

Australia's largest reaching Ag community





The power of **trust** and **community**

AuctionsPlus is an independent digital trading platform that offers the greatest access of information and choice to a national agricultural community. Over 37 years, AuctionsPlus has grown to become Australia's single largest and most trusted digital marketplace for the agricultural community.

With a thriving agricultural community, where business prospers, AuctionsPlus has built an eco-system of online tools for the agriculture sector to reach a highly loyal, trusted and connected ag audience.

Our market is all over Australia – we literally connect you to a national audience via the single largest online saleyard in Australia.

Insights



No. 1 online marketplace for
Australian Agriculture



\$3.5b gross merchandise
sales annually



\$2.85b livestock sales
facilitated annually



6,100 active bidders per
month

Audience

AuctionsPlus delivers a premium environment and a highly engaged and national ag audience.

266K



Unique
Browsers

4.3M



Pageviews

6:37



Dwell Time

148K

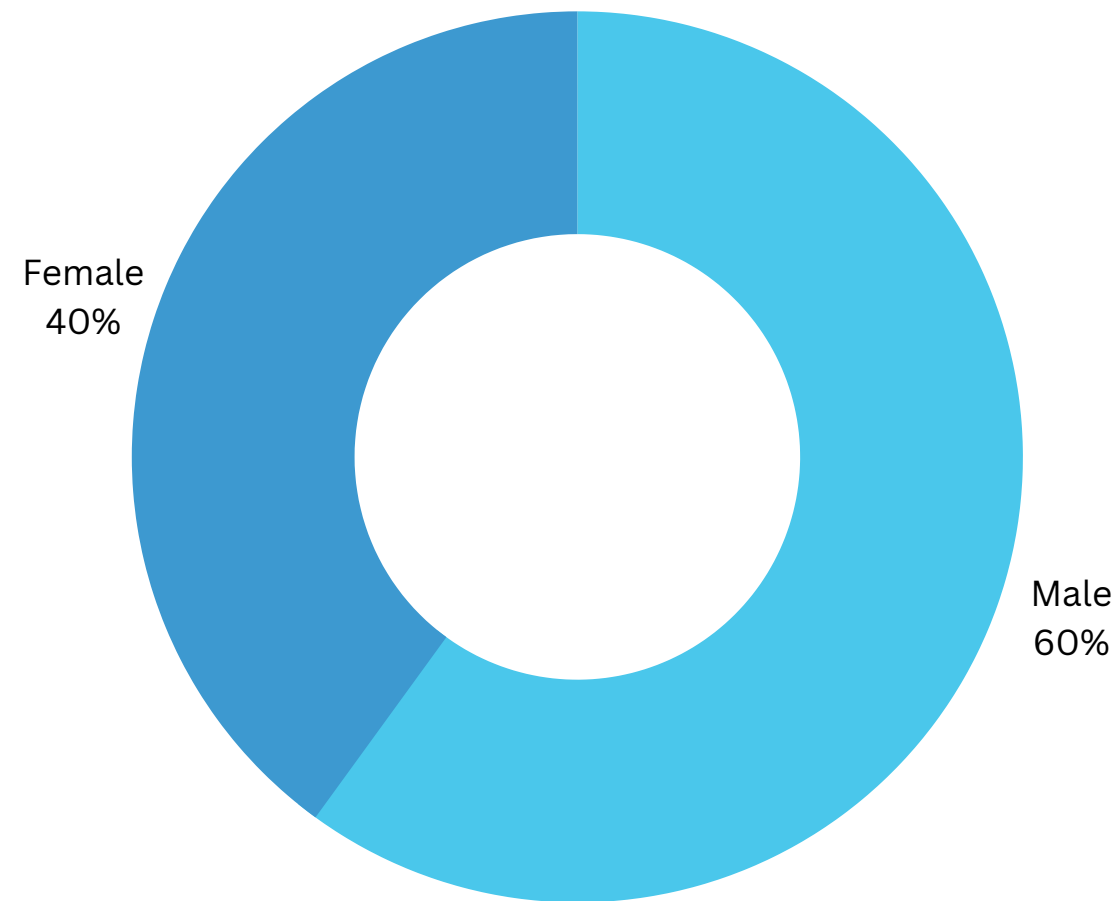


Subscribers

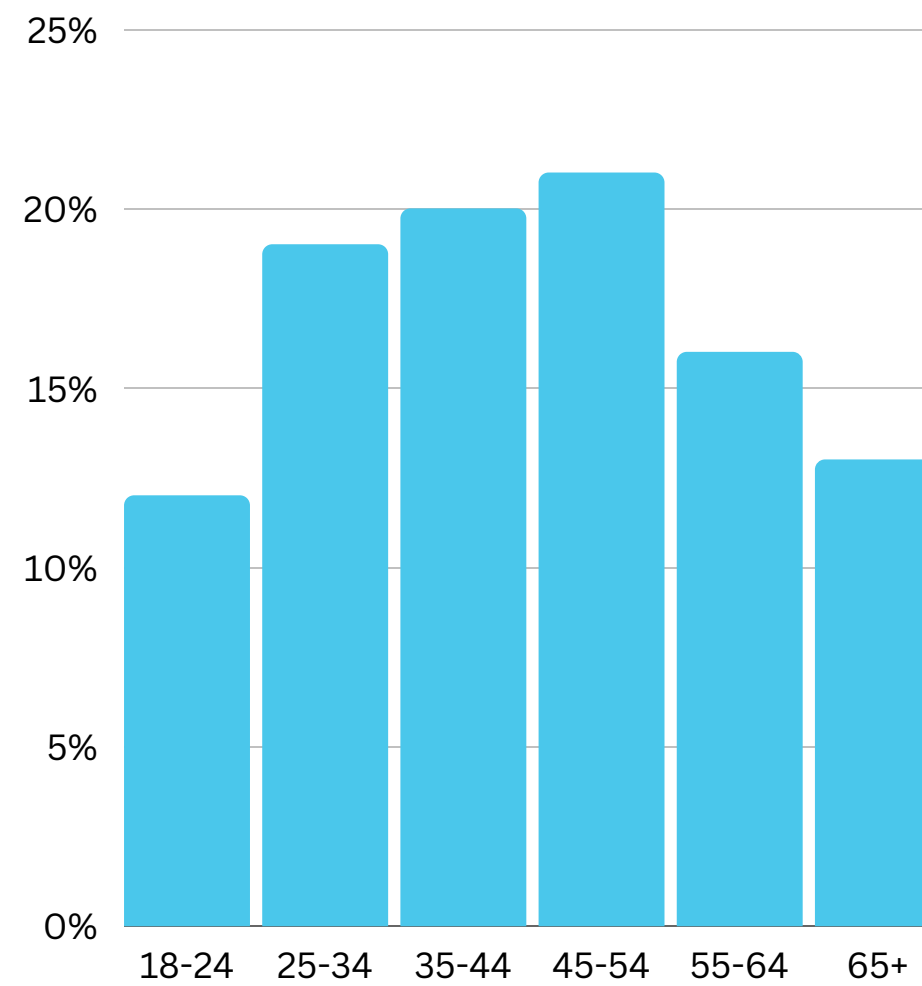


Demographics

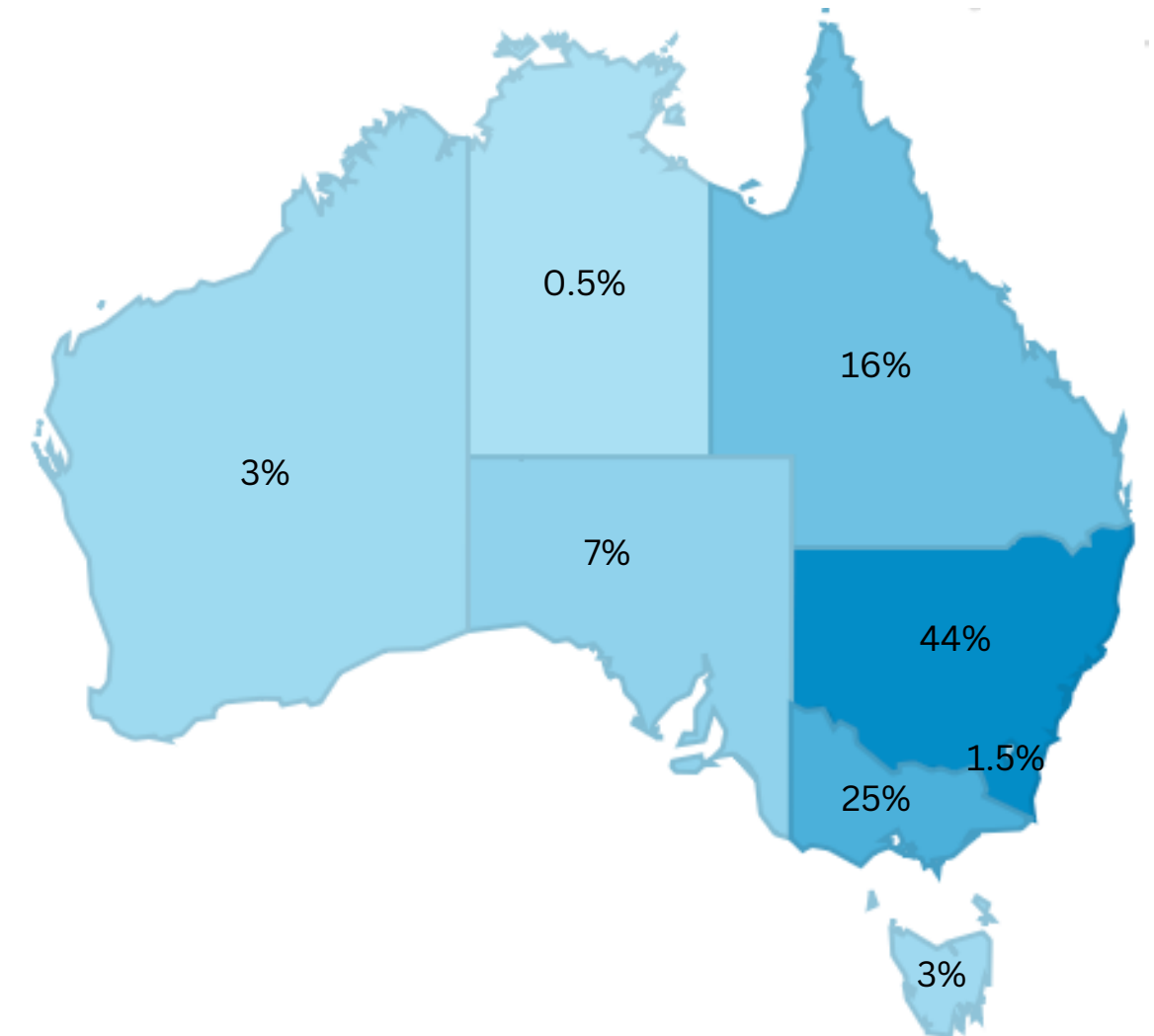
GENDER



AGE



GEOLOCATION



Premium
Display

Category
Targeting

Sponsored
Content

Digital Solutions

Homepage
Takeovers

Facebook
Partnerships

EDM
Sponsorship

Display

Delivering Australia's largest and most engaged ag audience, display advertising across AuctionPlus's premium website will help deliver effective marketing outcomes.

Run of AuctionsPlus:

- Display ads across AuctionsPlus premium site
- Cost Per Thousand (CPM) and Sponsorship opportunities
- Geo Targeting capabilities
- Category targeting (Cattle, Sheep, Machinery, Upcoming Auctions and Auction Results)
- Ad Units: MedRec, Leaderboard, Billboard, Halfpage & Mobile Banner

The image displays the AuctionsPlus website on two devices: a laptop and a smartphone. The laptop screen shows the 'TAS SHEEP SALE' page, which includes a search bar, navigation menu, and a table of stock details. The smartphone screen shows a list of upcoming auctions and a banner for 'achmea Farm Insurance'.

