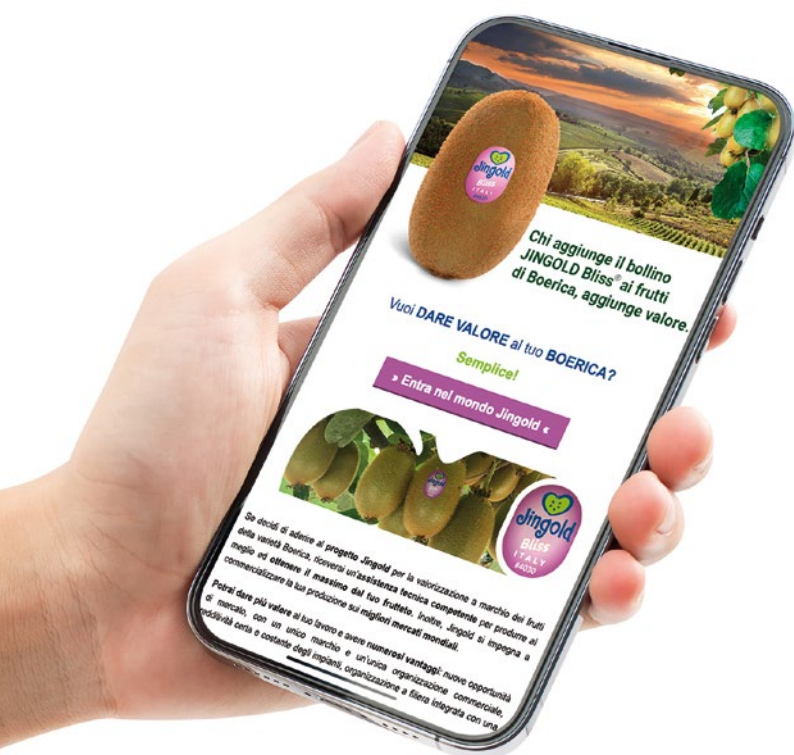
DEM (Direct Email Marketing)

DEM is a very **effective way to manage** high-impact, **promotional corporate communication campaigns** and **drive qualified traffic to your website**.

In fact, if you're looking for **an immediate return in terms of clicks or enquiries**, it's the **best solution you can choose**: your message will contain a visible and clear call to action that will be sent to a **profiled target of over 148,000 contacts**, who have given their consent to receive technical industry communications.

DEM can be used for corporate and institutional communications and to promote events.

You can monitor and analyse your DEM data in real time thanks to the **dynamic report** that we will send you by email immediately after the communication has been sent out.



DEM TARGET

The **DEM Target** is a campaign **aimed at a specific target audience**, who are registered in our Community. This target is selected according to 4 specific criteria: activity, crop, area of interest and region.

PROMOTIONAL DEM

Promotional DEM is a **general campaign** aimed at a wider audience, which is sent out to all the Community members who have opted in to receive communications from companies in the sector.



Brand Letters

NEW

Brand Letters allow companies with business interests in more than one agricultural sector to promote their brand and products for a specific crop via email to the Image Line® Community, in an integrated and coherent way.

WHY CHOOSE BRAND LETTERS?

With the Brand Letters service, your **company** will have an e-mail communication that will allow you to present all of your **crop defence, fertilisation and/or seed products to a targeted audience**.

You can monitor and analyse your DEM data in real time thanks to a dynamic report, which we will send to you by email as soon as your communication has been sent out.



