

# Fertilgest®

search engine for fertilizers

## MEDIA KIT

2024 EDITION



[www.fertilgest.com](http://www.fertilgest.com)



# About Fertigest®

For more than 15 years, Fertigest® - the fertiliser database for agriculture - has been the **point of reference in the field of crop nutrition**.

At Fertigest® communication is the key word. With intuitive search tools and a database full of detailed product sheets, the portal provides users with up-to-date and comprehensive information on fertilisers and crop fertilisation.

Founded by Ivano Valmori, the portal works alongside manufacturers to transfer the latest innovations in soil conditioners, fertilisers, correctives, cultivation substrates, biostimulants and targeted-action products from the producer to the end user.

Fertigest® primary objectives are to:

- Increase the **visibility of the innovations** proposed by the “Partners” on the portal;
- Spread **knowledge on techniques and products**, including useful and reliable tools for analysing soil composition and calculating the yields of the various agricultural crops;

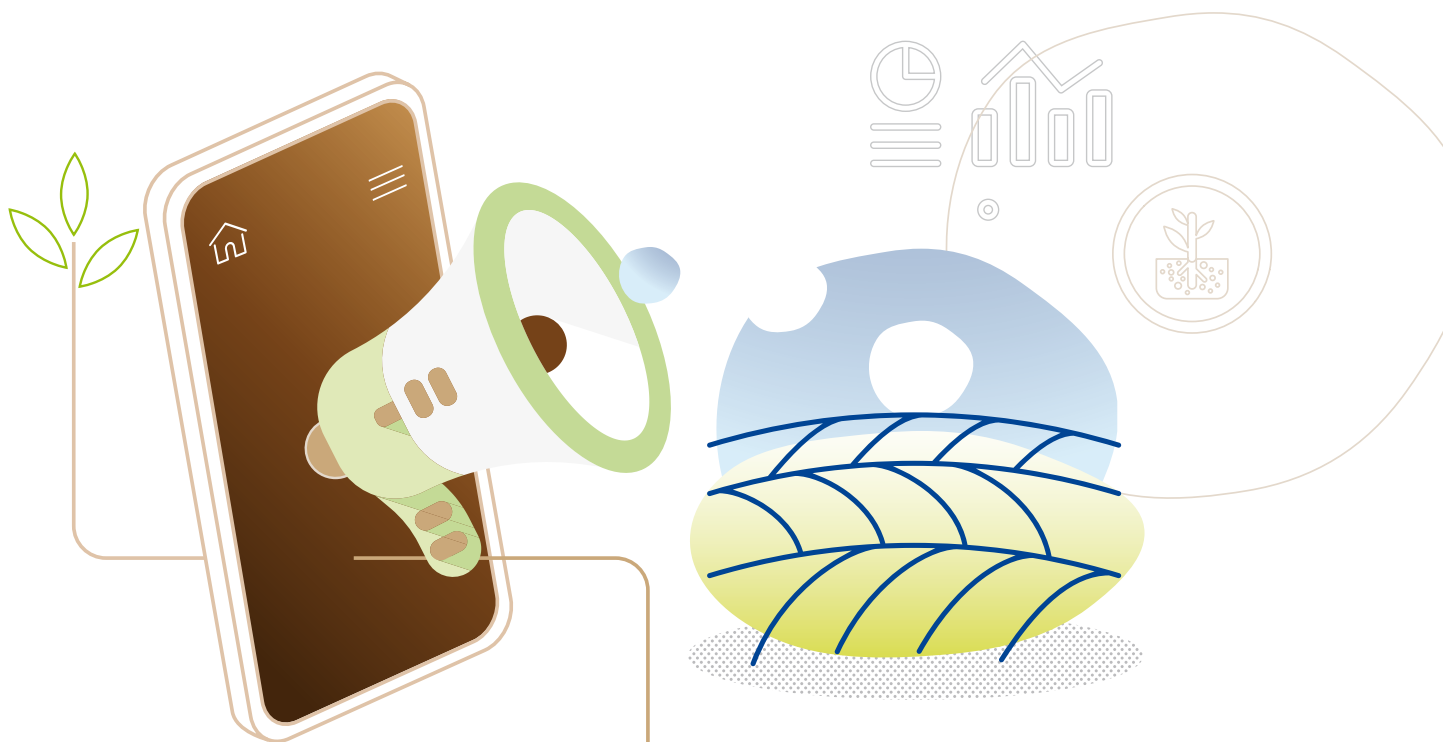
- Ensure **sector operators, farmers and technicians, contractors and distributors are kept** constantly up-to-date thanks to an extensive sector-specific database and search tools (both in Italian and English);