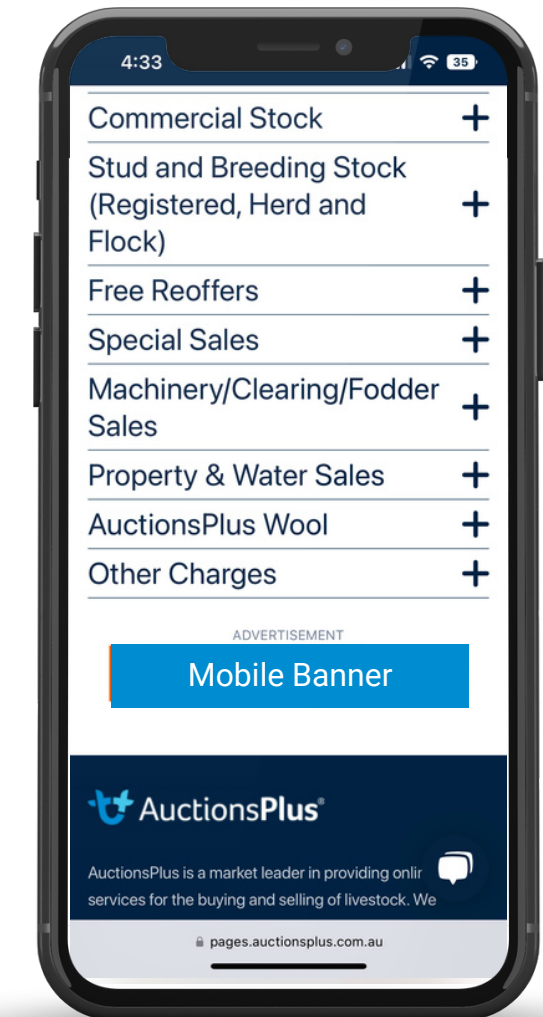
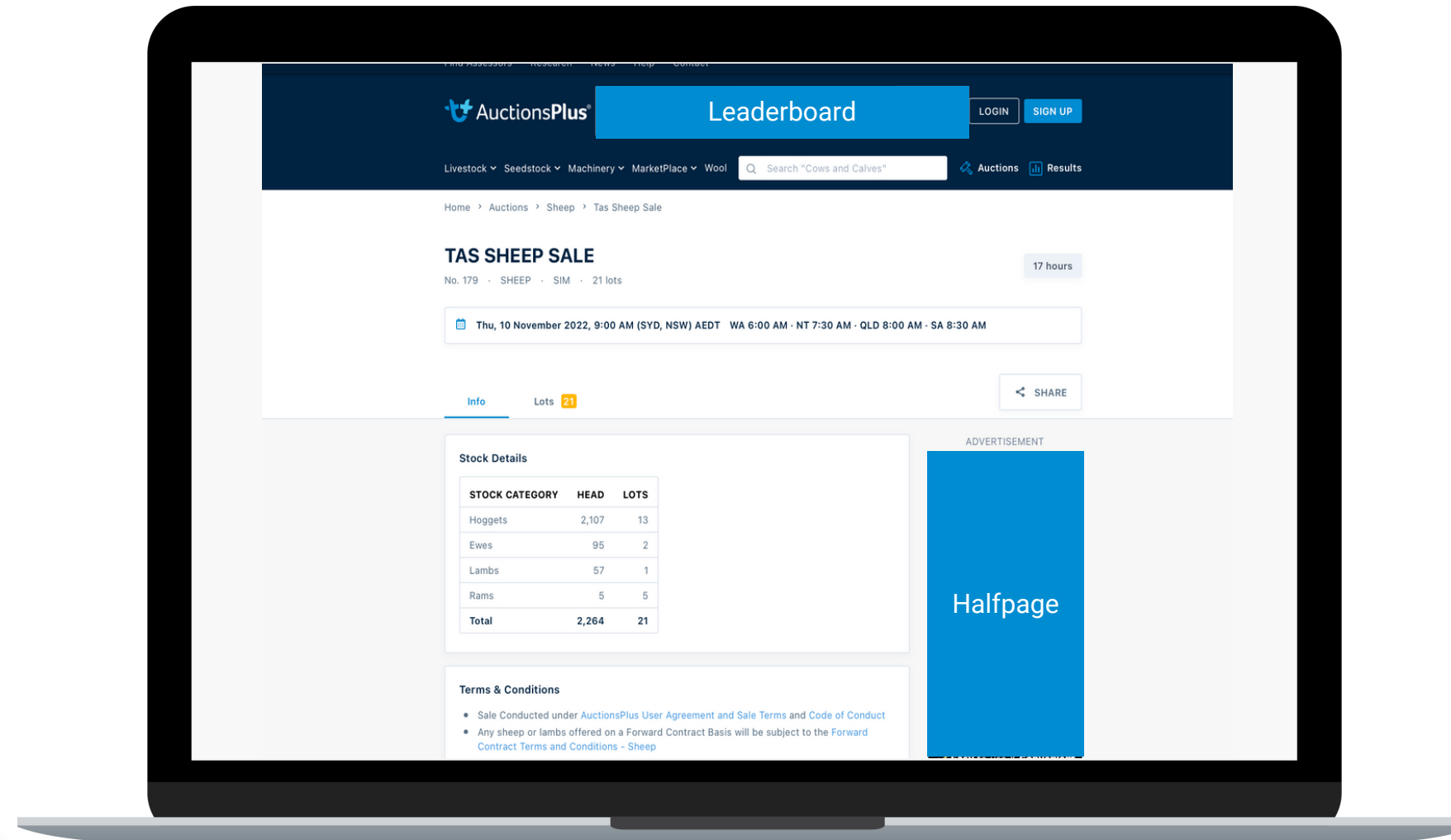
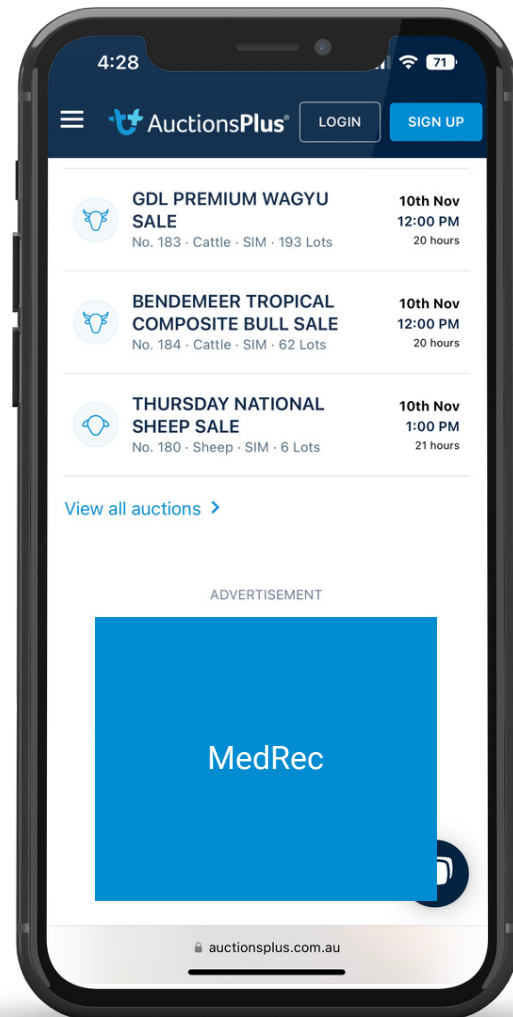
Stock Details Table:

STOCK CATEGORY	HEAD	LOTS
Hoggets	2,107	13
Ewes	95	2
Lambs	57	1
Rams	5	5
Total	2,264	21

Advertisement on Laptop: NEW GlanEry 7in1 B12. PROTECT YOUR EWES AND LAMBS FROM: Erysipelas Arthritis, Cheesy Gland (CLA), 5 Clostridial Diseases, Boosted with Vitamin B12. ALL IN A 1ML DOSE. Includes a 'REQUEST A QUOTE' button and the Achmea logo.

Advertisement on Smartphone: Join our growing community of agribusinesses. REQUEST A QUOTE. achmea Farm Insurance.

