



**2018 Media Kit**

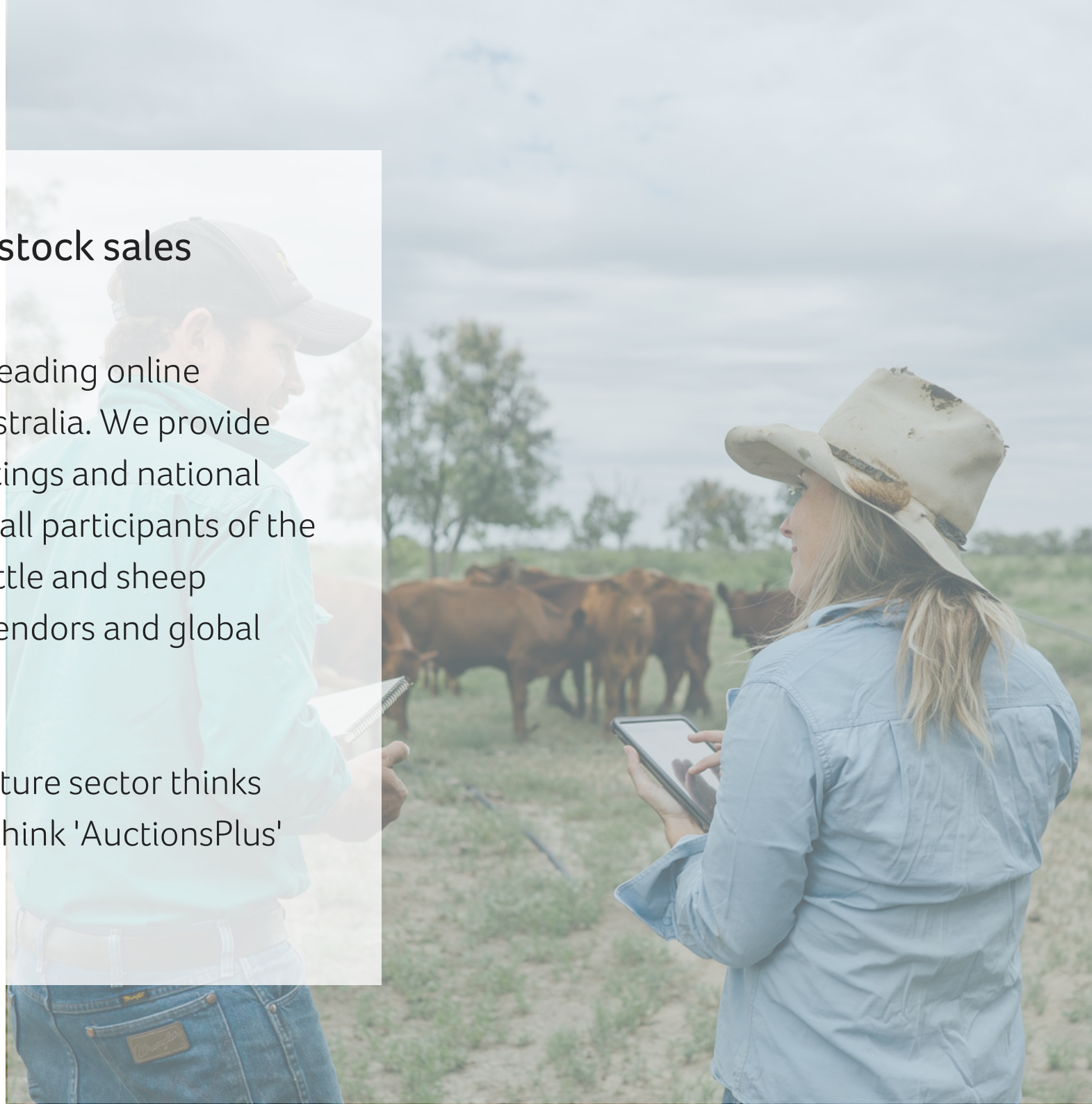


## The home of online livestock sales

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AuctionsPlus is the market leading online livestock marketplace in Australia. We provide comprehensive livestock listings and national auction services to help the all 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



