

# AuctionsPlus 2022

## MEDIA KIT

“

AuctionsPlus offers direct access to one of the largest and engaged agricultural audiences in Australia, maximising your reach and return on investment.

- Angus Street, CEO AuctionsPlus

## Meet the Team



**Josh Bailey**  
*Advertising Account Executive*



**Cassie Prowse**  
*Social Media Co-ordinator*



**Timothy Geldard**  
*Graphic Designer*

## Website Statistics

**No. 1** online marketplace for Australian Agriculture market

**\$2.35b** gross merchandise sales annually

**1.2b** livestock sales facilitated annually

**268,871** unique visitors per month

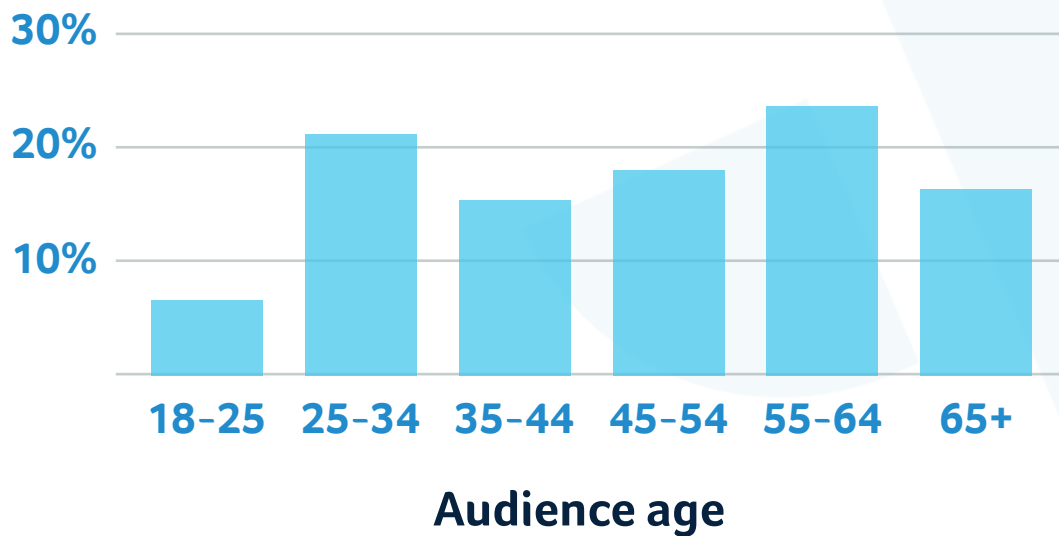
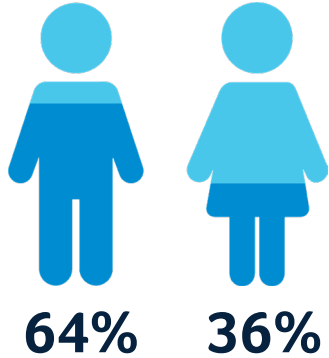
**6.86m** total page views per month