Fertigest® is a platform in the Image Line® Network, together with Fitogest®, Plantgest® - databases for products that can be used in the field - and AgroNotizie®, a digital newspaper that has been publishing news on Italian agriculture for over 20 years.

**Over 295,000 users are registered in the Image Line® Community**, all profiled by activity, crops of interest and geographical location.

Contact our team of digital marketing experts and specialists in the agriculture sector and **find out how best to promote your brand and products online**.

Plan your multichannel communication strategy with us to achieve your business objectives.



# Fertilgest® in numbers



User in 2023

**over 350,000**



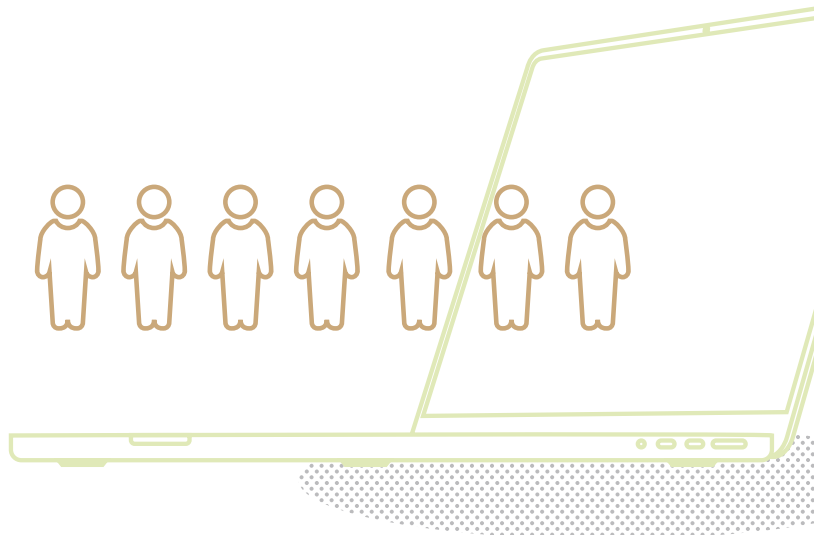
Page views per day

**over 2,000**

# Our Community in numbers











## Registered members

**296,074**

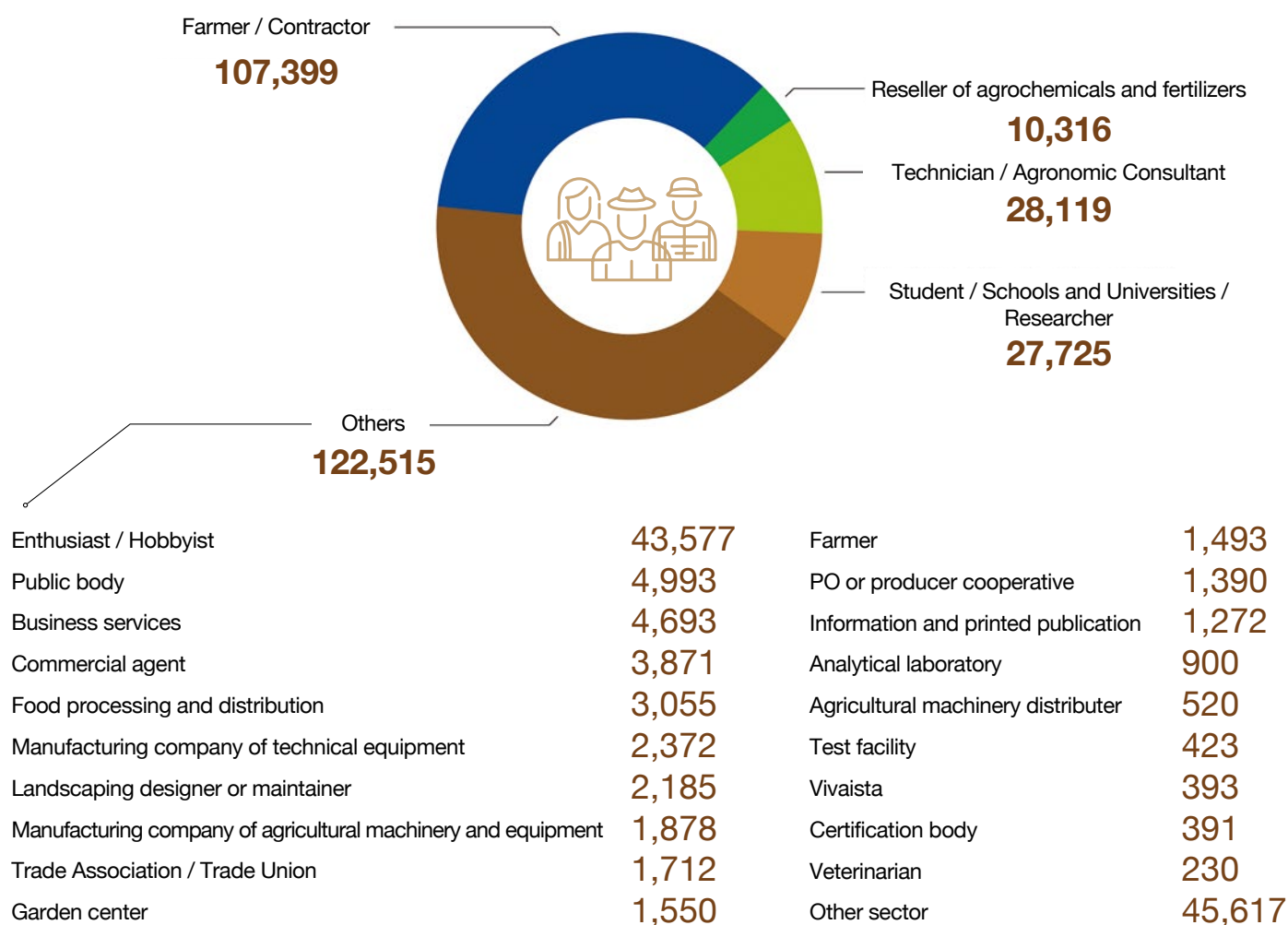


## Data on member profiling

### Crop of interest

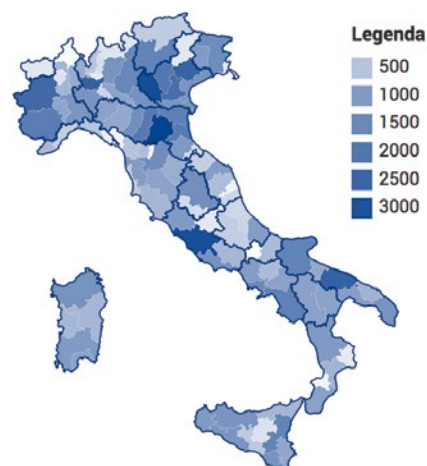
	Olive trees	<b>50,410</b>		Peaches-nectarines-clingstone peaches	<b>27,996</b>
	Wine grape vines	<b>48,911</b>		Sweet and sour cherries	<b>27,653</b>
	Tomatoes	<b>38,867</b>		Corn	<b>27,098</b>
	Common Wheat	<b>31,582</b>		Apple trees	<b>26,413</b>
	Durum Wheat	<b>31,475</b>		Table-grape vines	<b>24,393</b>

