

# AGRIBUSINESS+

PRODUCER BRAND & AMPLIFICATION PARTNERSHIP



AuctionsPlus

# Opportunity

AuctionsPlus has changed the Agribusiness landscape over the past 35 years, we have pioneered a trading platform that is sophisticated, dynamic, and provides our partners with a gateway to a premium Ag audience.

To leverage from this dedicated and targeted Ag audience we are launching AGRIBUSINESS+, a tailored partner brand solution that works to create a deeper partnership between our clients and our audience.

Through dedicated producer landing pages, AuctionsPlus will elevate and articulate the strengths of your brand through bespoke content that is driven by an always-on amplification package, as well as seasonal sales promotions.

AGRIBUSINESS+ offers access to industry leading media and marketing solutions to help drive greater reach and engagement and ultimately deliver your sales and brand elevation goals.

# Custom AGRIBUSINESS+ landing page on AuctionsPlus

## Inclusions:

- Custom landing page housed on the AuctionsPlus website
- Detailed livestock information
- Customer testimonials
- Bespoke article written by our journalists
- Upcoming auctions/dates
- Past auction results/history
- Image carousel
- Embedded video
- Capture customer details

The screenshot shows the top navigation bar with 'AuctionsPlus' and various menu items. Below is a hero section with a carousel of images and a text box: 'Circle 8 Bulls' and 'Breeding registered Angus and full blood Japanese black Wagyu bulls'. The main content area features the 'Circle 8 BULLS' logo, a founding story paragraph, a testimonial from David Young, Tasmania, and another from Robert Mackenzie, New South Wales. A section titled 'Why a Circle 8 Angus female?' explains their breeding focus. At the bottom, a featured auction is highlighted: 'Circle 8 2023 Female Sale - Complete T Drop' on Thursday 27th April 2023 at 1:00pm (AEST), with an 'Auction Results' button.

This section features a featured article titled 'Circle 8 females powering up new and established Angus herds'. It includes a photo of a woman in a hat and a horse. The text describes Chloe Curr's experience with the breed. Below the article is an 'Upcoming Auctions' section for 'Thursday 14 September' with a 'Circle 8 Angus Bull Sale SEQ - Audio Streaming' event at 1:00 PM. A large image of people at an auction is shown below. At the bottom, a 'Selling on AuctionsPlus' section highlights that in 2021, 287 registered bidders and 472 online bids were recorded, and in 2022, 32% of the catalogue was sold to online buyers and 5,842 views were recorded on their 2022 sale catalogue.

The contact section is titled 'Contact Circle 8 Bulls' and includes a testimonial from Chloe Curr, Queensland, praising the service. Below is a contact form with fields for 'First name\*', 'Last name\*', 'Email\*', and 'Phone number\*'. There is also an 'Additional information' text area and a 'Submit' button. The footer contains the AuctionsPlus logo, navigation links for 'COMPANY', 'TOOLS & RESOURCES', 'SUPPORT', and 'SELL ON AUCTIONSPLUS', and social media icons.

# Let our journalists **tell** **your story**

The opportunity is for our partners to have journalists produce bespoke content that lays down your credentials, industry history and why our audience should do business with you.

We will speak with your trusted clients to tell your story and bring to life the unique strengths of your business.

This is all done with third party credibility - don't you say why your business is great, let one of Australian's most trusted Ag brands tell it for you.

• Cattle • Auction Preview

## Circle 8 females powering up new and established Angus herds

PUBLISHED SUN, 16 APRIL 2023

By [Hayley Kennedy](#)

[Tweet](#) [Share](#) [Like 11](#) [Share](#)



Circle 8 stud principals Carmen and Jeremy Cooper. Photos supplied.

Chloe Curr is no stranger to the simple pleasures and exciting opportunities the beef industry has to offer.

Growing up on Arizona Station in north west Queensland, the 20-year-old has sat on the tail of countless mobs of cattle, put thousands of head through the yards, and been exposed to many of the breeds that thrive in the northern pastoral system.