**50 mins** avg. time spent on site per person

**59%** of website visitors are new each month

**5** site visits on avg. per user per month

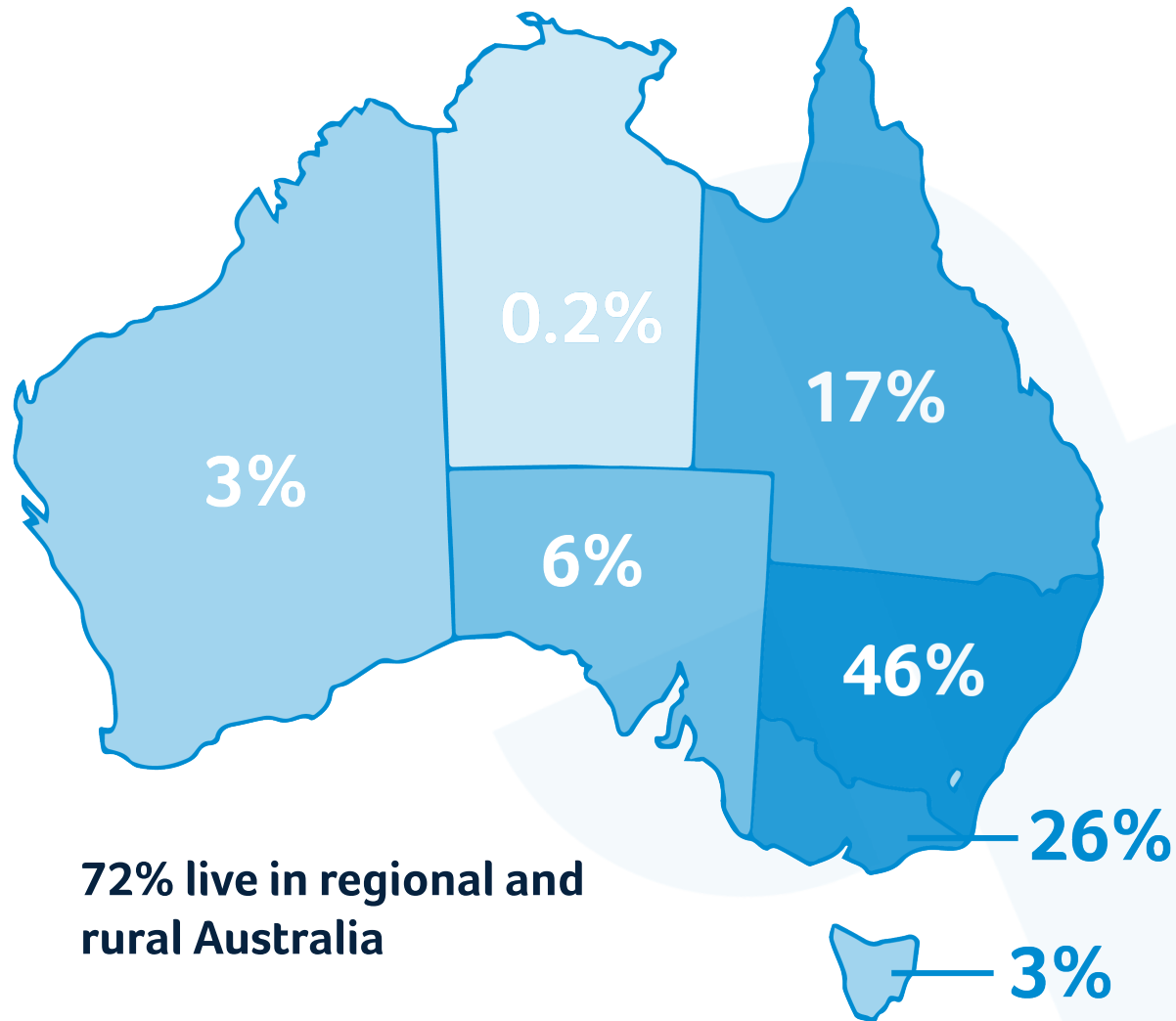
# Meet the Audience



Our audience has many interests, including:

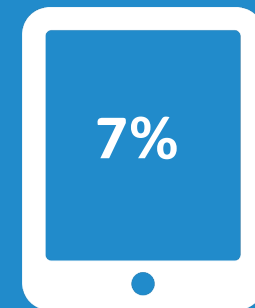
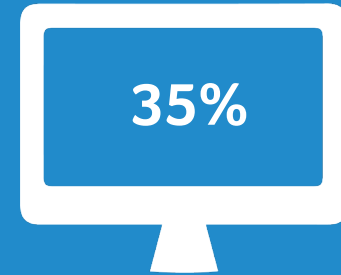
- Buying livestock
- Selling livestock
- Market insights
- Farm machinery
- Agri insurance
- Cropping
- Animal health products
- Digital innovation
- Outdoor lifestyle activities
- Regional fashion
- Food supply chain
- Rural real estate
- Finance and banking
- Private investment
- Transport