Product Letters

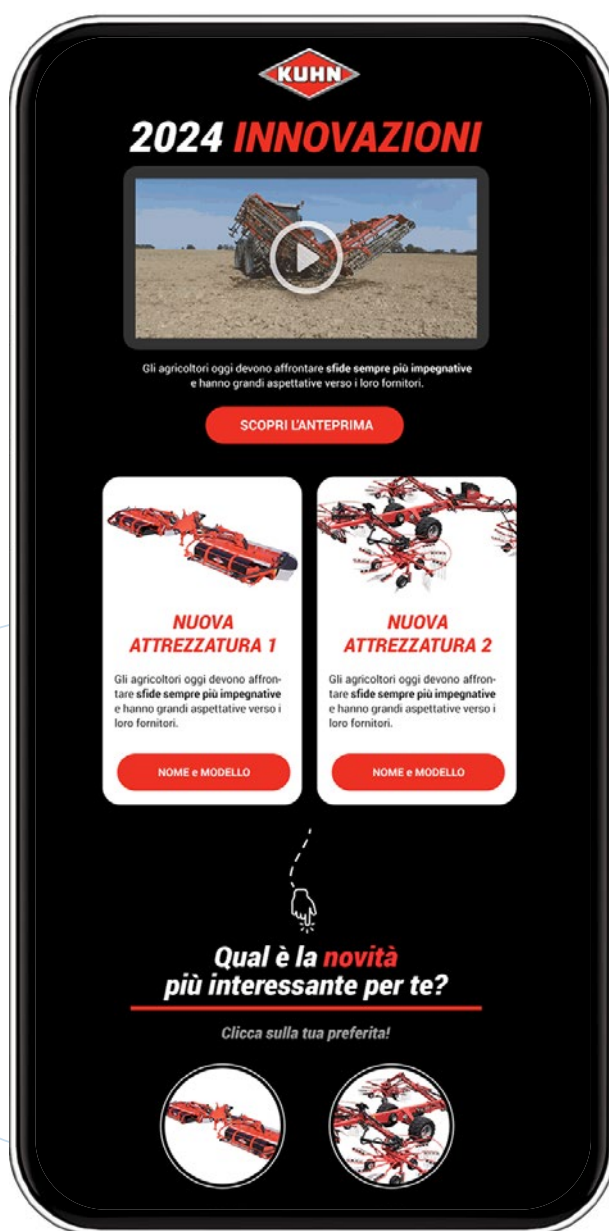
NEW

The **Product Letter service** is an e-mail **communication** that companies can send to the Image Line® Community to **pre-present their products in an original and dynamic way**. These emails incorporate interactive user elements to ascertain their interests or request user feedback.

WHY CHOOSE THE PRODUCT LETTER SERVICE?

With Product Letters, your **company** can **specifically promote a new product** and **get to know the opinions of users** through the use of interactive engagement tools.

You can monitor and analyse your DEM data in real time thanks to a **dynamic report**, which we will send to you by email as soon as your communication has been sent out.