Ad Specification



MedRec: 300(w) x 250(h) px

Leaderboard: 728(w) x 90(h) px
Halfpage: 300(w) x 600(h) px

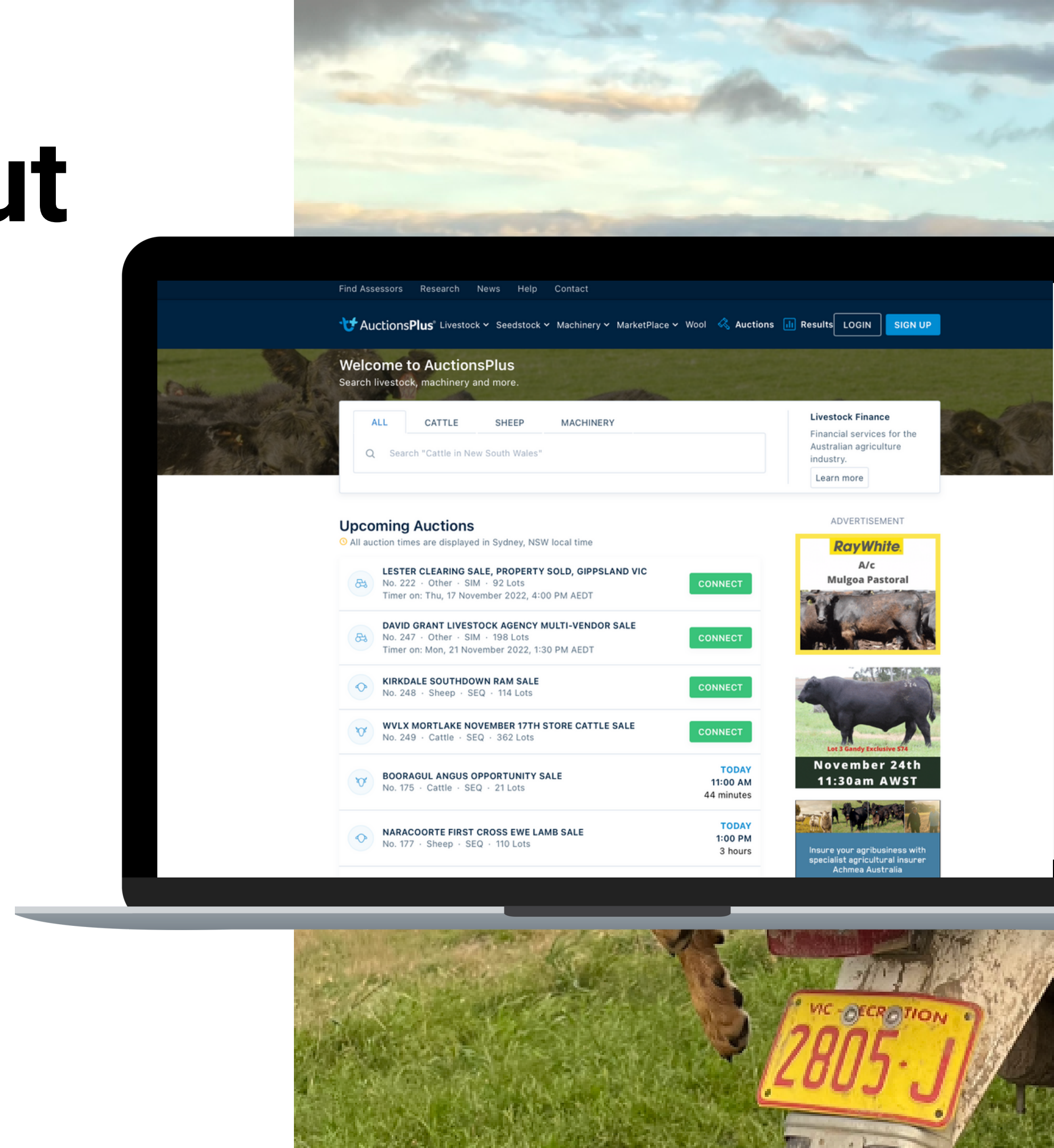
Mobile Banner: 320(w) x 50(h) px

Homepage Buyout

Build awareness around your brand or product in a high impact Ag environment by taking over the AuctionsPlus homepage. The homepage is the gateway to AuctionPlus's premium Ag audience and delivers high impact, frequency and co-branding advocacy.

- **Average weekly impressions: 350,000+**
- **Average weekly unique Visitors: 85,000+**

Includes; 100% share of voice of all premium ad units (leaderboard, billboard, Medrec and mobile banner) across the homepage on both mobile and desktop for 1 week.