# Meet the Audience



72% live in regional and rural Australia

## Devices used when accessing AuctionPlus:

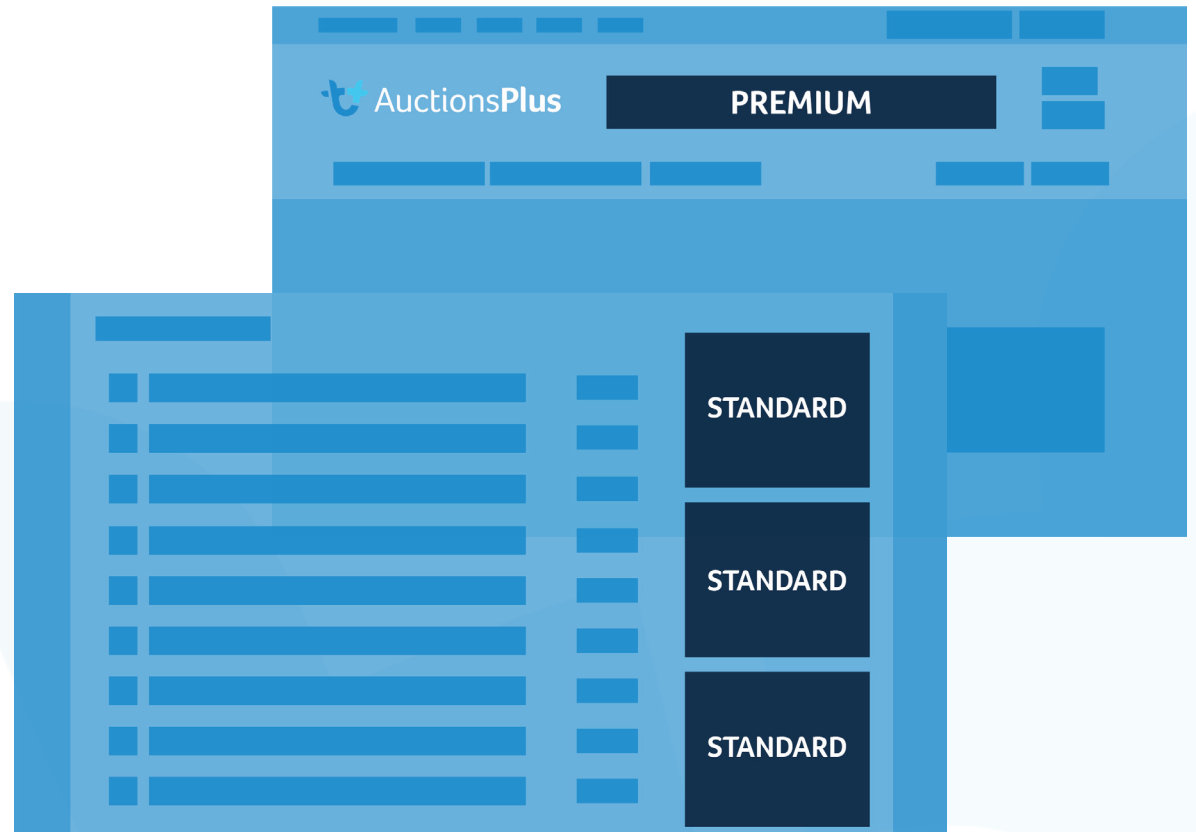




## Display Advertising

AuctionsPlus offers brands a wide range of display advertising options that target our large & engaged audience. Our suite of display inventory can help brands achieve their objectives ranging from brand awareness, lead generation and sales conversion campaigns.

- **Page takeovers allow brands to maximise their presence across multiple units to achieve their goals through targeted display advertising & EDM's**
- **Bookings are recommended and are on a first-in basis.**
- **Customised and brand tailored packages available.**
- **Display advertising is booked in weekly slots.**



|                 | Dimensions      | Format | Price   |
|-----------------|-----------------|--------|---------|
| <b>Premium</b>  | 728x90 & 320x50 | GIF    | \$2,100 |
| <b>Standard</b> | 300x250         | GIF    | \$695   |