# Agricultural activity



# Geographical origin

Emilia-Romagna	16,346	Le Marche	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	Valle D'Aosta	345
Sardinia	7,395	Not indicated	150,938
Calabria	5,060		



# PARTNERSHIP

For a personalised consultation contact:

**[advertising@imageline.it](mailto:advertising@imageline.it)**



**[www.fertilgest.com](http://www.fertilgest.com)**

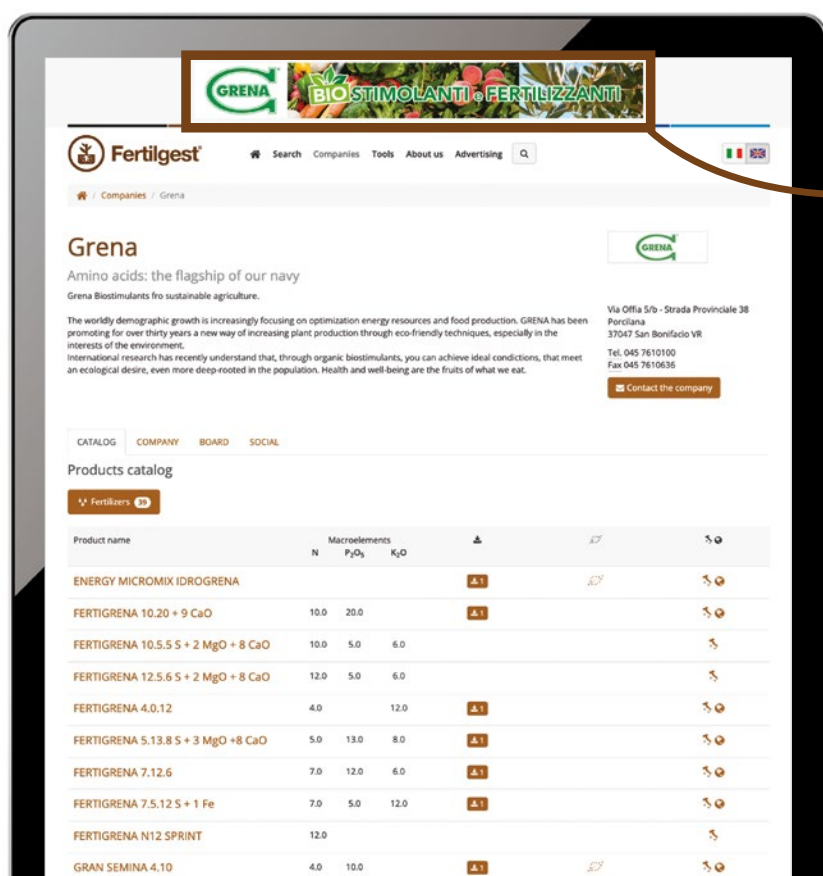
# Fertilgest® Partnership

## Become a Fertilgest® partner!

Fertilgest® Partners are some of the leading companies in the fertiliser, crop fertilisation and soil conditioner sectors: they are companies that believe in innovation, providing the market with the very best products and technical solutions, effectively leveraging the very latest communication tools to nurture the growth of the agricultural sector.

A Fertilgest® Partnership offers you: **a space entirely dedicated to your company on our portal** and the **opportunity to publish your product sheets** to provide users with useful technical details and information about your products.

**PARTNER BENEFITS:** the opportunity to promote your products online through an authoritative portal like Fertilgest®, which is also well-positioned on the various search engines.



## BANNER CAMPAIGNS

Exclusively designed for Partners, your banner will be displayed on both the brand page and product sheets to increase the visibility of your brand and products.



## DATA AND PERFORMANCE

You will receive an annual report with data on the performance of your activities, a fundamental tool for keeping a close eye on the results of your digital marketing activities.



