



AuctionsPlus[®]

2019 Media Kit



AuctionsPlus[®]

The home of online livestock sales

AuctionsPlus is the market leading online livestock marketplace in Australia. We provide comprehensive livestock listings and national auction services to help all the participants of the agriculture sector - from cattle and sheep producers to working dog vendors and global dairy sales.

When the Australian agriculture sector thinks livestock, chances are they think 'AuctionsPlus' first.



52,519

unique visitors
per month

50 mins

time on site
per person

5 visits

on avg. per user
per month

53%

of website visitors
are new each month

\$873m

livestock sales
facilitated annually

1.04M

total page views
each month

A+ FAST FACTS

NO.1

online Australian
livestock sales website

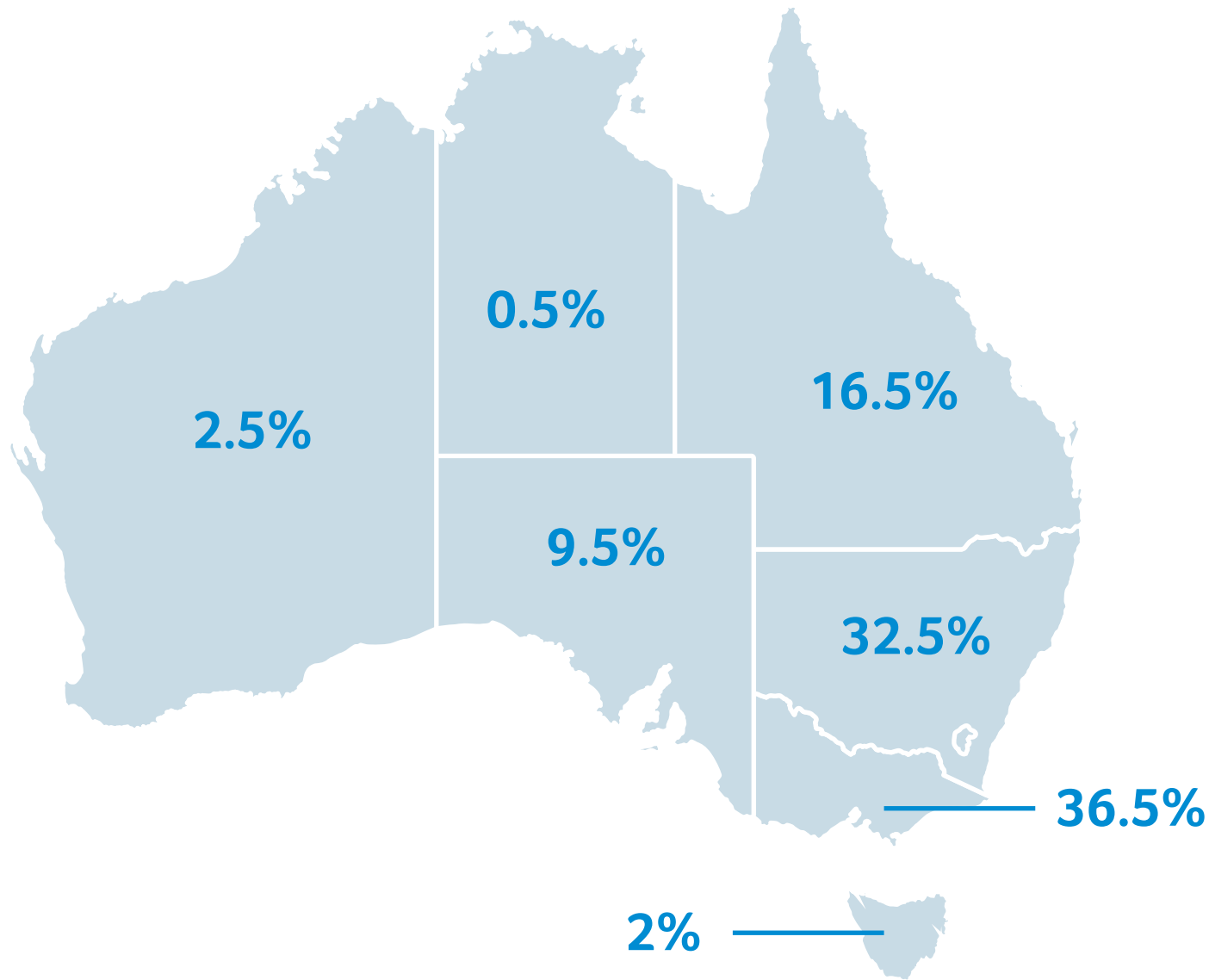
1,850

new registrations
per month

500+

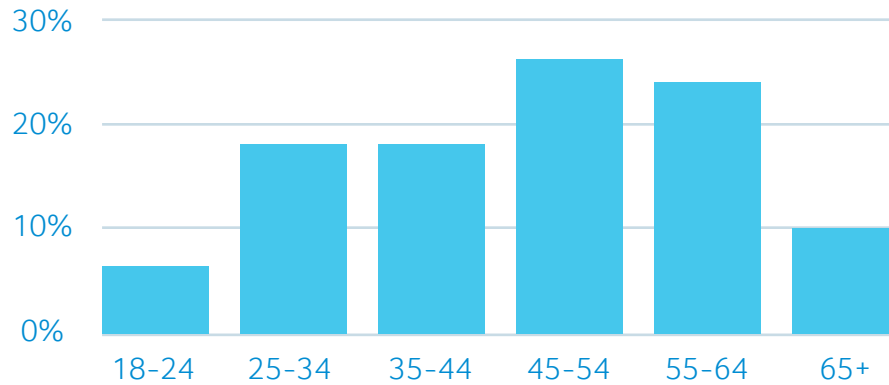
average auction
attendees

Reach Australia's largest livestock audience



Website visitors:





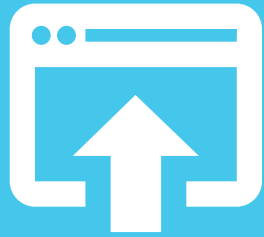
Age of users



Our audience has many interests, including:

- Buying livestock
- Selling livestock
- Market insights
- Farm machinery
- Agri Insurance
- Cropping
- Weather
- Digital innovation
- Outdoor lifestyle activities
- Regional fashion
- Food supply chain
- Rural real estate
- Finance and banking
- Private investment

