



AuctionsPlus

Stud Sale Interfacing 2020



AuctionsPlus

The preferred choice for interfacing stud sales

AuctionsPlus is the leading online livestock marketplace in Australia. We provide comprehensive livestock listings and national stud sale auction services. Leveraging the power of digital innovation allowing you to build your stud brand nationally and attract more buyers. Ensuring studs receive the recognition they deserve.

When stud and commercial livestock buyers think online livestock sales, chances are they think 'AuctionsPlus' first as its the most trusted and widely used online livestock marketplace in Australia.



STUD SALE PACKAGES

Classic

The Classic Stud Sale Package will transform your sale by exposing your stud to our national network of buyers.

The online buyers are able to bid in real-time. Maximising sales opportunities by increasing competitive tension between physical and online buyers.

The Classic Package can be utilised for online only or interfaced sales.



Cattle - \$2,200 (ex GST)

Sheep - \$2,000 (ex GST)

Prime

The Prime Stud Sale Package is the next digital leap to make buyers really feel like they are at the physical sale.

While online buyers are able to bid in real-time, they are also able to hear the auctioneer as he conducts the physical auction, takes bids and calls for final offers before knocking down the lot.

Providing an audio component gives buyers greater confidence and allows them to be closer to the live bidding encouraging more bids online.



Cattle - \$2,700 (ex GST)

Sheep - \$2,300 (ex GST)

STUD SALE PACKAGES

Premium

Watching, bidding and buying stud livestock at a live auction has never been easier.

We've digitised every aspect of the stud auction process so that buyers can browse listings, shortlist preferred lots, watch, bid and buy at auction - all from the palm of their hand. By establishing online livestreaming and bidding for your stud sale your stud will take a seamless leap into digital selling while maintaining the core values of the on property sale.



Cattle - \$3,750 (ex GST)

Sheep - \$3,400 (ex GST)

Helmsman

AuctionsPlus offers tailored packages - ranging from full service with multiple staff on site managing all aspects of the helmsman auction through to just providing the digital platform to attract national buyer interest.



POA

STUD SALE PACKAGES

Package Inclusions

As part of the package, your sale catalogue will be transformed into a digital handbook and distributed to our network of over 12,000 subscribers.

Selecting any of the stud packages also triggers a 50% discount on standard ads and a 20% discount on all other digital advertising opportunities throughout our website. Please ask for our 2020 Media Kit for more information.

Finally, all sale day results will be bundled up into a comprehensive post-sale report for you to distribute onto stud staff, clients or potential buyers.

By confirming your sale you are accepting our terms and conditions. If you would like a copy of the T&C's, please ask your sale contact.



A+ FAST FACTS

61,916

average visitors
per month

50 mins

time on site
per person

NO.1

online Australian
livestock sales website

57,485

average unique
visitors per month

53%

of website visitors
are new each month

1,850

new registrations
per month

500+

average commercial
auction attendees

1.04m

total page views
each month

\$873m

livestock sales facilitated
annually

469k

Facebook
users reached



43.5k

Twitter
users reached

On average, 17,000 people have responded to our posts by liking, sharing or clicking each month!



Our team is here to help your stud achieve its 2020 objectives. If you want to find out more about our stud sale packages, contact us on:

(02) 9262 4222

studsales@auctionsplus.com.au