Focus Campaigns

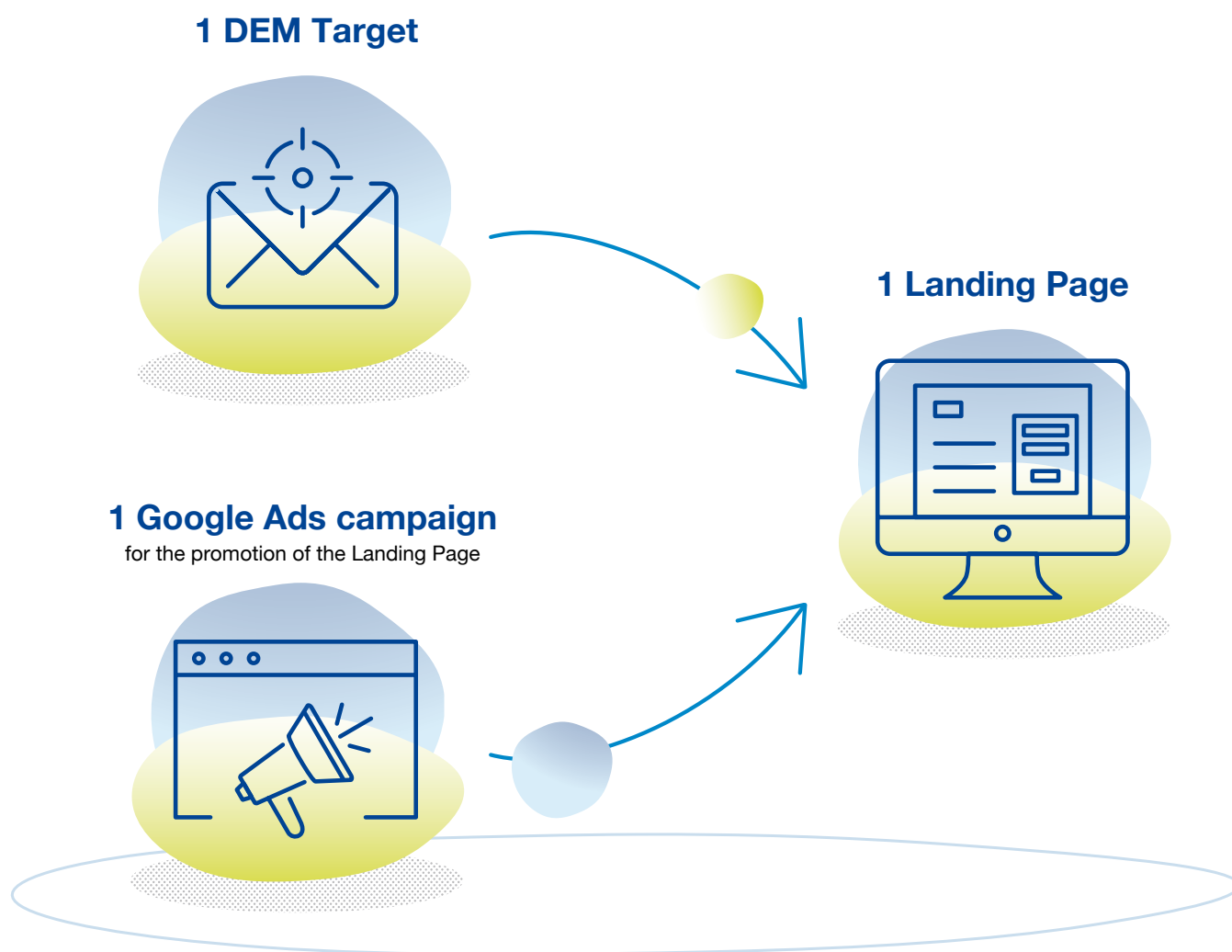


Focus Campaigns give your company the opportunity to **maximise the effectiveness of your online communication activities**. These campaigns are oriented towards a specific goal, such as the **promotion of a product** or **registration for an event**.

WHY CHOOSE THE FOCUS CAMPAIGN SERVICE?

With this service, the company focuses its investment on achieving a single goal, with optimised performance across multiple channels.

The Focus Campaign service includes:



The effectiveness of the Focus Campaign service is strictly related to the type of incentive the company wants to offer the users who arrive on the Landing Page.

CropLetter

Multi-channel and crop-specific communications.

With the CropLetter service, you promote your solution to the agricultural professionals who work on specific crops every day.

A service dedicated to companies that want to communicate directly with a specific target audience in our Community.



THE BENEFITS OF CHOOSING THE CROPLETTER SERVICE

- 1 **Use a new form of communication** to strengthen the perception of your brand;
- 2 **Communicate more effectively with your target audience and distinguish yourself from your competitors** by producing crop-specific content;
- 3 Our **team of specialist journalists and digital marketing experts** will help you create effective content that you can share online;
- 4 **Combine multiple activities and communication channels** to reach your customers and publish dedicated content on AgroNotizie® that will be published in our crop newsletter and digital advertising campaigns.



INCLUSION IN THE CROP NEWSLETTER

Your editorial will be included in the crop newsletter, which is sent to a target audience of profiled users in our community, who are selected by crop and activity.