But it's the Angus breed Chloe's most passionate about; something that's abundantly clear when she talks about the decision to start her own stud, Arizona Angus.

"Angus cattle are so versatile, and they suit many conditions, even performing well in our northern country," she said.

"They are good to put across a range of other breeds, good breeders with a beautiful temperament, have great weight gain and are a natural poll, and obviously their consistency in the market is super favourable."

Being involved in all facets of her parents' commercial operation has fostered a great love for cattle and a keen eye for top-performing animals.

"They have always aimed for quality, but they've never really gotten into the registered side of things," Chloe said.

"When I started to develop an interest in Angus cattle and looking at the genetics, my dad directed me to Hamish Thompson, who is an Angus breeder from around Coolah, and he taught me what he knows about the breed."

Armed with this knowledge, Chloe and Hamish made the trip to the Southern Highlands of New South Wales



Arizona Angus stud principal Chloe Curr.

Rosebud C234, whose great granddaughters are some of the [feature lots in our sale this year](#).

"We've gone past those embryos in our breeding program now, but for a young person that's starting out in the stud game, they're still relevant to the industry and they've proven their worth in our herd."



Circle 8 Rosebud S504 with her heifer calf by Milla Munnah Paratrooper P15.

Chloe aims to build her herd to at least 200 breeders, with plans to one day move them from her parents' place at Pittsworth, to their property at Barcaldine.

"Barcaldine, with a good year of rainfall - which we've been very fortunate to receive in the past few years - is as good a country as you'll get, an amazing central location and I think a stud Angus herd would run really well there," she said.

Chloe's aim is to breed a quality moderate-framed cow, with strong commercial relevance.

That high quality and commercial relevance is also what keeps Robert Mackenzie of Macka's Australian Black Angus Beef, Gloucester, NSW, coming back to the Circle 8 sale year after year.

In 2022, he paid \$140,000 for Circle 8 Rosebud S669, setting a record for the highest-priced unjoined yearling Angus heifer to be sold at auction.

A daughter of HPCA Proceed, out of Circle 8 E11 Rosebud L122, the purchase of the now 19-month-old was part of the family's commitment to building a powerful commercial female herd.

"To do that, we need some of Australia's best genetics," Robert said.

"We've found over the past few years that Jeremy and Carmen from Circle 8 are one of those studs that are kicking goals, so we're hungry to have some of their genetics in our operation."

After taking a small number of embryos from Rosebud and transplanting them into donor cows, the record-breaking heifer was artificially inseminated to Texas Iceman R725.

"Rosebud will strengthen not only our stud operation, but also the genetics in our commercial operation," Robert said.



Circle 8 stud principal Jeremy Cooper with Macka's Australian Black Angus Beef managing director Robert Mackenzie.

Producing beef for retail, restaurant groups and some of the best chefs in the world, the Macka's operation sees 3500 commercial Angus breeders run on almost 7000 hectares across eight operations.

# Agribusiness+ Amplification

Catch up on all the latest stories from...

## The Box Weekly

Connecting with communities across rural Australia

---

**El Nino is on its way...but it's not here yet and won't begin for a few months**  
By Jane Bunn - Jane's Weather



We're heading into El Nino and the dry phase of the Indian Ocean (IOD) - but we're not there yet. The positive IOD doesn't begin until Winter, and El Nino doesn't impact us until Spring.