AUDIENCE

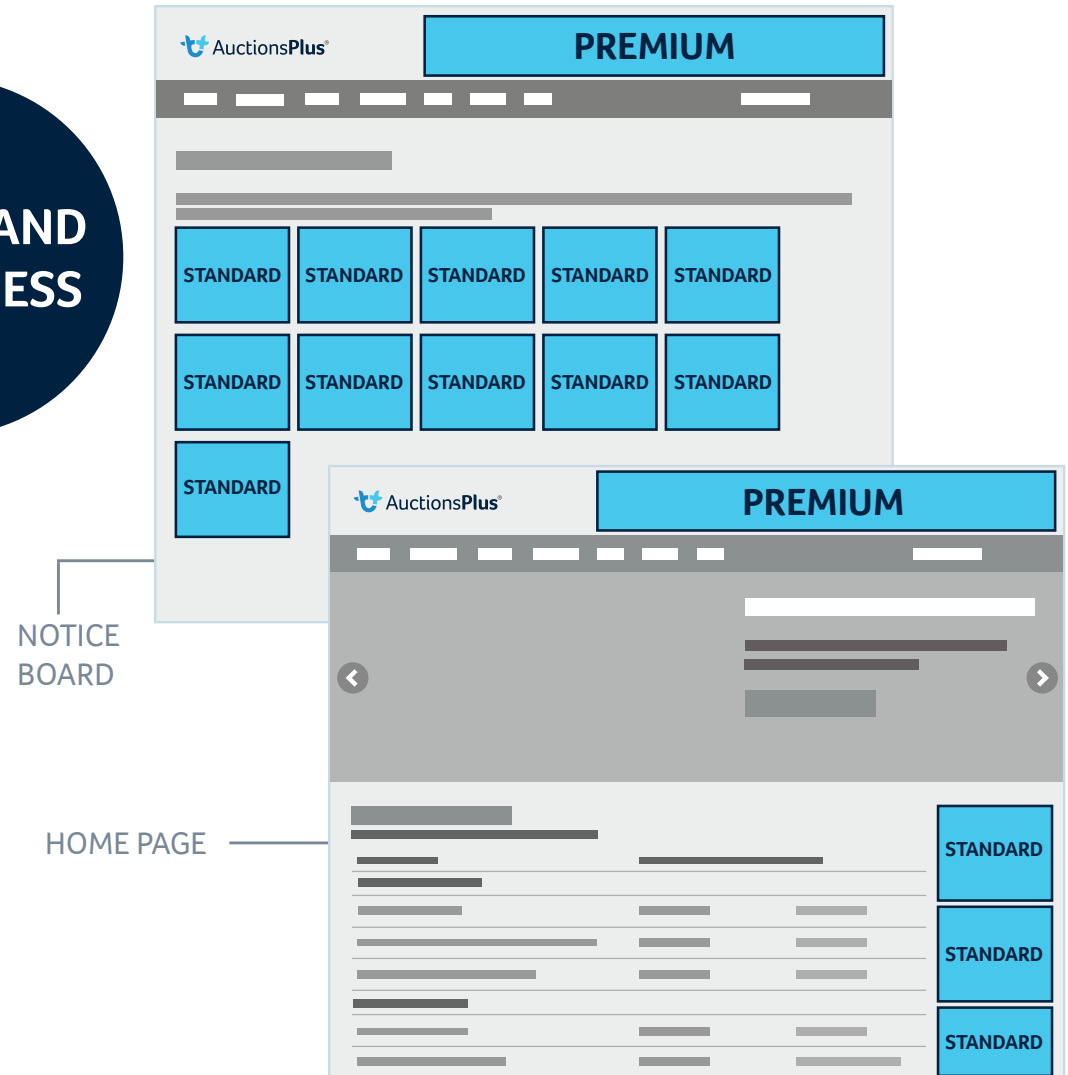


Display Advertising

HIGH BRAND AWARENESS

AuctionsPlus offers brands a wide range of display ad placements that target our large, engaged audience. Our suite of display inventory can help brands achieve their objectives ranging from brand building to direct response.

- **Page takeovers allow brands to maximise their presence across multiple units.**
- **Bookings are recommended and are on a first-in basis.**
- **Customised and brand tailored packages available.**
- **Display advertising is booked in weekly slots. Premium runs from Thursday to Thursday. Standard can start on any day.**



	Dimensions	Format	Max file size	Price
Premium	728 x 90 pixels	gif/jpeg	50kb	\$1300
Standard	180 x 150 pixels	gif/jpeg	60kb	\$425