Advertorial & Sponsored Content

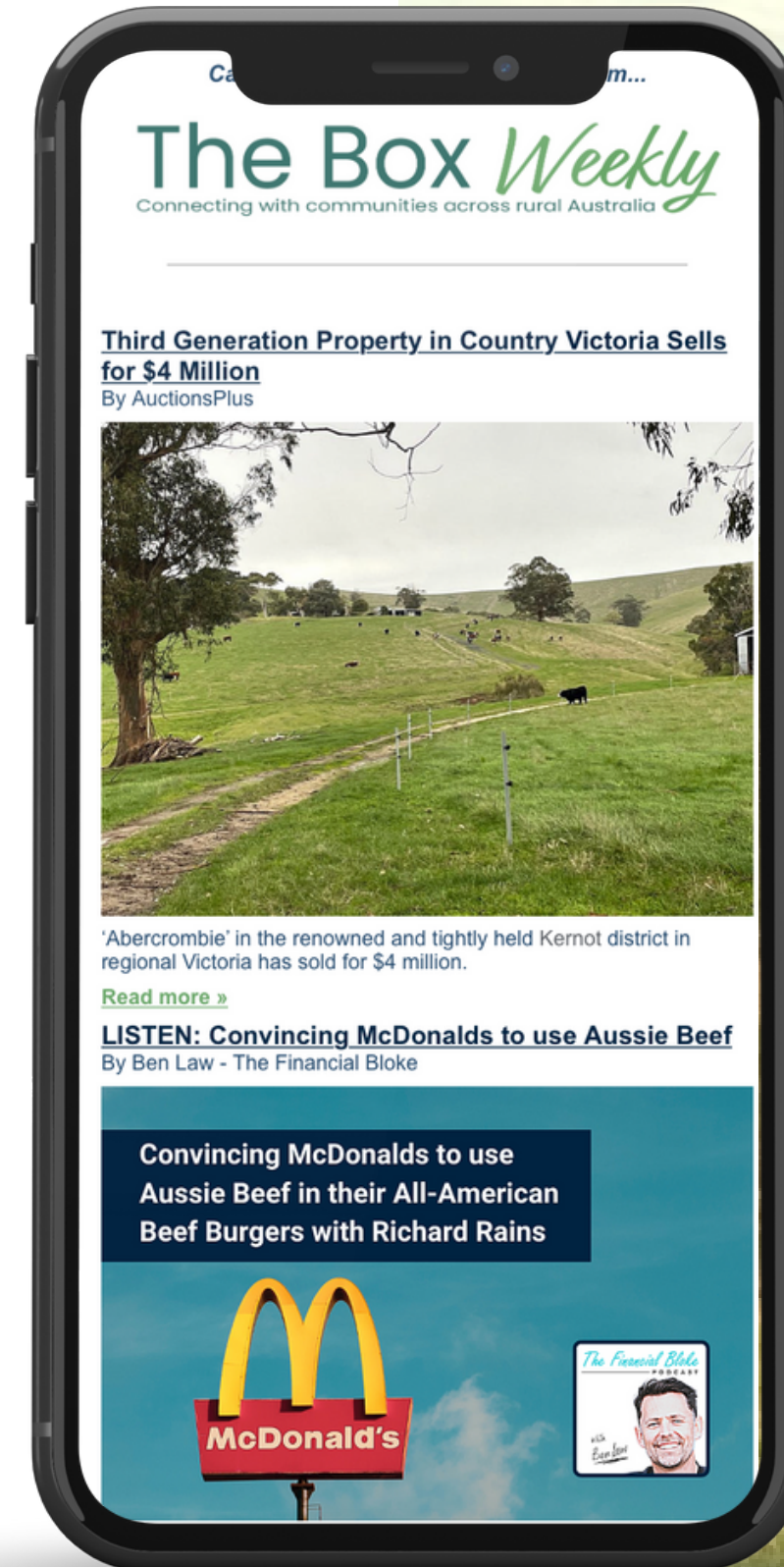
The Box is AuctionsPlus's digital magazine that celebrates life and work and connects with the communities in regional and rural Australia.

Since its launch 5 years ago, the Box EDM has over:

- **113,000 subscribers**
- **40% open rate**
- **20% click through rate.**

Through advertorial and sponsored content partnerships, brands can now reach, engage and create a connection with this ever growing Ag audience.