[Read more »](#)


**Circle 8 females powering up new and established Angus herds**  
By Hayley Kennedy



**EDM**  
45,000+ Subscribers

**AuctionsPlus with Circle 8 Bulls.**  
Posted by Eliza Fessey  
Paid partnership · 🌐

Getting your foot in the door of stud game isn't easy - but with the help of [Circle 8 Bulls](#) stud principal, Jeremy Cooper, emerging seedstock pro... See more



pulse.auctionsplus.com.au  
**Circle 8 females powering up new and established Angus herds**

[See Insights and Ads](#) [Boost post](#)


👍 39

**Facebook**  
34,000+ Followers

**HAVE A READ!**

**AuctionsPlus with Circle 8 Bulls.**  
Paid partnership · 🌐

Getting your foot in the door of stud game isn't easy - but with the help of [Circle 8 Bulls](#) stud principal, Jeremy Cooper, emerging seedstock producer Chloe Curr is taking great new strides in building her new Arizona Angus stud. Find out why Chloe and the likes of Macka's Australian Black Angus Beef are heading to Circle 8 below.



pulse.auctionsplus.com.au  
**Circle 8 females powering up new and established Angus herds**

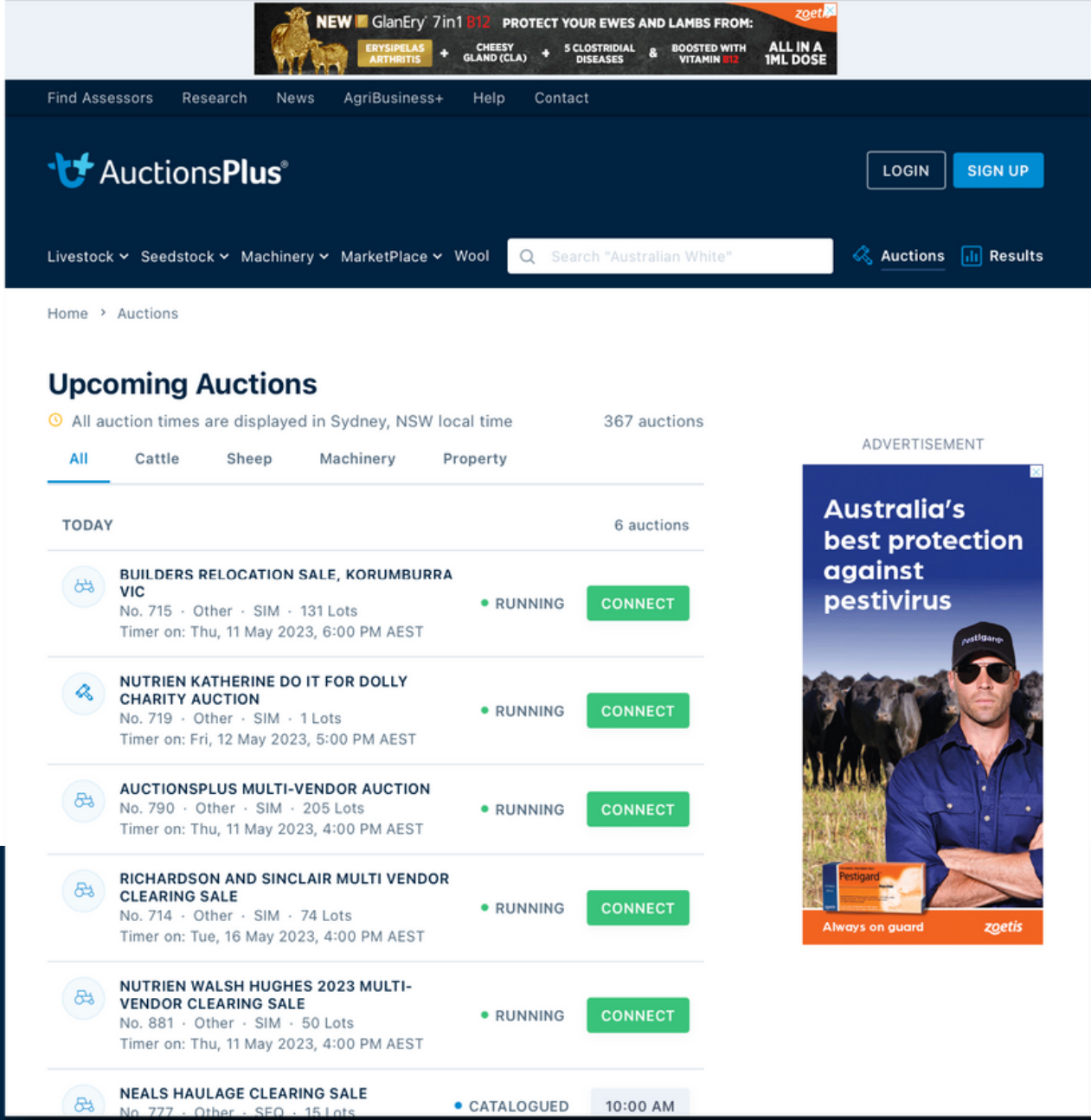
[PULSE.AUCTIONSPLUS.COM.AU](#)