# FAST FACTS

**52,519**

unique visitors  
per month

**50 mins**

time on site per  
person

**5 visits**

on avg. per user  
each month

**53%**

of website visitors  
are new each month

**500+**

average auction  
attendees

**1.04M**

total page views  
each month

**NO.1**

ranked website in Australian  
Agriculture sector\*

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**663**

new registrations per month

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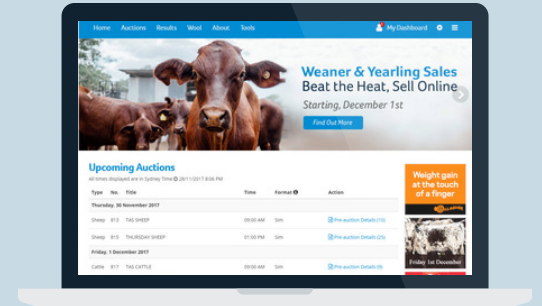
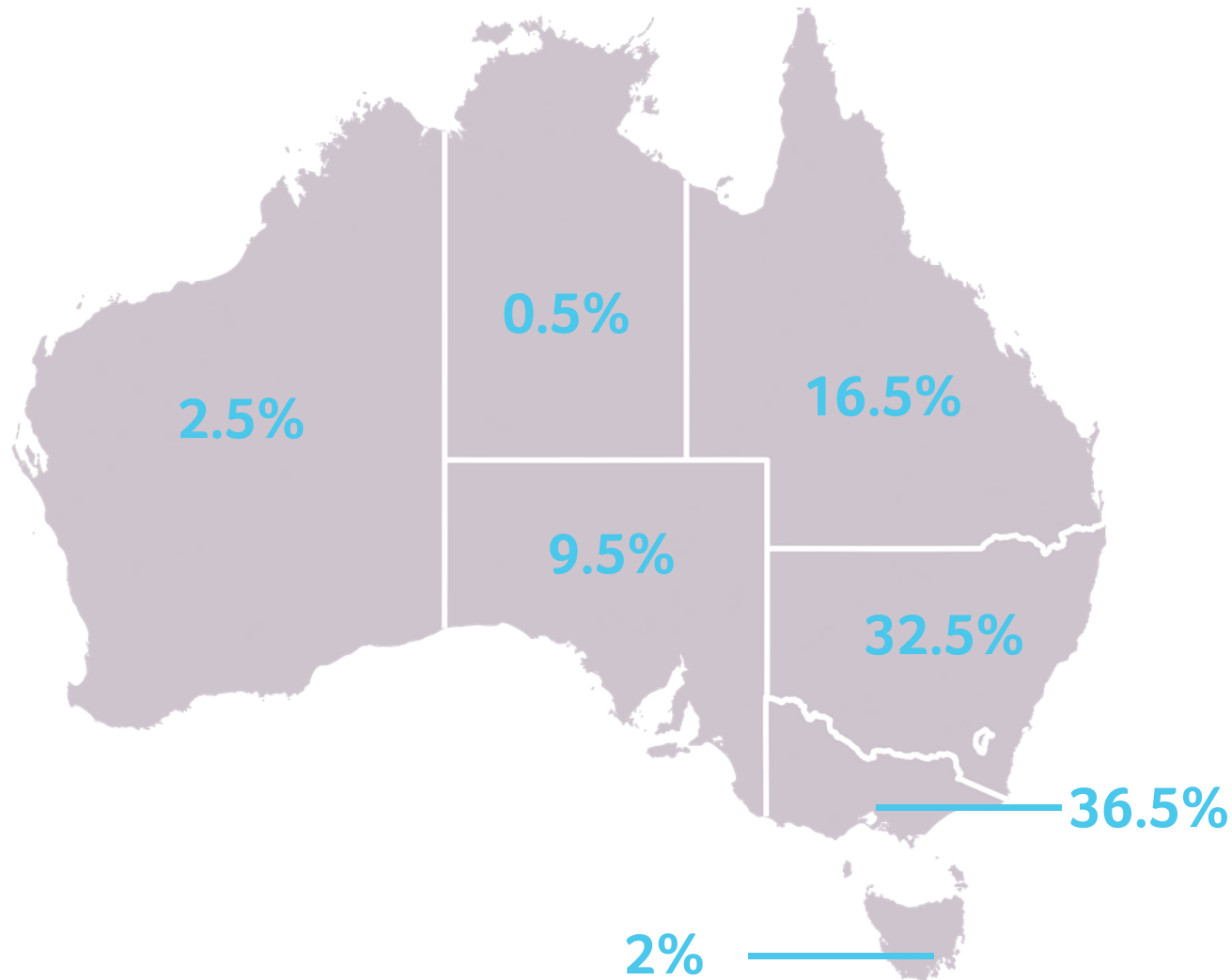
**\$770M**