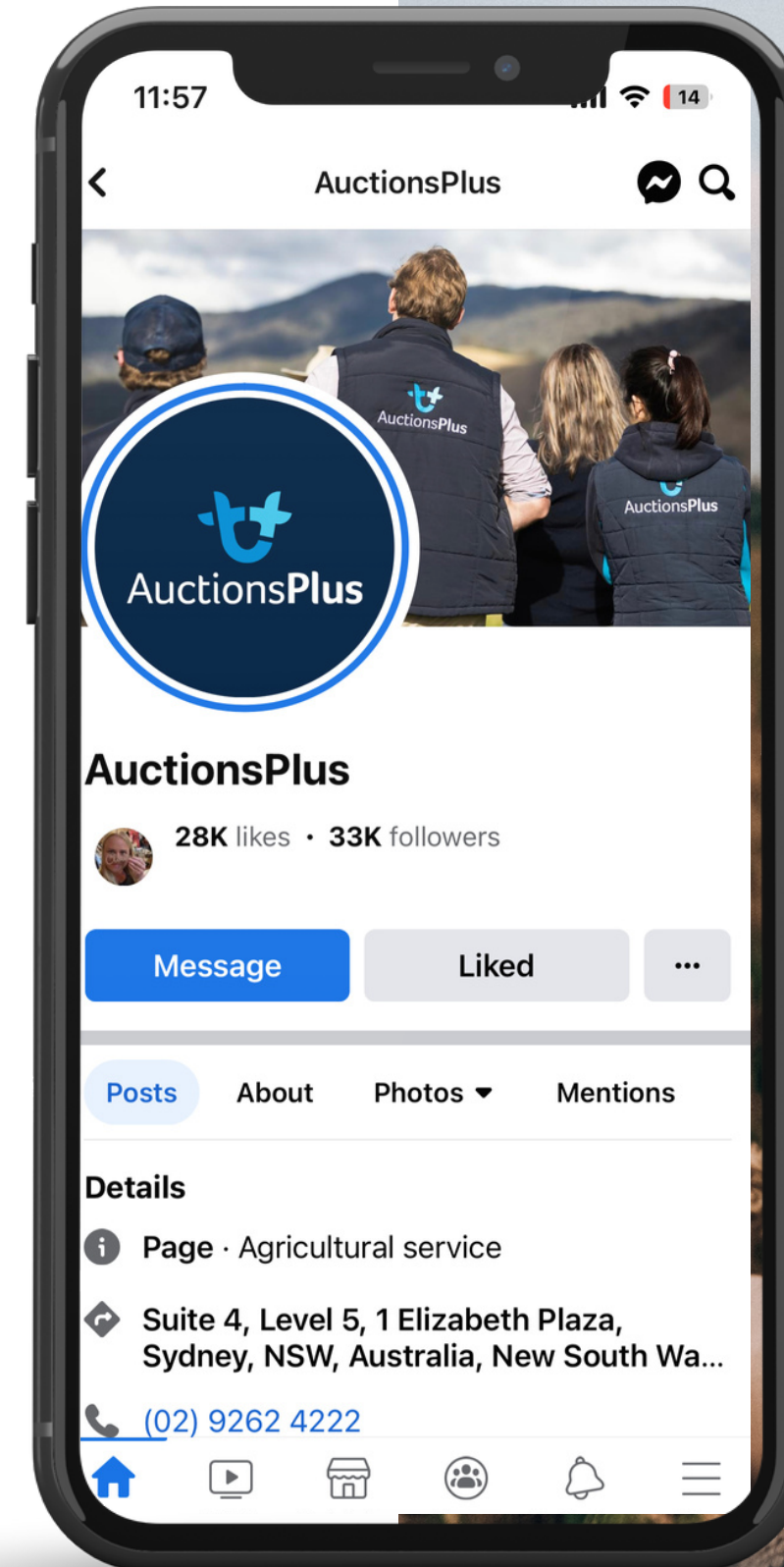
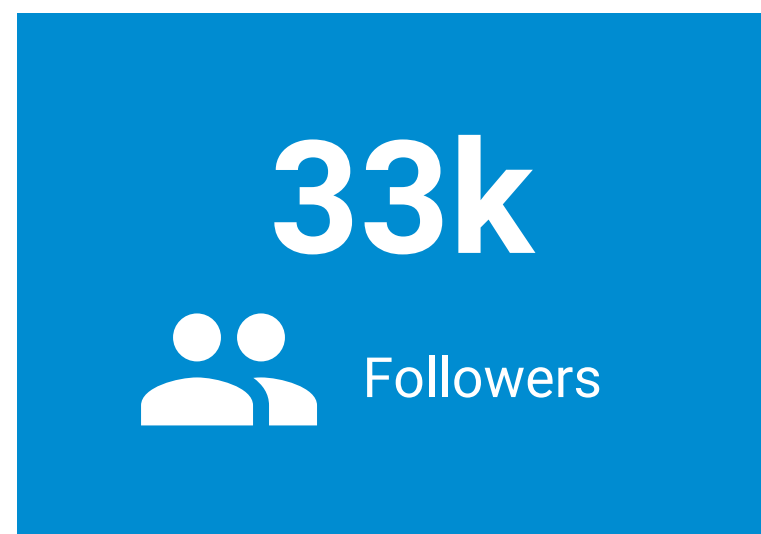
Partnerships include: 500 words article produced by AuctionsPlus and housed on the website and amplified in the weekly Box eDM and Facebook.



Facebook

Amplify your sponsored advertorial, native or catalog content to AuctionsPlus's active, engaged and growing Facebook followers.

With over **33,000 subscribers**, AuctionsPlus can elevate the reach and engagement of your sponsored content. Organic and booted sponsorship opportunities are available with a cobranded handshake.