## FERTILGEST® HOME PAGE VISIBILITY

Your company logo will be displayed on the Fertilgest® home page.



## BRAND PAGE

An exclusive mini-site dedicated exclusively to your company. In this area you can showcase all the information about your brand, products or services.



## PRODUCT DATA SHEET

Your product specification data sheets will be published within an extensive vertical database on the world of fertilisation.





# Product information database

Thanks to an intuitive and comprehensive search tool, Fertigest®, allows the user to access a **database of product information sheets on fertilisers, soil conditioners, correctives, biostimulants, and targeted-action products.**

Each sheet provides the user with in-depth information and technical data on the product of interest, as well as the possibility to download the product sheet in PDF format.

**BRAND PROTECTION**

**Catalog product page - Grena**  
222 Kb  
[Download PDF](#)



## PRODUCT INFORMATION SHEETS

Each product sheet contains information provided by the distributors, including the technical specifications and the type of crops they can be used for.



## DOWNLOADABLE MATERIAL

For further information, the user can download the information provided by the company in PDF format.



# EMAIL MARKETING

For a personalised consultation contact:

**[advertising@imageline.it](mailto:advertising@imageline.it)**



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# Direct Email Marketing (DEM)

DEM is extremely **effective for managing** high-impact, **promotional communications** and **driving 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 registered on our Community. This target is selected according to 4 specific criteria: activity, crop, area of interest and region.

## DEM PROMOZIONALE

**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 Letter

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 on a crop of interest**.

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



# Product Letter

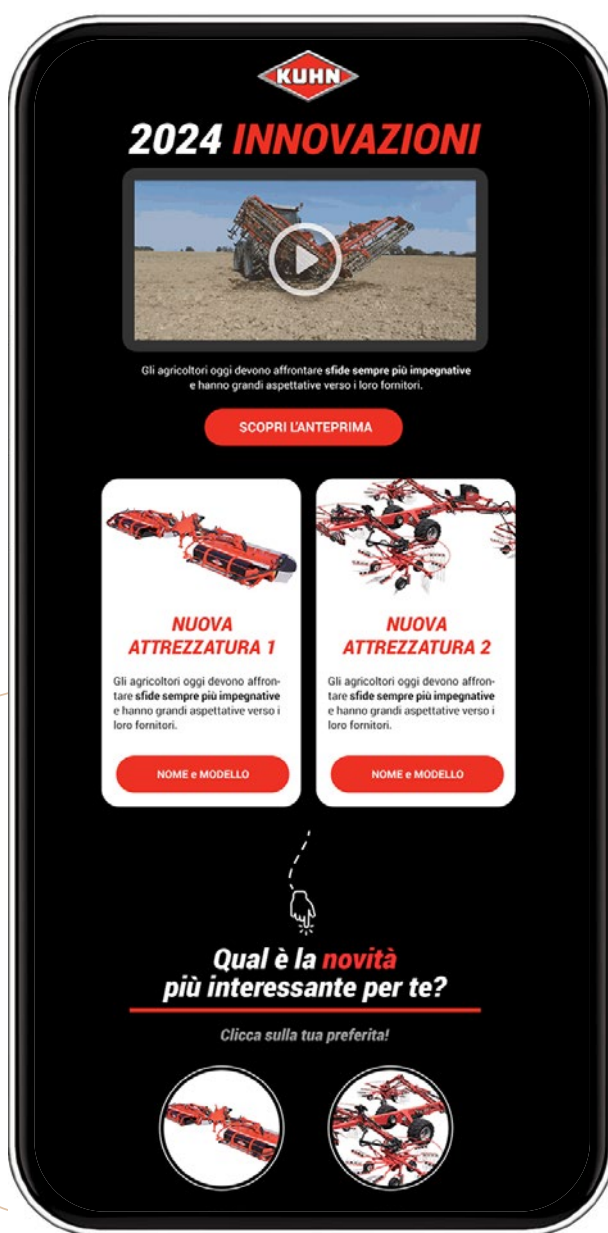
NEW

The **Product Letter** service is an e-mail **communication** that companies can send to the Image Line® Community to **present their products in a unique and dynamic way**, incorporating **elements of user interaction** to investigate their interest or request their feedback.