commercial livestock sales  
facilitated annually

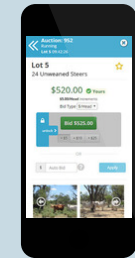
Source: Google Analytics, and Alexa for month of October



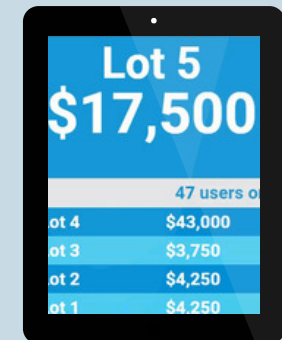
## Reach Australia's largest livestock audience



Desktop  
38% of website visitors

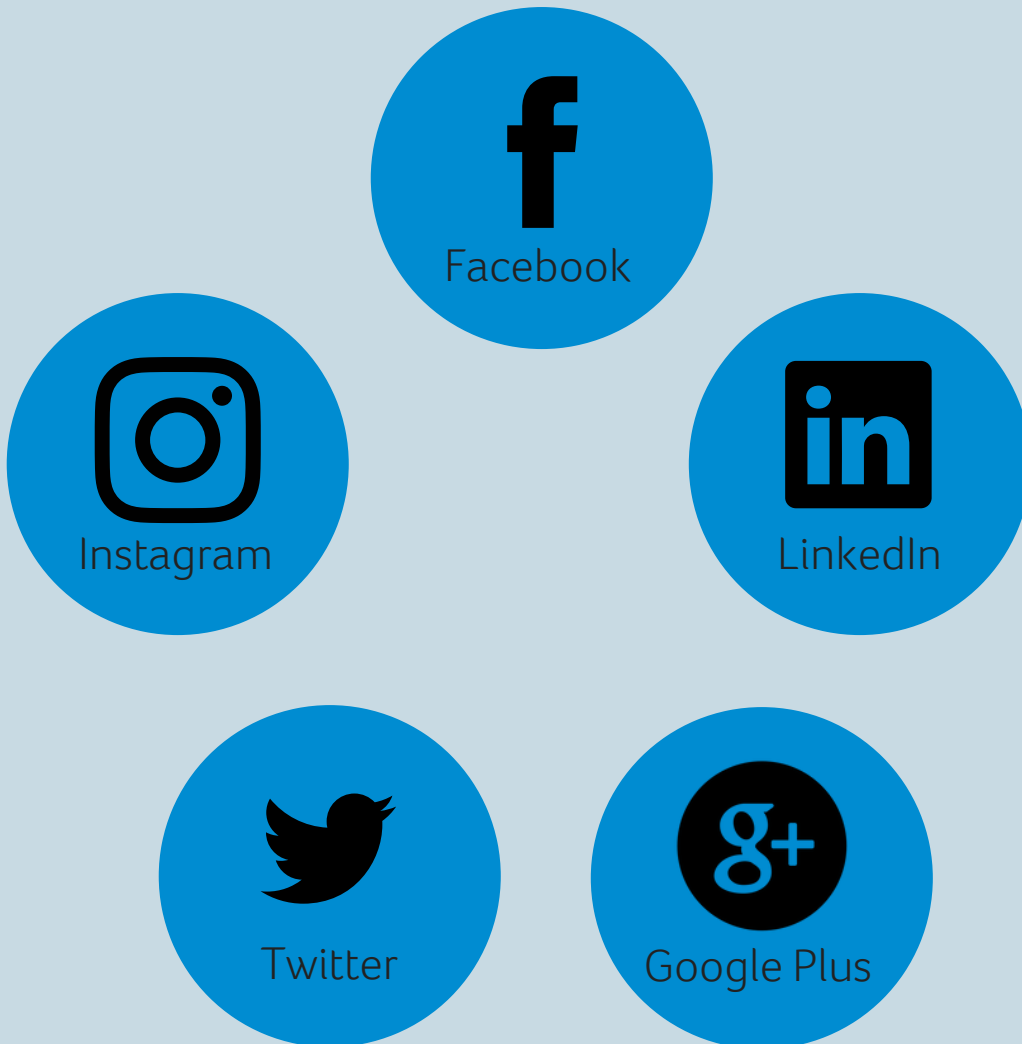


Mobile  
43% of website visitors



Tablet  
19% of website visitors

We speak to your audience on these key social media platforms



Our social media audience is large

**469K**

facebook  
users reached

**43.5K**

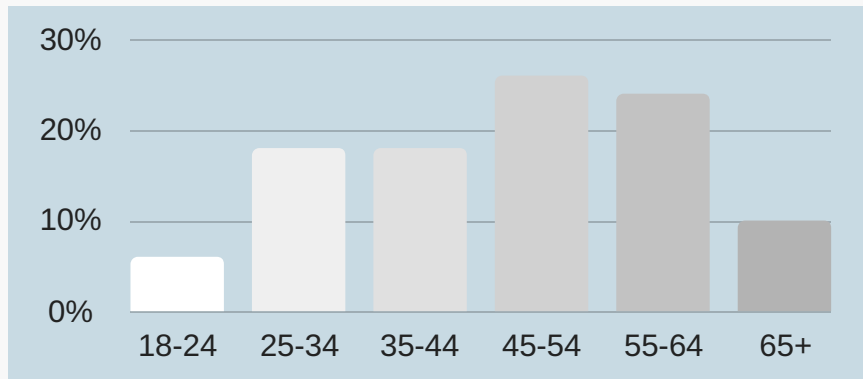
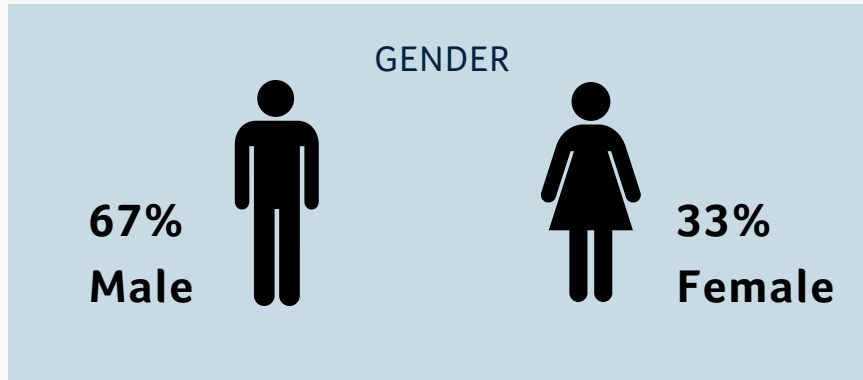
twitter  
