

The WEEKLY TIMES

VIRTUAG

2.0

AUSTRALIA'S VIRTUAL FIELD DAYS

SPRING

WHAT WE ACHIEVED WITH VIRTUAG 1.0

*The Weekly Times inaugural VirtuAg ran from **3 - 30 June 2020** (with a focus on activity over the first 8 days) the purpose of bringing together and influencing positive outcomes for the AG community whilst continuing to advocate for the industry through diverse partnership such as large corporations and our children's educators.*

The VirtuAg platform allowed the industry to showcase their businesses via an easily accessible, engaging and innovative hub.

Reached over 2 million Australians.

VIRTUAG RESULTS

- Attracted Gold Partner: **Commonwealth Bank**
- Attracted Silver Partners: **Telstra, Massey Ferguson, Case IH, New Holland, Fendt**
- Attracted over **70** Bronze partners
- Over **65,000** clicks VirtuAg.Com.au
- Delivered over **40,000** page views from across the country with over
- Delivered promotional support valued at over **\$160,000**
- Social ads reached over **650,000** people and delivered a further **8,300** clicks to the hub.
- **450+** attendees to the VirtuAg Webinar series delivering a **57%** attendance rate from the **750+** registrations

Virtuag.com.au Hub

The VirtuAg Hub featured Editors picks, various brands and the latest news in Australian Agriculture.

Our hub targeted an Ag, rural and regional audience Australia-wide and delivered 40,000 page views.



VIRTUAG EDM, SOCIAL, WEBINAR



The Weekly Times with New Holland Agriculture.

Sponsored

Only a few days left to take advantage of exclusive offers on your favourite agriculture businesses and suppliers like New Holland. Don't miss out, visit the VirtuAg field days now.



WEEKLYTIMESNOW.COM.AU

VirtuAg Australia's virtual field days

VirtuAg brings together the best of the ag community, including your...

WEEKLY TIMES | News Corp Rural

WEEKLY TIMES
VIRTUAG
AUSTRALIA'S VIRTUAL FIELD DAYS



In light of the challenging times that all industries are facing, News Corp Rural is committed to keeping the 'wheels turning'. From June 3 - 10, The Weekly Times' first ever virtual field day experience, **VirtuAg**, will be live.

VirtuAg is a unique opportunity to engage and compare brands and products, be informed and shop! It won't replace face-to-face business but VirtuAg can drive targeted audiences from across the country who have a common goal - the business of farming.

Powered by the unprecedented reach of News Corp Rural across The Weekly Times, Tasmanian Country and Rural Weekly, VirtuAg is an innovative field day opportunity not to be missed.

Be quick, secure your VirtuAg e-site today.

For more information, contact Audrey Lucas on 0405 969 007, email at audrey.lucas@news.com.au

WEEKLY TIMES | News Corp Rural

THE WEEKLY TIMES PREVIEW GUIDE + EDITORIAL INCLUSIONS



Published 27th May 2020
The Weekly Times
Pre-promote
6 Pages



Published 27th May 2020
The Weekly Times
Pre-promote
Commonwealth Bank
Editorial Article



Published 27th May 2020
The Weekly Times
Pre-promote
Telstra
Editorial Article



Published 27th May 2020
The Weekly Times
Pre-promote
Tow and Mow Slashers
Editorial Article

Supporting Testimonial:

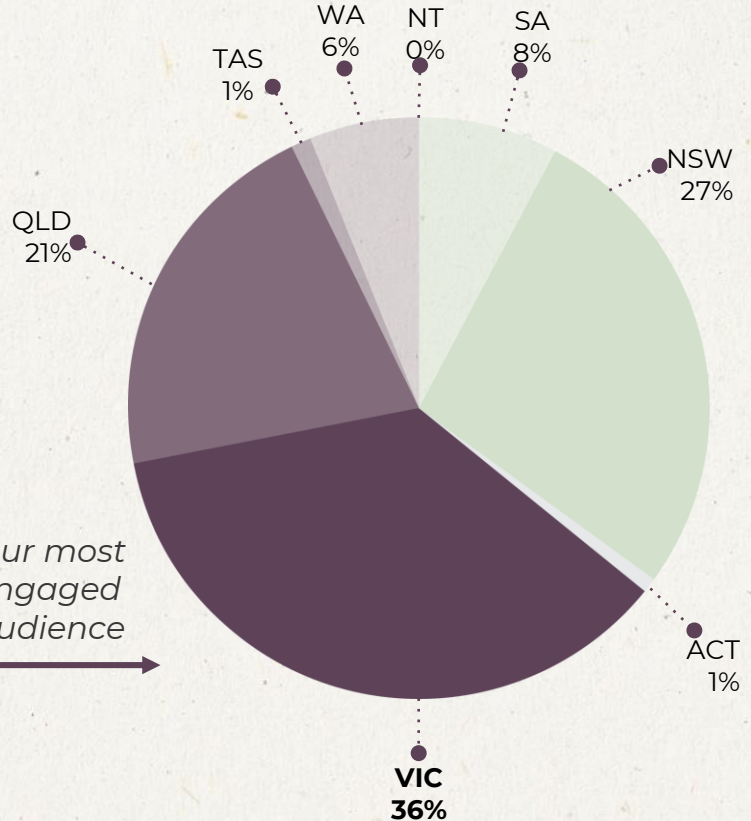
"The Weekly Times works for our Tow behind slasher manufacturing business. We always have a boost in sales and inquiries when we have an editorial or photo advert in The Weekly Times. Thank you for supporting our Aussie Made slashers."

Attracts 125,000 weekly readers

Source: emma CMV, 12 months ending Sep 2019. P14+. Average Issue Readership

METRO DRIVERS

Metro Drivers gained
41,000+
Page views



Our most engaged audience



VirtuAg
Metro
Driver

The Weekly Times VirtuAg aims to
bring together and **influence positive**
outcomes for the AG community ~ drive the Ag
economy and supporting businesses whilst
continuing to advocate for safer, better
farming.

AUSTRALIAN AGRICULTURE:

The importance to Australian agricultural communities to nurture and strengthening their unique and powerful market advantages, has never been greater than now.

VirtuAg A one-stop-shop solution to showcase your business via an accessible, engaging and innovative platform allowing you to transact, educate and inspire.

In Victoria, over 4 weeks TWT reaches 379,000 across print and digital.

Source: emma CMV (Apr 2019 - Mar 2020) *Not including our additional supporting products AgJournal, Farm Magazine and metro mastheads.



AG COMMUNITY



TRADITIONAL RURAL
Farmer John

- Multi Generation Farmer
- 50+
- Traditional
- **75%** are proud of their responsibilities
- They're **57%** more likely to be heavy consumers of newspapers, reading at least 7 editions each week. This makes a printed edition the best way to communicate with this target audience.



NEW GEN FARMER
Taken over the family farm

- 25-39
- Well Educated
- Innovation/New Tech in Farming
- Traditional
- **2 in 3** say they tend to hold out on buying things until they go on sale, so this audience will value your timely sales and specials advertising.
- More than **6 in 10** say they never seem to have time to do what needs to be done. Integrated and native campaigns that offer advice and time-saving tips will resonate with this audience.



RURAL CHANGER
Farmer Julie

- 1st Generation Farmer
- Tree Changer
- Under 50 with kids
- They're **10%** more likely to say they're worried about what the future holds. Offer them stability by using consistent messaging in trusted environments.
- This audience are heavy internet users, with **39%** spending 3 hours or more online each day. Premium content sites like theweeklytimes.com.au will reach this audience in trusted environments.



THE INFLUENCER
Farmer off the farm

- Farming in the City
- Lives in Metro/Regional Area
- Family are still Rural
- Works in Ag related industry
- More than **3 in 5** say they plan for the future and they tend to stick to the tried and true, which makes convincing them to change their behaviour difficult.
- **7 in 10** believe that hard work is rewarded, so use a traditional narrative when communicating with this audience.

Source: emma CMV, 12 months ending Sep 2019, Nielsen DRC, Sept 2019 P14+

A rural landscape at sunset. The sky is a warm, golden-orange color. In the foreground, several cows are grazing in a field of tall grass. In the background, there are several large, leafy trees. The overall scene is peaceful and scenic.

WHY VIRTUAG?

WHY VIRTUAG ?

In light of the challenging times that all industries are facing, News Corp Rural is committed to keeping the 'wheels turning'.

With the cancelation of state based Royal Agricultural Shows and many more of our much loved AG events for the foreseeable future, The Weekly Times will continue to connect with our readers and clients with a new approach to Field Days. |

*Our VirtuAg campaign in June 2020 ultimately brought the agricultural conversations to a public domain, in a NEW way that was further amplified and supported by editorial. Reaching over **2 million Australians** and supported across News Corp mastheads.*

WHY VIRTUAG?