## 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.



### Sheep/Cattle Campaigns

### Catalogue Runners

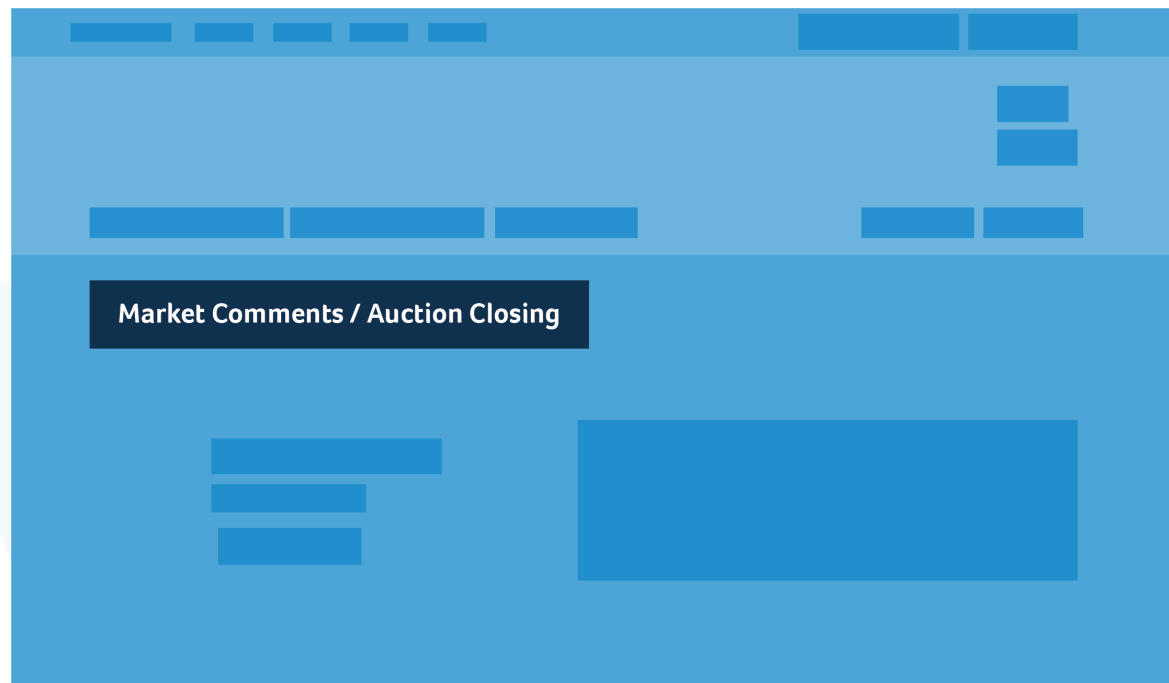
| Dimensions               | Format | Price   |
|--------------------------|--------|---------|
| 300x600 320x50<br>728x90 | GIF    | \$1,795 |
| 728x90 & 320x50          | GIF    | \$750   |



## 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 50,000+ subscribers.



### Market Comments

### Auction Closing

| Dimensions      | Format | Price |
|-----------------|--------|-------|
| 728x90 & 320x50 | GIF    | \$650 |
| 728x90 & 320x50 | GIF    | \$595 |

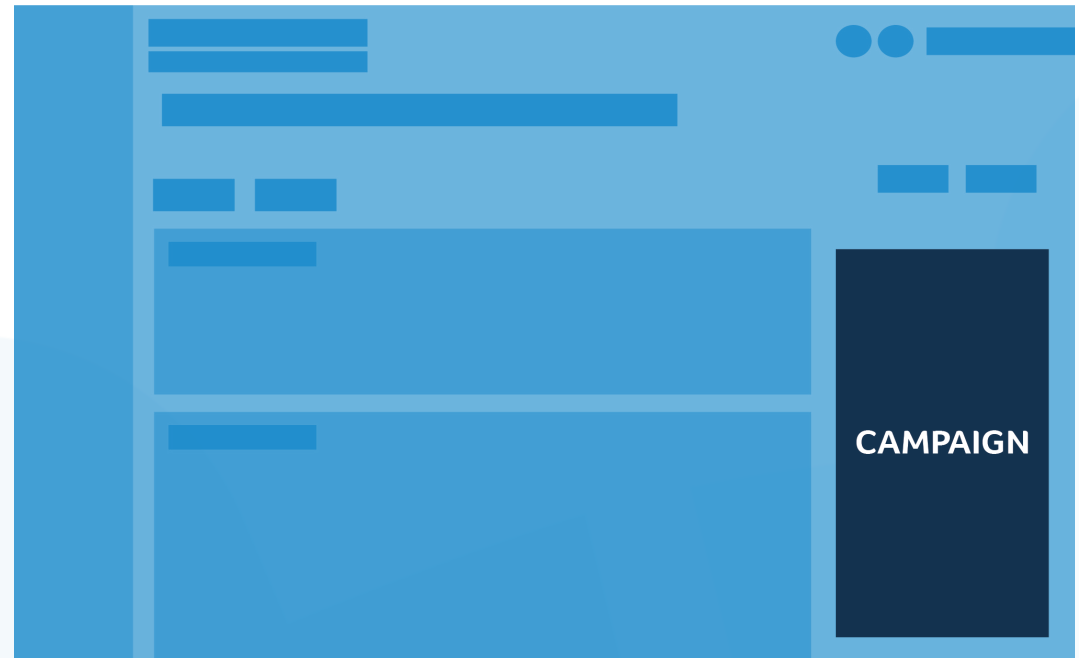




## Tailored to your needs

Whether your aim is to drive brand awareness or generate sales leads we can create a tailored advertising package to help you achieve your goals. We have a vast display advertising suite that enables our loyal customers, big & small to take advantage of our large agriculture specific audience.

- These campaigns allow our advertisers to directly target our agricultural audience, which is one of the largest in Australia.