users reached

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...and highly engaged

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

# Audience



**1195**  
active bidders  
per month

**72%**  
live in regional &  
rural Australia

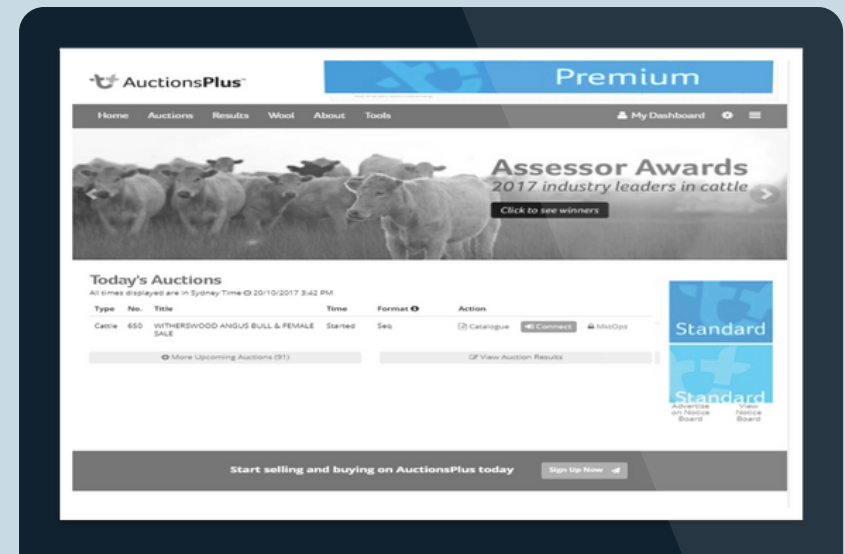
- Our Audience have many interests, including:
- Buying Livestock
  - Selling Livestock
  - Market Insights
  - Farm machinery
  - Agri Insurance
  - Cropping
  - Weather
  - Digital innovation
  - Outdoor lifestyle activities
  - Regional fashion
  - Food Supply Chain
  - Rural real estate
  - Finance & Banking
  - Private Investment