EDITORIALS ON AGRONOTIZIE®

With the CropLetter service, you can publish an editorial about your company or products on AgroNotizie®, which can be produced with the support of our journalists.

CropLetter Calendar



2024



GRAPE VINES FOR WINE PRODUCTION

February, March, May, June,
July, November



OLIVES

March, June



WHEAT

September



TOMATOES FOR INDUSTRY

March



CORN

February, November



APPLES

April



COURGETTES

January



HAZELNUTS

April



GRAPE VINES FOR CONSUMPTION

February



KIWIFRUIT

February



EDITORIAL SPONSORSHIP WITH FACEBOOK AND GOOGLE ADS

The editorial published on Agro-Notizie® will be promoted through Facebook Ads and Google Ads.



REPORTING

You can analyse and monitor the results of your campaign, thanks to the report that we will share with you approximately one month after we send out your communication.

ADVERTISING

For a personalised consultation contact:

advertising@imageline.it



www.agronotizie.it

AgroNotizie® Main Sponsor

Become the **star of the week** in the AgroNotizie® **Newsletter** with the **Main Sponsor** service.

Every Thursday, more than 190,000 AgroNotizie® readers receive our Newsletter, packed with content and insights on the agricultural sector. **Each Newsletter includes a prominent advertising space, which can be booked** by companies to communicate their latest updates, new products and news.

With the Main Sponsor service, your message will arrive directly in the inbox of AgroNotizie® readers. The **ideal service for developing your company's brand and product awareness** among a vast and specialised target audience.

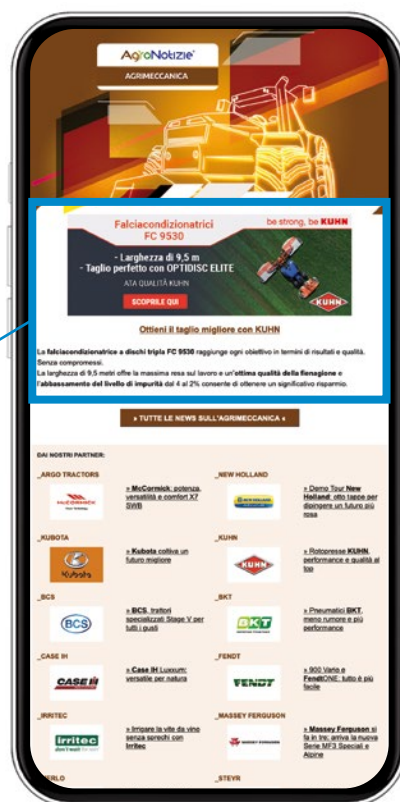


AGRONOTIZIE® MAIN SPONSOR

Become an AgroNotizie® Main Sponsor and get your company a prominent space in the Newsletter, together with a special report that will allow you to analyse the results of your campaign.

AGRIMECCANICA MAIN SPONSOR

If you deal with agricultural equipment and machinery, you can also purchase the Main Sponsor space in the Agrimeccanica Newsletter and receive a report on the results.



Social media and Google Ads

Amplify the reach of your content by activating **sponsorship campaigns** on the AgroNotizie® **social media platforms**.

This gives you another opportunity to communicate your news, updates and stories, as well as share information and discuss current topics and trends with your audience.

Starting with the fan base of our social media channels, which currently total over 150,000 followers, **we can reach a highly profiled target at an accessible price**.

The social media (Facebook, Instagram and LinkedIn) and Google campaigns (Display Ads and Search) that we run for our clients, **are designed to maximise performance, in terms of both views and clicks**. In fact, they also allow your company to share the content published on AgroNotizie® to a wide target audience on other communication channels, maximising the effectiveness of your communication campaigns.