All prices excludes GST



MAXIMUM ENGAGEMENT

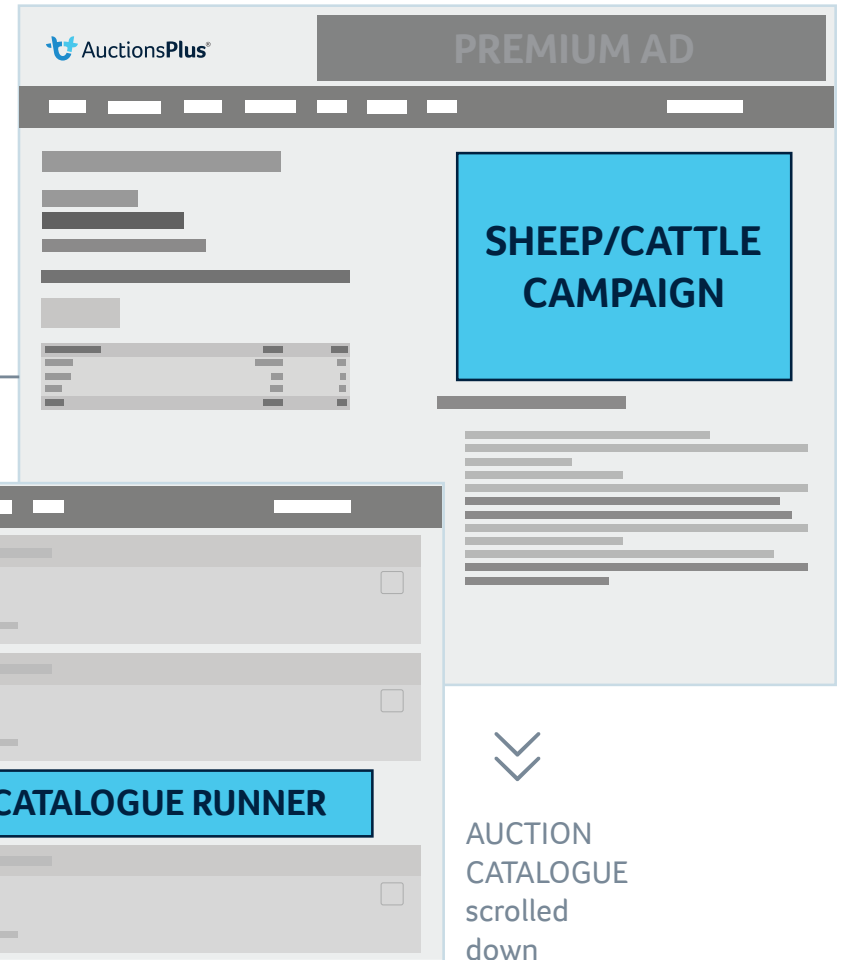
Targeting Capabilities

With thousands of Australians from the agriculture sector visiting AuctionsPlus across mobile, tablet and desktop, we have access to a vast array of inferred and predictive behavioural data on our audience. Marrying these insights to our daily data analysis allows us to guide brands as they pursue their target audience.

Segmentation of our website into cattle/sheep/ machinery allows your brand to target pre-sale nominations, auctions catalogue and results with your advertisements.

- **Campaigns and Catalogue Runners are booked on a species basis and run for a week .**

AUCTION CATALOGUE



	Dimensions	Format	Max file size	Price
Campaigns	480 x 320 pixels	gif/jpeg	75kb	\$1300
Catalogue Runners	970 x 90 pixels	gif/jpeg	75kb	\$580