## WHY CHOOSE PRODUCT LETTERS?

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 the **dynamic report** we send you by email immediately after your communication is sent out.



# Focus Campaign

NEW

**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 FOCUS CAMPAIGNS?

With the Focus Campaign service, your company can **effectively and directly promote** specific products using **target-oriented** online communication.

**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 is promoted via the cultivation 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



**TOMATO  
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

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# Fertilgest® Main Sponsor Newsletter

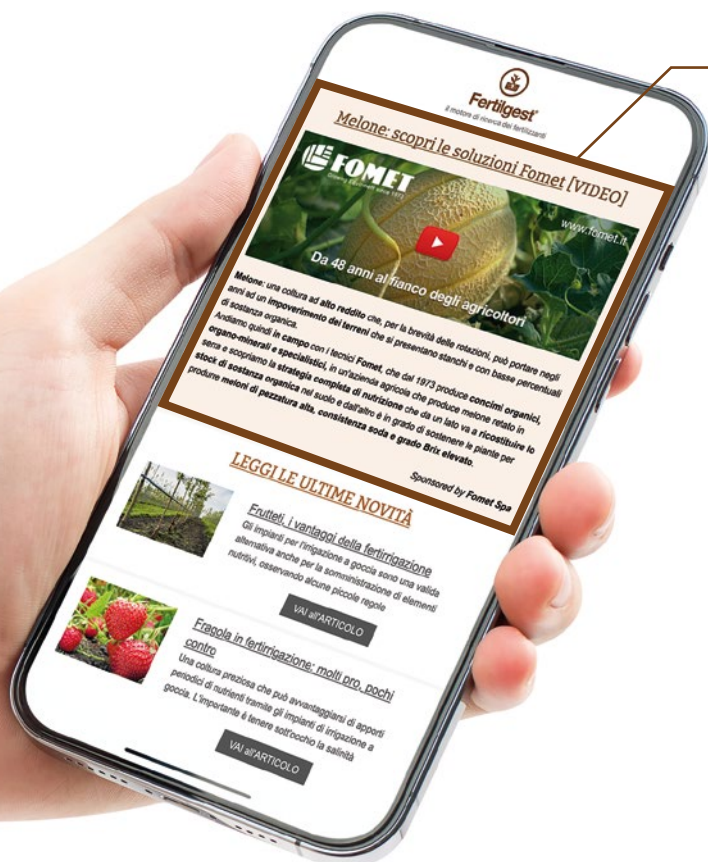
Become the **star of the Fertilgest® Newsletter** with the **Main Sponsor** service.

**4 appointments scheduled** at strategic times for crop nutrition throughout the year.

A series of in-depth articles created by the AgroNotizie® editorial team that arrives directly in the inbox of our registered users. Content and insights are automatically graphically adapted to the different user devices on which the newsletter is viewed (i.e. desktop, smartphone and tablet).

Each Fertilgest® Newsletter has a Main Sponsor, a high-impact advertising space available to companies who want to communicate their latest news, products, updates and events, directly to the farmers, technicians and professionals in the Image Line® Community.

Being a Main Sponsor is an excellent opportunity to generate brand awareness.