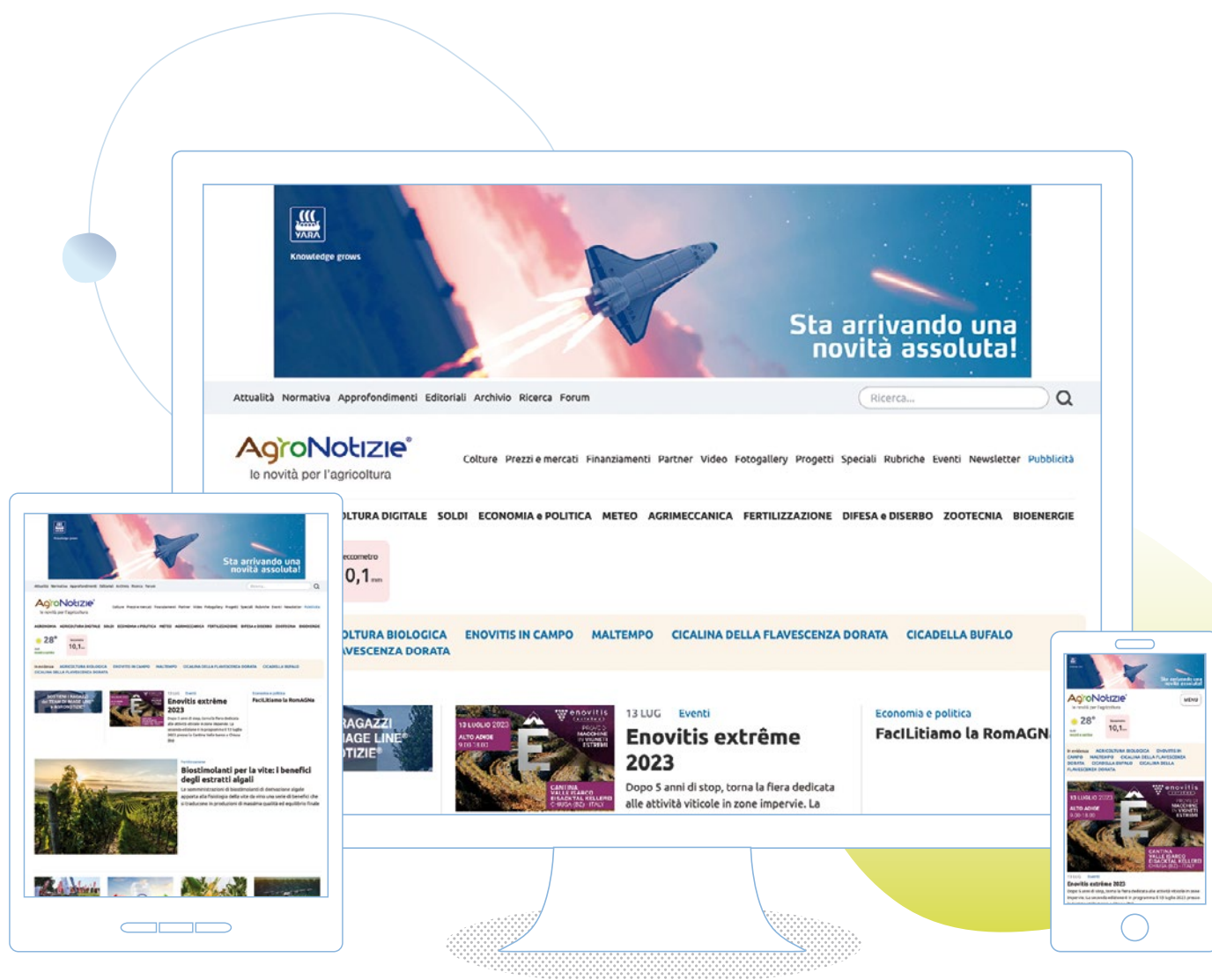
Display Ads on AgroNotizie®

Promote your brand and products with **Display ads on the AgroNotizie® portal**.