# Display Advertising

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.

- Ad units can be targeted to specific sections of the site and stock type
- 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.



	Format	Average Impressions
Premium	Leaderboard	400,000
Standard	MREC	40,000

- Display advertising is booked in weekly slots. Premium runs from Thursday to Thursday. Standard can start on any day.
- Ads can be linked to an approved URL, PDF or sales catalogue of your choice

**HIGH  
BRAND  
AWARENESS**


**Format**
**Average Impressions**

**Auction Campaign**

Rectangle

150,000

**Auction Runners**

Leaderboard

200,000

**MAXIMUM ENGAGEMENT**

- Campaigns and Runners booked on a species basis and run for a week with prime viewing on a Tuesday & Friday evenings
- Ads can be linked to an approved URL, PDF or sales catalogue of your choice

## 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. Marry these insights to our daily data analysis allows us to guide brands as they pursue their target audience.

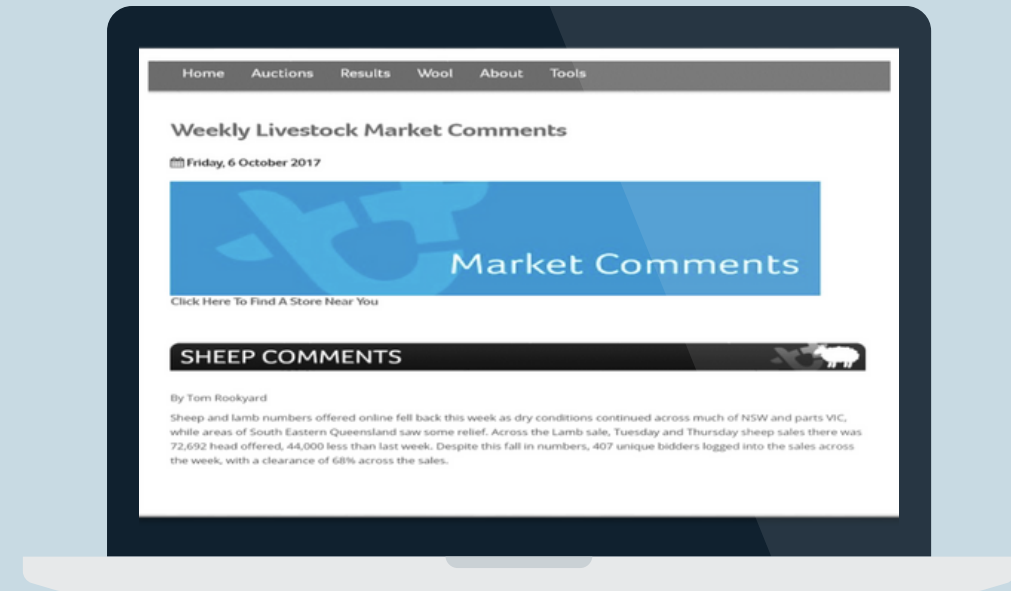
Segmentation of our website into cattle /sheep/machinery allows us your brand to target pre-sale nominations, auction catalogues and results with your advertisements.