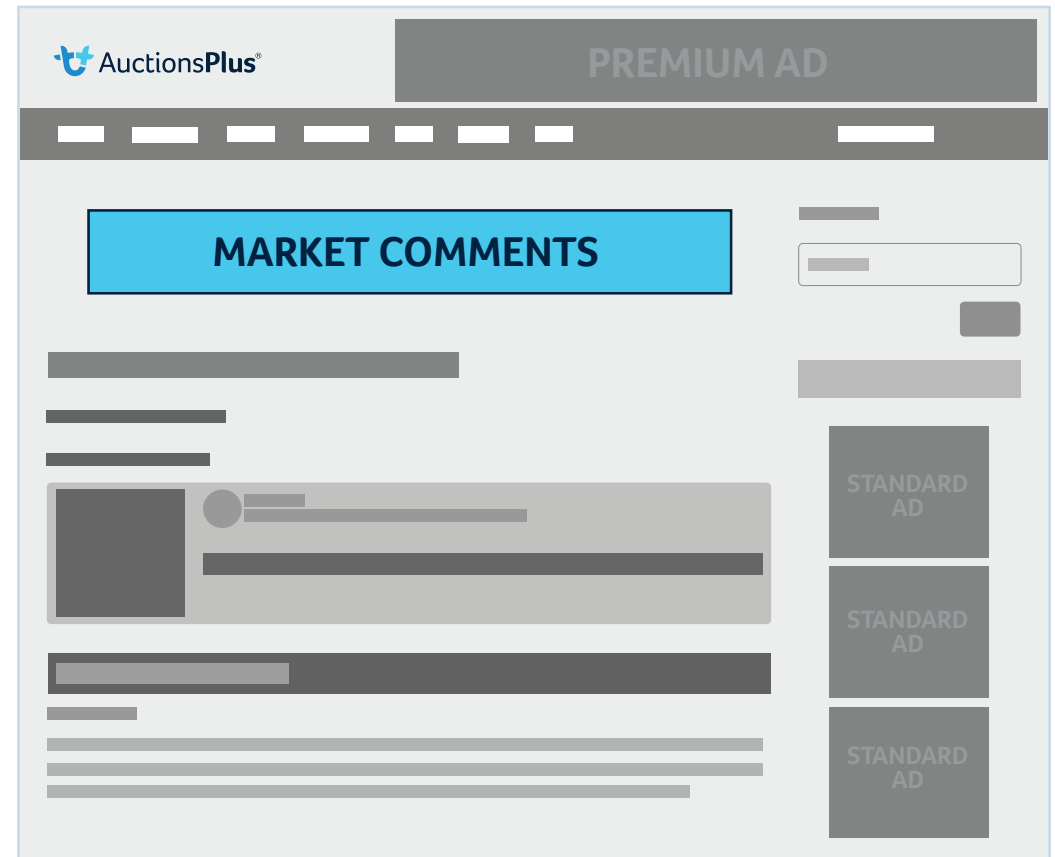
All prices excludes GST



Integrated Solutions

AuctionsPlus offers a broad range of media products to suit the campaign objectives of our advertisers. With the assistance of our brand partnership team, we can help brands to create holistic and integrated marketing campaigns through all our platforms advertising offerings.

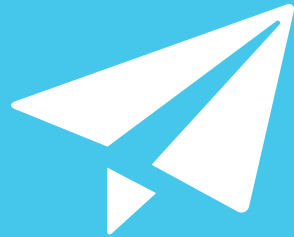
- **Market comments reported nationally.**
- **Targeted email blast advertisement to our 17,000+ subscribers.**



LIVESTOCK MARKET COMMENTS PAGE

	Dimensions	Format	Max file size	Price
Market Comments	728 x 90 pixels	gif/jpeg	75kb	\$710
Auction Closing	970 x 90 pixels	gif/jpeg	75kb	\$175

All prices excludes GST

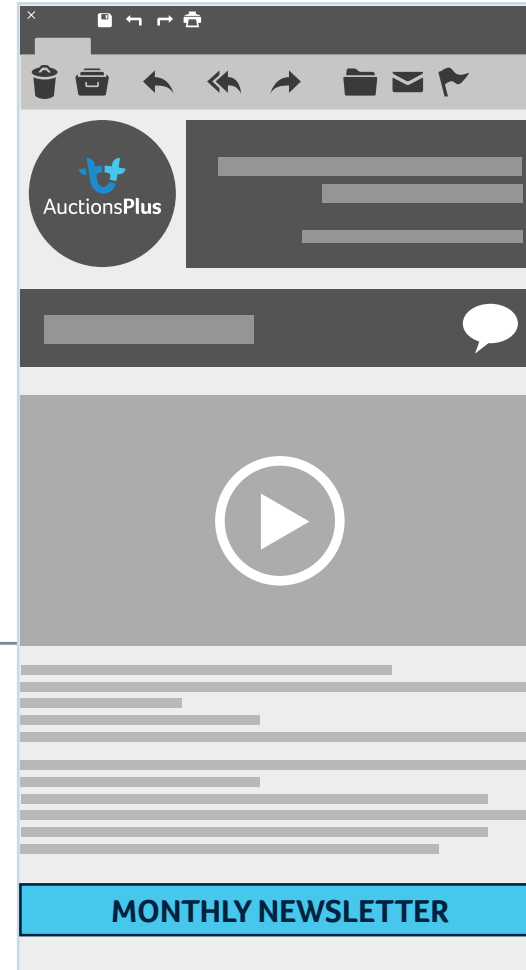


Direct Engagement

Our engaged audience also interact with our brand to access information, insights and the latest in agriculture innovations.

With weekly auction details and results, market commentary and monthly newsletters, brands can access sponsorships of these targeted EDM (Electronic Direct Mail) opportunities.

MONTHLY NEWSLETTER EMAIL



	Dimensions	Format	Subscribers	Price
Monthly Newsletter	720 x 90 pixels	gif/jpeg	12,355	\$400
Weekly Auction Alert	468 x 60 pixels	gif/jpeg	9,000	\$320
Weekly Market comments	468 x 60 pixels	gif/jpeg	17,100	\$320

All prices excludes GST



Lets talk

Our team is here to help brands achieve their objectives. If you want to find out more about advertising opportunities for your brand please contact us on advertising@auctionsplus.com.au or **(02) 9262 4222**