## FERTILGEST® MAIN SPONSOR

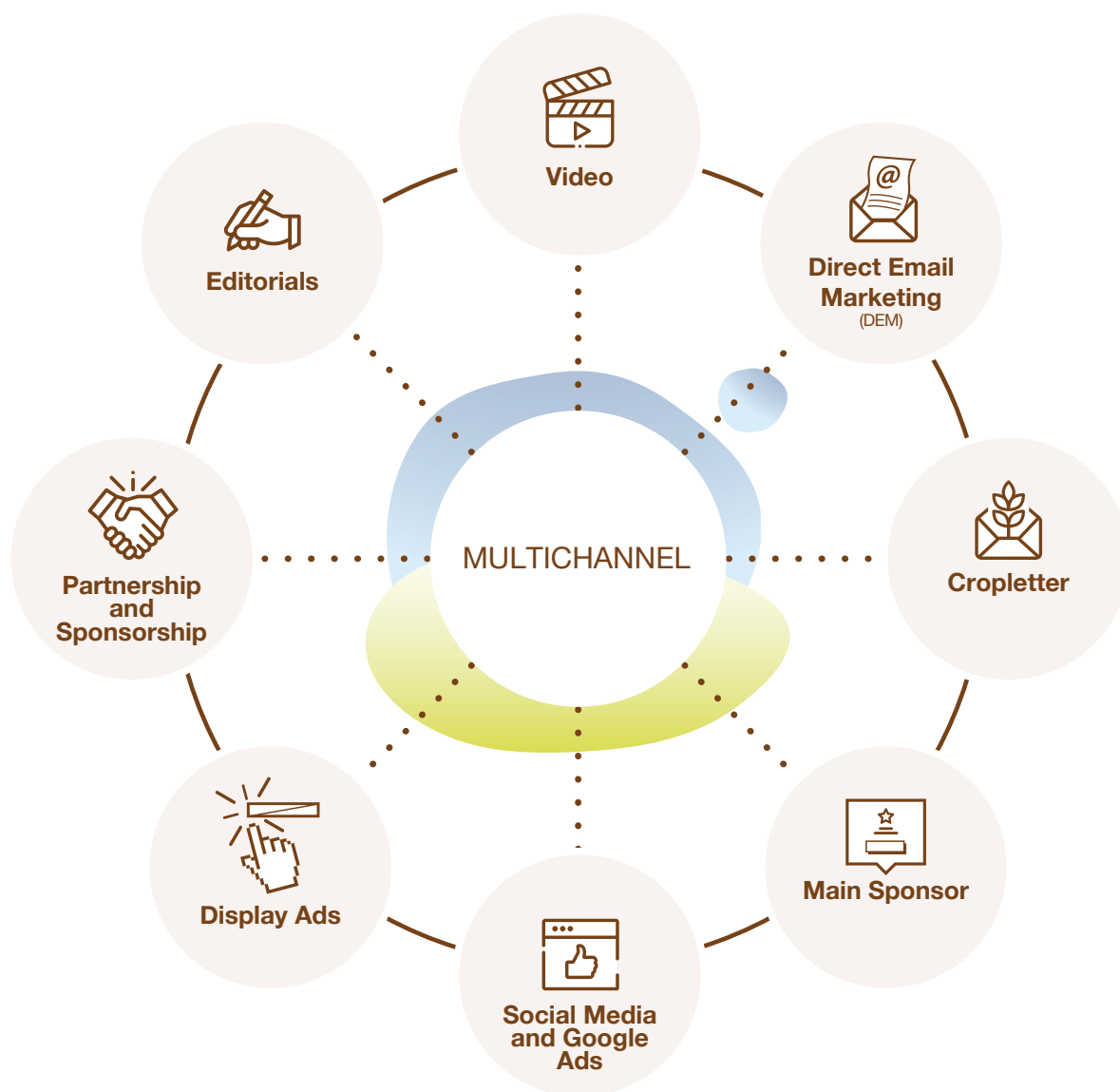
Become a Fertilgest® Main Sponsor and get your company a prominent space in the Newsletter, together with a special report that will allow you to analyse the results of your campaign.

### NEWSLETTER CALENDAR by Fertilgest®:

- 9 March 2024
- 6 April 2024
- 8 September 2024
- 24 November 2024



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



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# Fertilgest®

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Fertilgest® is a portal of the Network  
of

**IMAGE LINE®**

AGRODIGITAL HUB

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