Massive thanks to [@circle8bulls](#) for their generosity and [@auctionsplus](#) for the opportunity to share Arizona Angus' story

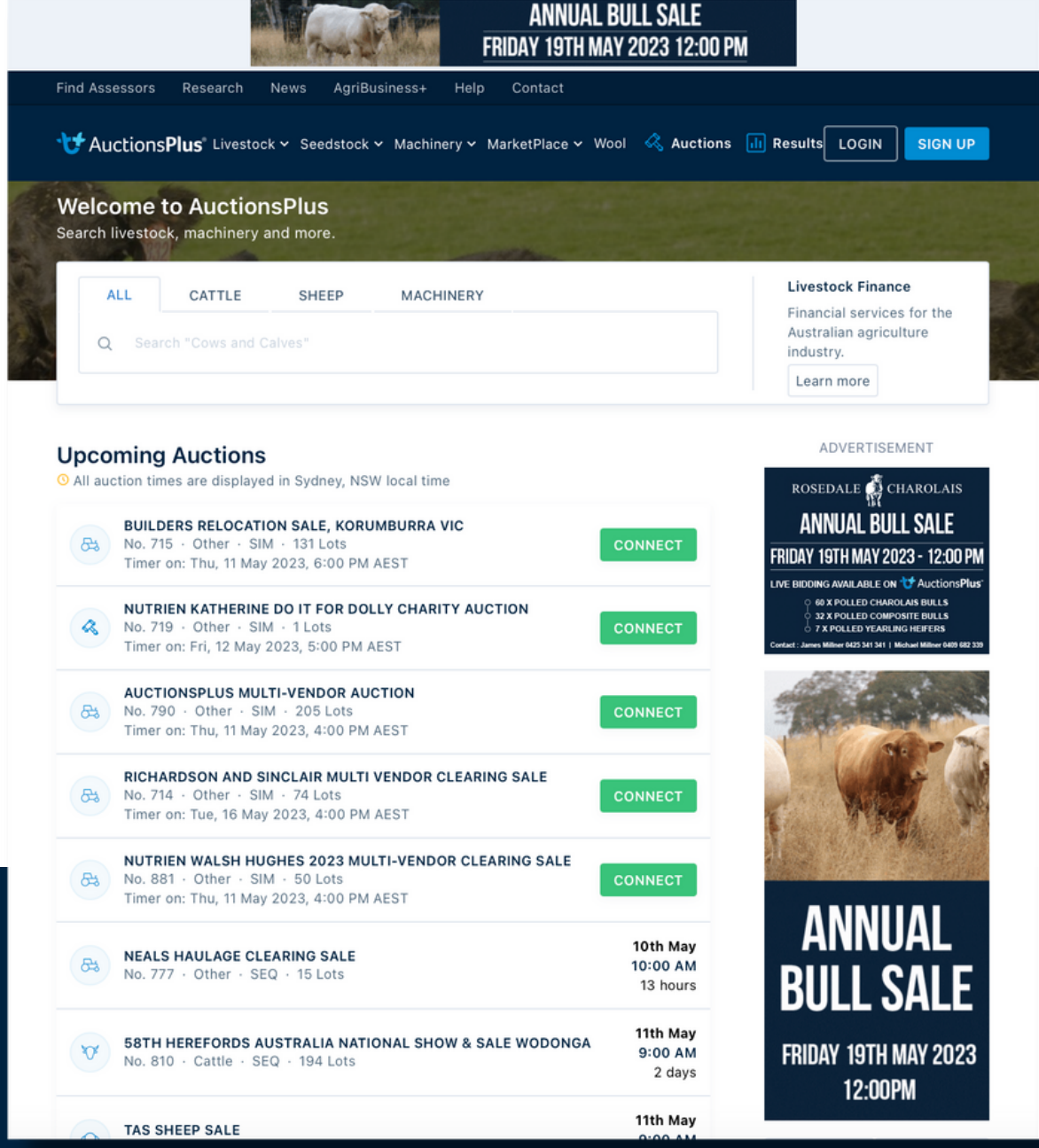
[READ STORY](#)