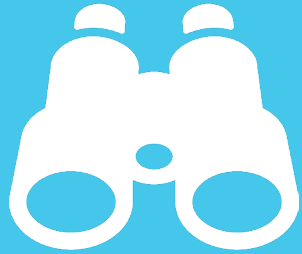


### Upcoming Auction Campaign

### Results Campaign

### Machinery Campaign

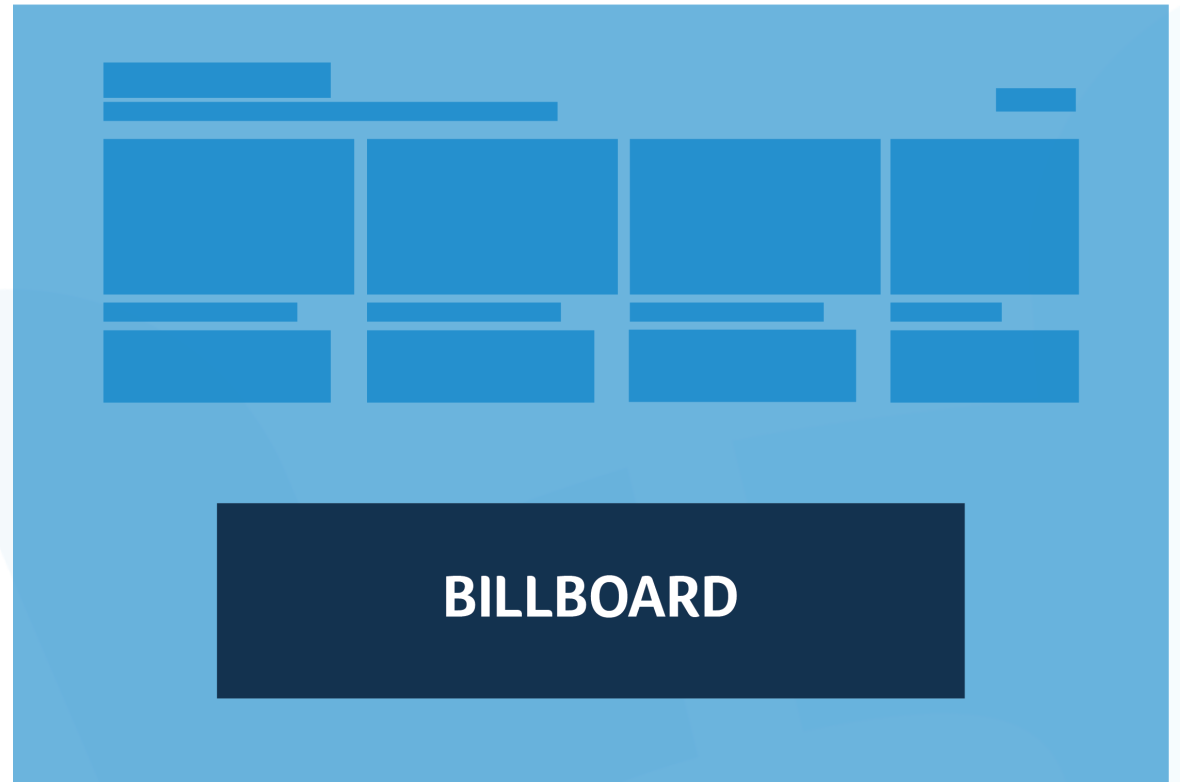
| Dimensions       | Format | Price   |
|------------------|--------|---------|
| 300x600 & 320x50 | GIF    | \$1,795 |
| 300x600 & 320x50 | GIF    | \$1,795 |
| 300x600 & 320x50 | GIF    | \$1,795 |



## Powerful insights

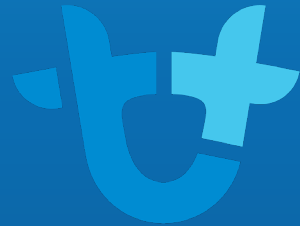
Using our platform also allows you track the progress of each display ad in real time. AuctionsPlus provide the technology to see your impressions, clicks and the number of days an ad has been running. Powerful insights allow our advertisers to assess the engagement their ads have received and build campaigns to ensure maximum success.

- Detailed insights ensure the success of a campaign, allows you to understand your audience and achieve a higher ROI.



### Billboard

| Dimensions       | Format | Price   |
|------------------|--------|---------|
| 970x250 & 320x50 | GIF    | \$1,500 |



# AuctionsPlus

## 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**