SHOPPING /
PROMOTIONS

TRANSACTION



EXPERTS / ADVICE
/ INNOVATIONS

EDUCATE



COMMUNITY

INSPIRE

WHY VIRTUAG?

Let's continue the conversation...

It won't replace face-to-face business but VirtuAg 2.0 can drive targeted audiences from across the country who have a common goal - the business of farming. As national field days continue to cancel in 2020 VirtuAg will continue to bring a digital **"tyre kicking"** experience to our farm community.
theweeklytimes.com.au



Australia's
#1 Ag
Website



1.28M average
monthly page
impressions



730,000 average
monthly unique
visitors



Source: 1. Nielsen Digital Content Ratings (DCR), Text Jul, 2019, 2. Adobe Analytics, The Weekly Times Overview, April-June 2019. Note: 'Nearest competitor' = 'The Land'.

WHEN IS VIRTUAG?



**VirtuAg
Launch Guide**

SEPT 30, 2020



**Virtuag.com.au
launch**

Sept 30,2020

HOW DO I SHOP / GET INVOLVED?

The VirtuAg destination is where you'll be greeted with a host of **must-shop offers**, need to know information from your favourite suppliers and retailers. Once your virtual shopping cart is filled with Ag staples and farming must haves, just enter the promotional code to unlock the savings.

WHO IS INVOLVED?

The Weekly Times partner with all sectors of Ag - Government, Retail, Finance, FMCG...We will be inviting all our partners and clients to bring our industry together via the VirtuAg.

VIRTUAG HUB

Webinar

VirtuAg Pulse - NEW

Editors Picks

Exhibitors

Latest news

Subscribe



TARGETED AG AUDIENCE

Native drivers will be placed across the News Corp Network driving a national agricultural, rural and regional audience to the VirtuAg Hub.



HOMEPAGE DRIVERS DESKTOP, TABLET

The ultimate guide to a great career

CAREERS LAND your dream job and open the door to a wonderful career with our A-Z guide to great jobs on offer through vocational education and training (VET). In part one, we start with architecture and end on life coach...

SPONSORED CONTENT

Floods threaten to swamp communities

DELUGE A MAJOR flood warning has been issued for communities on the Hastings River after areas on the NSW mid-north coast were swamped by more than 300mm of rain in the past 48 hours, prompting more than 850 calls for help.

3h

HOMEPAGE DRIVERS MOBILE

Whim

- Sponsored**
Aussie dad's bottom-tanning technique
- Sponsored**
Childcare workers share favourite moments
- Sponsored**
Why kids should hang out with old folks
- Sponsored**
What to do before & after your workout

STAR WARS BUY IT FIRST

METRO & REGIONAL APPS TABLET & MOBILE

Follow broadcasting legend Ken Seddell recalled working alongside a giant personality.

"Darrell used to get a fever pitch from very early on in the game," Seddell told The Daily Telegraph in 2013.

"He'd get so excited that David Hill, our executive producer, stood behind Darrell in the broadcast box at Lang Park with a rolled up Courier Mail.

BUZZ: Watching Origin with Darrell Kaibala

"He'd belt him over the head if he started getting too carried away but Darrell just kept going."

CREATE YOUR OWN PATH - HOW A SHORT COURSE CAN HELP DESIGN YOUR CAREER

"He had his own unique style. You heard his voice and you knew you were watching State of Origin."

SHOP NOW!