**Instagram**  
9,000+ Followers

# Agribusiness+ Amplification



**Run of Site Display**  
266,000+ monthly users



**Homepage Buyout**  
Average 1.1m impressions per week for 100% share of voice across mobile and desktop

# Thanks for coming!

Good manners is good business and post auction follow up is the best way to make sure this years clients and viewers come back again next year.

Whilst vendors always access the full list of successful bidders, unsuccessful bidders and viewers remain anonymous for obvious privacy reasons.

AuctionsPlus can now target them all with a follow up EDM from us thanking them for coming, outlining the successful results and points of note and reiterating exactly what your business stands and strives for.

*Precision Ag shouldn't stop at the paddock, it should echo through your communications as well.*



Thanks  
for joining  
AuctionsPlus

Hi -

Thank you for participating in our recent AuctionsPlus Circle 8 2023 Angus Female Sale - Complete T Drop Auction held 27th April 2023.

We value your interest in our livestock and hope that you would consider participating in future auctions or be interested in connecting with us directly.

During the live auction, Circle 8 sold 44 of 50 heifers offered in their 2023 Complete T Drop Female sale to average \$12,227/head.

- The top price was \$60,000 for lot 9, Circle 8 Rosebud T170, who sold to an online bidder on AuctionsPlus. The yearling heifer was out of US sire GB Fireball and had TACE EBVs of +3.3 for birth weight, +122 for 600-day weight, +78 for carcass weight, +12.9 for eye muscle area and +3.7 for intramuscular fat.
- The top-priced heifer indexed in the top 2% of the breed for the Angus Breeding Index.
- AuctionsPlus users secured 29 of the 44 heifers sold.

At Circle 8 we are constantly striving to improve upon thirty plus years of disciplined breeding, focused on delivering industry relevant cattle that are not only pleasing to look at, but excel in key traits of economic significance.

We look forward to the possibility of doing business with you and we would be very happy to discuss your specific requirements.

Thanks again,  
Jeremy and Carmen

[jeremy@circle8bulls.com](mailto:jeremy@circle8bulls.com) | [+61 427 549 261](tel:+61427549261)

Learn more



A photograph of a herd of cows in a field, with a large tree in the background. The image is overlaid with a dark blue semi-transparent banner. The word "PARTNERSHIP" is written in large, white, bold, sans-serif capital letters across the center of the banner.