Market EDMs

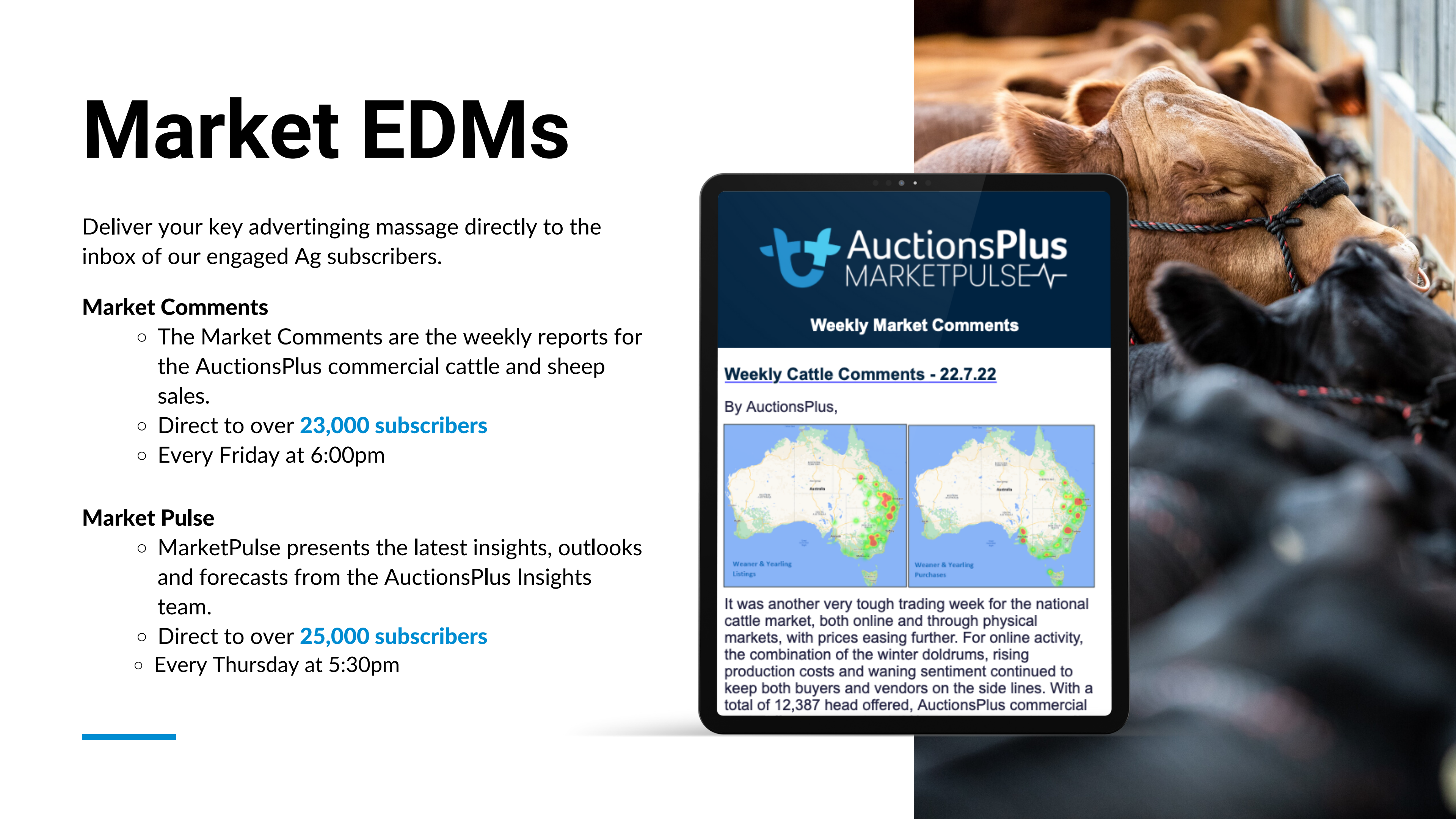
Deliver your key advertising message directly to the inbox of our engaged Ag subscribers.

Market Comments

- The Market Comments are the weekly reports for the AuctionsPlus commercial cattle and sheep sales.
- Direct to over **23,000 subscribers**
- Every Friday at 6:00pm

Market Pulse

- MarketPulse presents the latest insights, outlooks and forecasts from the AuctionsPlus Insights team.
- Direct to over **25,000 subscribers**
- Every Thursday at 5:30pm

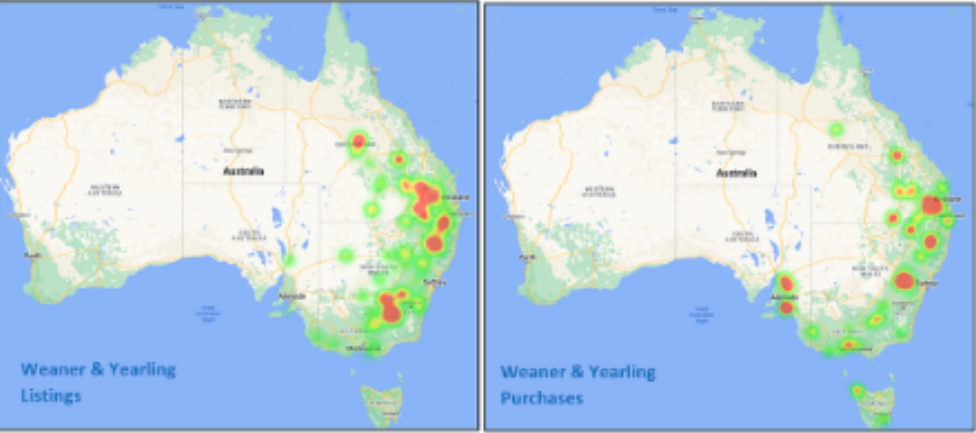


AuctionsPlus
MARKETPULSE

Weekly Market Comments

Weekly Cattle Comments - 22.7.22

By AuctionsPlus,



It was another very tough trading week for the national cattle market, both online and through physical markets, with prices easing further. For online activity, the combination of the winter doldrums, rising production costs and waning sentiment continued to keep both buyers and vendors on the side lines. With a total of 12,387 head offered, AuctionsPlus commercial

**We can deliver strategic cross platform
partnership opportunities connecting you to
rural Australians at scale.**



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