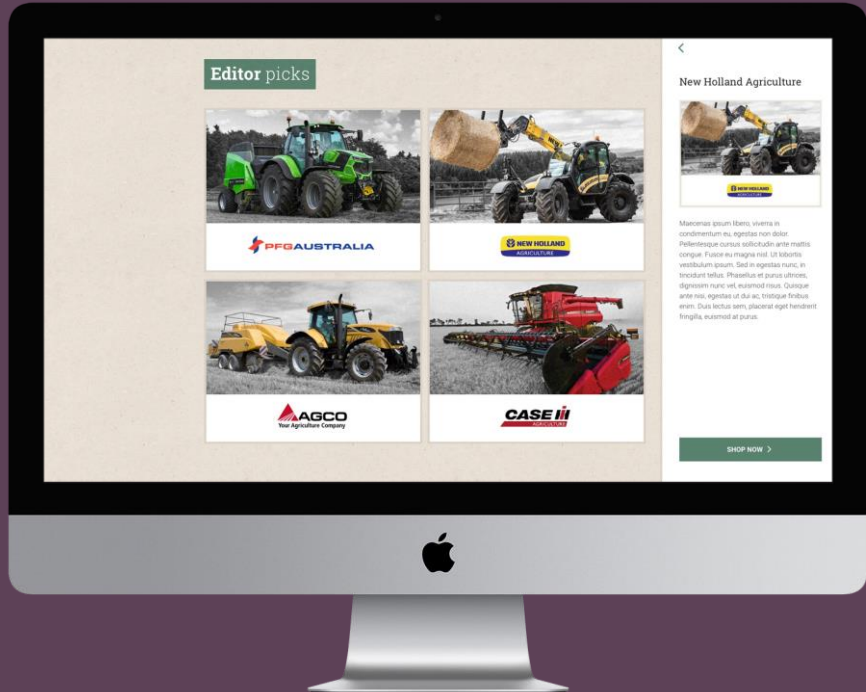
Daily Telegraph

NEWS NRL SPORT ENTERTAINMENT

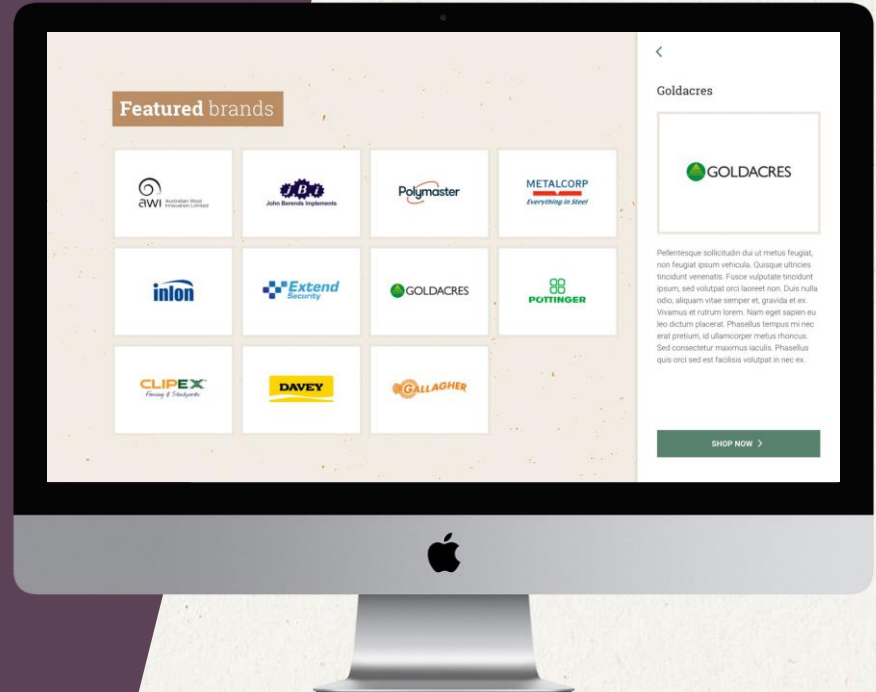
UPSKILLING MADE EASY - HOW A QUICK COURSE CAN BOOST YOUR CAREER

UPSKILLING MADE EASY - HOW A QUICK COURSE CAN BOOST YOUR CAREER

SHOP NOW!



Editors Picks Mock Up



Featured Brands Mock Up

DRIVE GREATER AWARENESS AND CONSIDERATION

PREMIUM NATIVE ARTICLE

Native content is the perfect product for establishing a deeper, more meaningful conversation with our readers that feels authentic whilst reflecting your values and mindsets. Native campaigns appear in a full page article template that incorporates client branding through the use of inclusions as outlined.

Word count is usually around 800 words promoted throughout the News Native Network via a series of story blocks marked sponsored content that appears on article pages on desktop and mobile.