# PARTNERSHIP



# 1x Auctions 3month Package

Product	Description	Value	Cost
Landing Page	<ul style="list-style-type: none"> <li>•Custom landing page on the Auctions Plus website for 12 months.</li> <li>•Custom click through tile on the Producer Marketplace page</li> </ul>	\$8,750	\$15,000
Sponsored Article	<ul style="list-style-type: none"> <li>•1x 500-800 word sponsored article produced but Auctions Plus journalist to showcase your business and brand. (updated biannually)</li> <li>•Includes: images, imbedded video, upcoming auctions, auction results and data capture.</li> </ul>		
Display Advertising	<ul style="list-style-type: none"> <li>•Run of site targeted display ads across AuctionsPlus to build awareness and drive traffic through to your landing page.</li> <li>•200,000 impressions over months</li> <li>•Ad sizes: Medrec, Leaderboard, Half Page and Mobile Banner</li> </ul>	\$8,500	
Homepage Buyout	<ul style="list-style-type: none"> <li>•1x 1 week Homepage buyouts of AuctionsPlus's homepage across mobile and desktop*</li> <li>•20% share of voice of all premium position ad units (Leader board, medic, half page &amp; mobile banner)</li> </ul>	\$5,500	
Catalogue House Ads	<ul style="list-style-type: none"> <li>•1x 100% share of voice of all ad units on your 4 catalogue page to promote you AgriBusiness+ page</li> </ul>	\$3,000	
EDM - The Box	<ul style="list-style-type: none"> <li>•1x sponsored article amplifications in The Box EDM to over 45,000 subscribers</li> </ul>	\$6,000	
EDM - Post Auction	<ul style="list-style-type: none"> <li>•1x post auction EDMs to any bidders and viewers of your auctions</li> </ul>	\$6,000	
Social Media	<ul style="list-style-type: none"> <li>•1x sponsored Facebook article posts on the AuctionsPlus Facebook page</li> <li>•1x sponsored Instagram article story posts on the AuctionsPlus Instagram account</li> </ul>	\$6,000	
		\$43,750	

T&C Apply: All prices are ex GST. Homepage buyout and sponsored article dates are subject to availability . Packages are exclusivky for FY24 only. \*Homepage subject to availability

## 2x Auctions 6month Package

Product	Description	Value	Cost
Landing Page	<ul style="list-style-type: none"> <li>•Custom landing page on the Auctions Plus website for 12 months.</li> <li>•Custom click through tile on the Producer Marketplace page</li> </ul>	\$13,750	\$25,000
Sponsored Article	<ul style="list-style-type: none"> <li>•2x 500-800 word sponsored article produced but Auctions Plus journalist to showcase your business and brand. (updated biannually)</li> <li>•Includes: images, imbedded video, upcoming auctions, auction results and data capture.</li> </ul>		
Display Advertising	<ul style="list-style-type: none"> <li>•Run of site targeted display ads across AuctionsPlus to build awareness and drive traffic through to your landing page.</li> <li>•400,000 impressions over months</li> <li>•Ad sizes: Medrec, Leaderboard, Half Page and Mobile Banner</li> </ul>	\$19,000	
Homepage Buyout	<ul style="list-style-type: none"> <li>•2x 1 week Homepage buyouts of AuctionsPlus's homepage across mobile and desktop*</li> <li>•20% share of voice of all premium position ad units (Leader board, medic, half page &amp; mobile banner)</li> </ul>	\$11,000	
Catalogue House Ads	<ul style="list-style-type: none"> <li>•2x 100% share of voice of all ad units on your 4 catalogue page to promote you AgriBusiness+ page</li> </ul>	\$12,000	
EDM - The Box	<ul style="list-style-type: none"> <li>•2x sponsored article amplifications in The Box EDM to over 45,000 subscribers</li> </ul>	\$12,000	
EDM - Post Auction	<ul style="list-style-type: none"> <li>•2x post auction EDMs to any bidders and viewers of your auctions</li> </ul>	\$12,000	
Social Media	<ul style="list-style-type: none"> <li>•2x sponsored Facebook article posts on the AuctionsPlus Facebook page</li> <li>•2x sponsored Instagram article story posts on the AuctionsPlus Instagram account</li> </ul>	\$12,000	
		\$91,750	

T&C Apply: All prices are ex GST. Homepage buyout and sponsored article dates are subject to availability .  
 Packages are exclusivky for FY24 only. \*Homepage subject to availability

# WHY AUCTIONSPLUS

The image features a dark blue semi-transparent banner across the top half, containing the text 'WHY AUCTIONSPLUS' in a bold, white, sans-serif font. The background is a photograph of a green field with several cows grazing, and a large tree with purple flowers in the foreground. The overall scene is a rural landscape.