The rotating banner campaigns on our portal allow you to choose and implement a continuous and convenient communication strategy. This allows you to achieve **maximum visibility and capture the attention of the user as they browse the site and read your articles**, while helping to generate more traffic to your website.

You can choose **different types** of Display Ads, depending on **the format, location and audience** you want to reach.

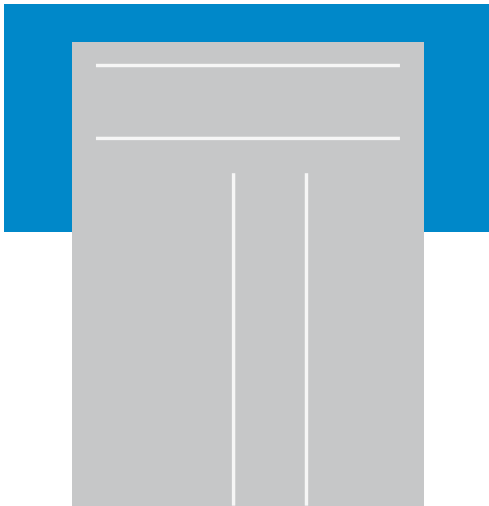
Banner campaigns on AgroNotizie® are designed to encourage browsers to click through and find out more about the proposed content on your company's websites. Each banner is connected to your company's website or a dedicated landing page via a link.



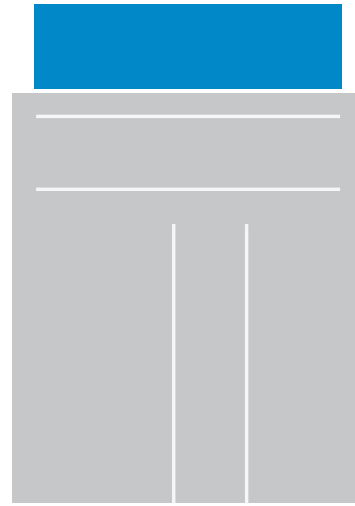
Banner Formats

The **different types** of banner **format** available on AgroNotizie® are as follows:

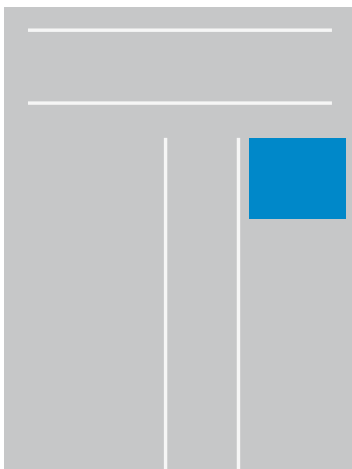
1 Wallpaper
1440 x 800 pixel



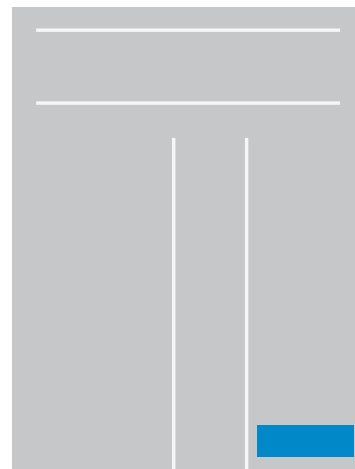
2 Masthead
980 x 250 pixel



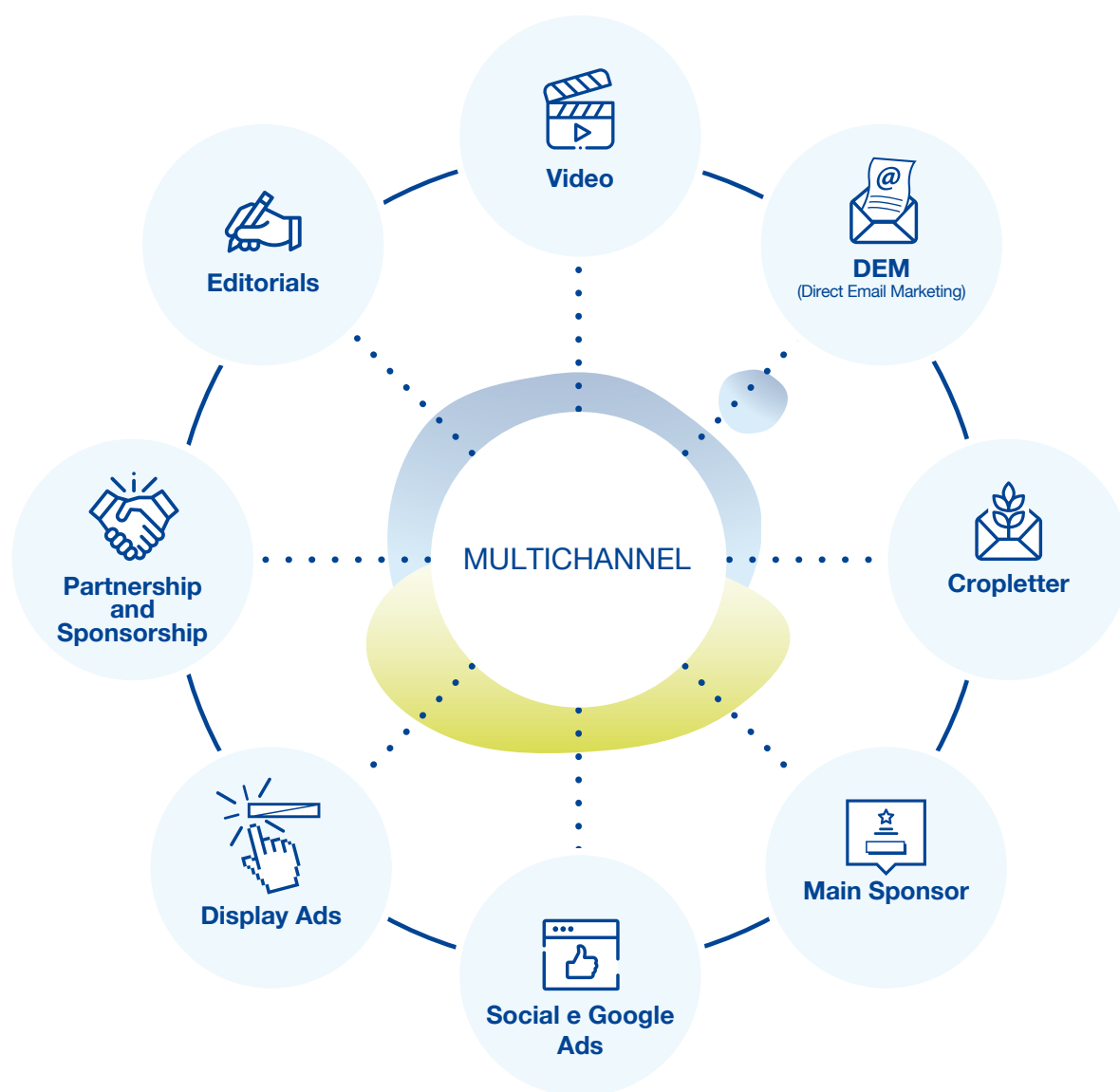
3 Medium Rectangle
300 x 250 pixel



4 Textbox
300 x 100 pixel



Plan **YOUR MULTICHANNEL COMMUNICATION STRATEGY** on the IMAGE LINE® NETWORK



For a personalised consultation contact:

advertising@imageline.it





AgroNotizie®

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IMAGE LINE®

AGRODIGITAL HUB

Via G. Marcucci, 23-24 - 48018 Faenza (RA) - Italy

Tel +39 0546 680688 - Fax +39 0546 26044 - www.imageline.it - info@imageline.it

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