Greater interactivity / additional guaranteed PV's / Story Telling

INCLUSIONS

- Client logo
- Client intro (start of the article)
- Client brand reveal (mid-article, it can be video or image, shoppable catalogues, location mapping)
- Client outro (end of the article)
- Click to client website
- Guaranteed page views as per schedule - 5,500 pv's
- Geo - Targeted

PREMIUM NATIVE ARTICLE *example*



<https://www.dailytelegraph.com.au/features/v3/bar-535/eat-stay-play-guide-to-tasmania/>

PREMIUM NATIVE ARTICLE *example*

*Scrolling
Mock of
native with
map here*



<https://www.news.com.au/features/v3/dnac-480/why-brisbane-is-the-start-up-city/>

THE WEEKLY TIMES VIRTUAG: LAUNCH GUIDE

Current social distancing measures and mass gathering restrictions have to-date had a significant impact on agriculture sector as traditional shows and field days have had to cancel and postpone.

The day our VirtuAg.com.au goes live (with a full house of exhibitors) we will promote and cultivate business enquiries and sales via our in print Launch Guide

Driving traffic to our retail partners and their promotions.

VirtuAg Launch Guide
September, 30 2020

Includes:

Exhibitors
Feature Story



MARKETING SUPPORT



Commencing with the launching of a preview guide within The Weekly Times, the VirtuAg Hub launch will be heavily promoted via The Weekly Times and our affiliate digital and social platforms.

1.

Print and digital display advertising across the News Corp network

2.

Print Preview Guide within The Weekly Times

3.

Facebook and LinkedIn posts driving consumers to virtuag.com.au

4.

Editorial content amplified across social platforms

5.

Highly visible placements across The Weekly Times with pointers to VirtuAg.com.au

An aerial photograph of a large herd of cattle, including brown, white, and grey cows, gathered in a dry, dusty paddock. A metal structure, possibly a water trough or a feeding station, is visible in the upper right. The ground is parched and brown, with sparse, dry vegetation. The word "WEBINARS" is overlaid in large, white, bold, sans-serif capital letters across the center of the image, with a thin white horizontal line underneath it.

WEBINARS

WHEN ARE WEBINARS?



Webinar

OCT. 8, 2020



Webinar

OCT. 15, 2020



Webinar

OCT. 22, 2020

VIRTUAG HOSTED BY ED GANNON: WEBINAR

Ed Gannon will host live discussions on the issues that are pressing for Australian farmers and the continued impact of a global health pandemic.

Farm Field Days have long been meeting places for farming professionals in the fields of pasture, cropping, fertiliser, dairying and economics to share their experiences and best practice into Australia's agriculture industry. Now more than ever our industry is looking to understand the threats and opportunities.

- Co-host a panel with Ed Gannon in 2020 *Themes and Topics to be agreed upon prior at editorial discretion.
- Sponsor the conversation - BTYB
- Registered attendees to receive link to sponsor offers
- Logo inclusion on all collateral - Invites, reminders, pre & post event comms



ED GANNON
News Corp Rural Publisher
& Editor in Chief

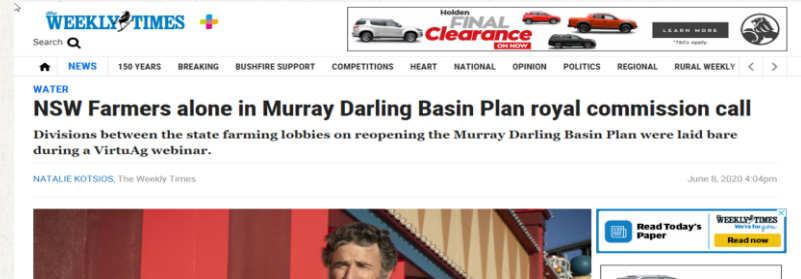
Ed Gannon has more than 25 years' experience in media including 10 years as Editor of The Weekly Times. He is also a columnist for the Herald Sun, a regular on ABC radio and ABC News Breakfast and is a past president of the Rural Press Club of Victoria.

SPECIAL REPORT POST WEBINAR

Post webinar The Weekly Times will be publishing a long form article that will take the key outcomes of the session, providing some further analysis and deeper commentary on the discussed subject.

This article will be published the following day on TheWeeklyTimes.com.au and published in the Wednesday print edition.

Opportunity: Align commercial message with the printed article and display advertising on VirtuAg.com.au



Example: The above article further driving attention for a call into a royal commission was a direct response from the June Webinar - Covid 19, China and Ag's way Ahead

The WEEKLY TIMES

VIRTUAG

AUSTRALIA'S VIRTUAL FIELD DAYS

Please speak to your rep about next steps and deadlines
to have you up and running in our 2020 VirtuAg Hub.