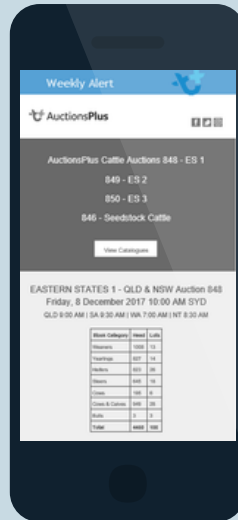
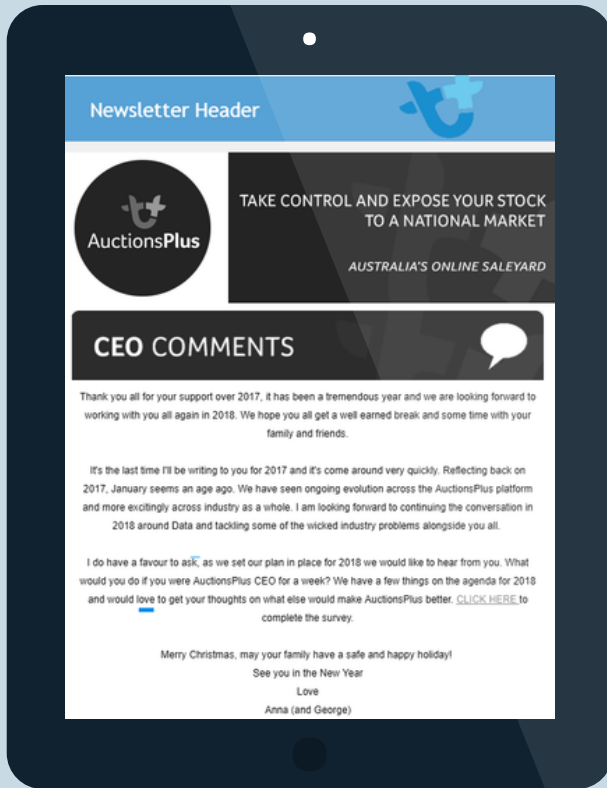
## Integrated Solutions

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 a holistic and integrated marketing campaign through all our platforms advertising offerings.

- Market comments reported nationally
- Combine targeted adverts with EDM's, social and print media opportunities



	Format	Average Impressions
Market Comments	Leaderboard	35,000
Auction Closing	Large Leaderboard	10,000
Social Media Post	Rectangle	4,500



## Direct Engagement

Our engaged audience don't just visit AuctionsPlus across platforms. They also interact with our brand to access information, insights and the latest in agriculture innovations through our targeted communications delivered directly to their mailboxes

With weekly auction details and results, market commentary and monthly newsletters, brands can access sponsorships of these targeted EDM opportunities

1: Distributed monthly at beginning of following month

2: Alerts distributed weekly. Cattle alerts: Wednesday. Sheep alerts: Monday & Wednesday

3: Distributed weekly on a Friday afternoon

### Format

### Subscribers

	Format	Subscribers
<b>Newsletter</b> <sup>1</sup>	Small Leaderboard	12,355
<b>Auction Alert</b> <sup>2</sup>	Small Leaderboard	9,000
<b>Market Comments Email</b> <sup>3</sup>	Small Leaderboard	10,100

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## Sponsored Content & Tailored Packages

With an in-house content team, AuctionsPlus can provide brands sponsored content opportunities across auctions, written editorial and video series.

Our team of influencers and livestock marketing experts provide brands with insights, information and inspiration on a daily basis. With sponsored content, brands can leverage the trust and credibility of these experts, in a contextually relevant environment



- **Need help producing your digital advertising?**

If you require assistance to produce your advertising messages or styled advertisements to our specifications please talk to us in advance.

\* There is no extra charge of the production of your advertising banner, including up to one design edit/change post production.

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## Ad serving information

- File format:** GIFS only
- Colour palette:** 256 (or less) colours
- File size:** 150 kb or less
- Border:** A border must be included in all banners within the specified banner size
- URL:** URLs may not exceed 200 characters. Unless approved, the URL must not lead to an executable file

*All advertising materials (including the GIF or the information for AuctionsPlus to design the GIF for you and PDFs or weblinks) need to be submitted to AuctionsPlus by 9am of the Tuesday before the scheduled commencement date*





## Let's 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](mailto:advertising@auctionsplus.com.au) or (02) 9262 4222