# Why **advertise** on AuctionsPlus?

AuctionsPlus has grown to become Australia's single largest and most trusted digital marketplace.

With a thriving agricultural community, where business prospers, AuctionsPlus has built an eco-system of online tools to reach a highly targeted, trusted and connected Ag audience to deliver sales outcomes.

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



**National Ag Audience**



**Free Ad Creative**



**Category & State Targeting**



**Trusted Platform**

# Insights

**266K**

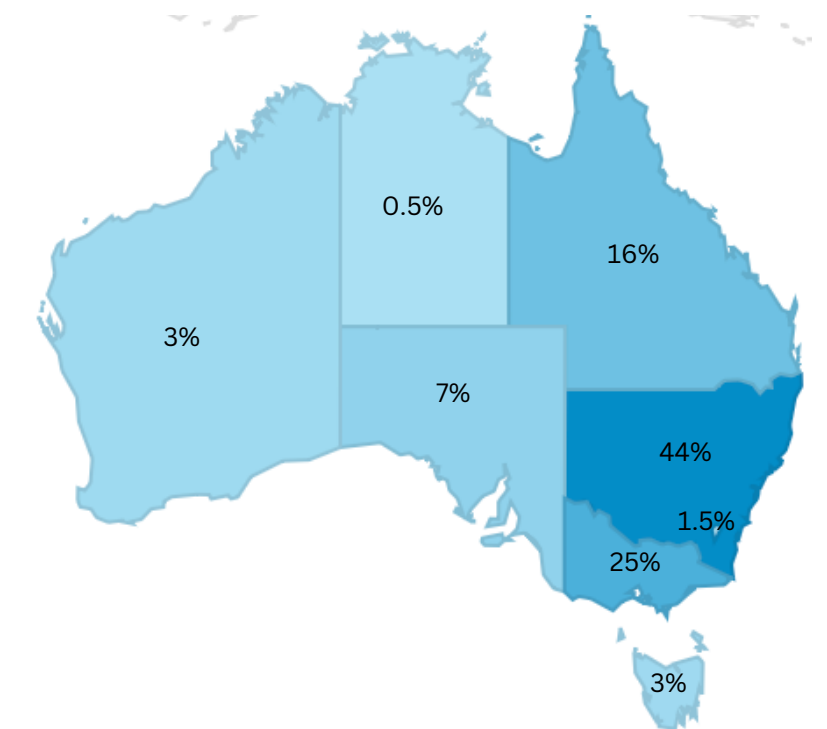
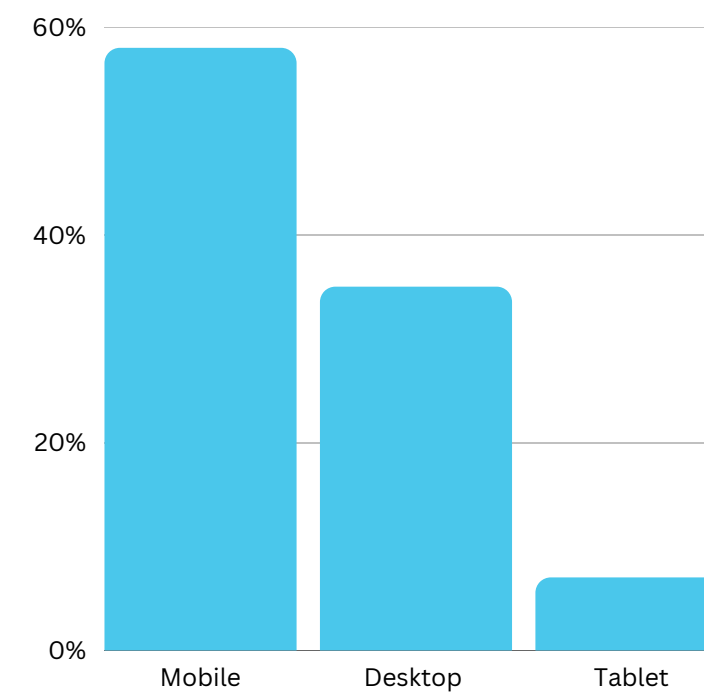
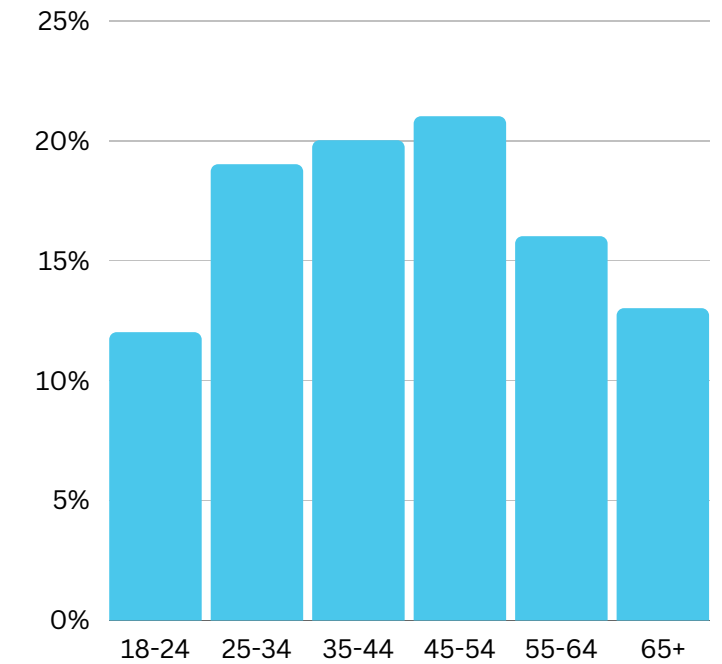
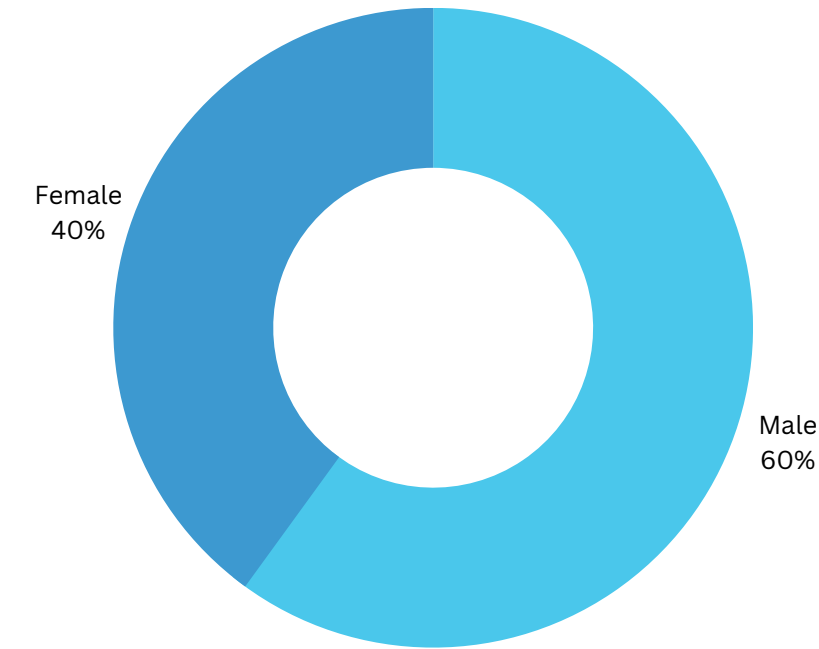
Avg Monthly Unique Browsers

**4.3M**

Ave Monthly Pageviews

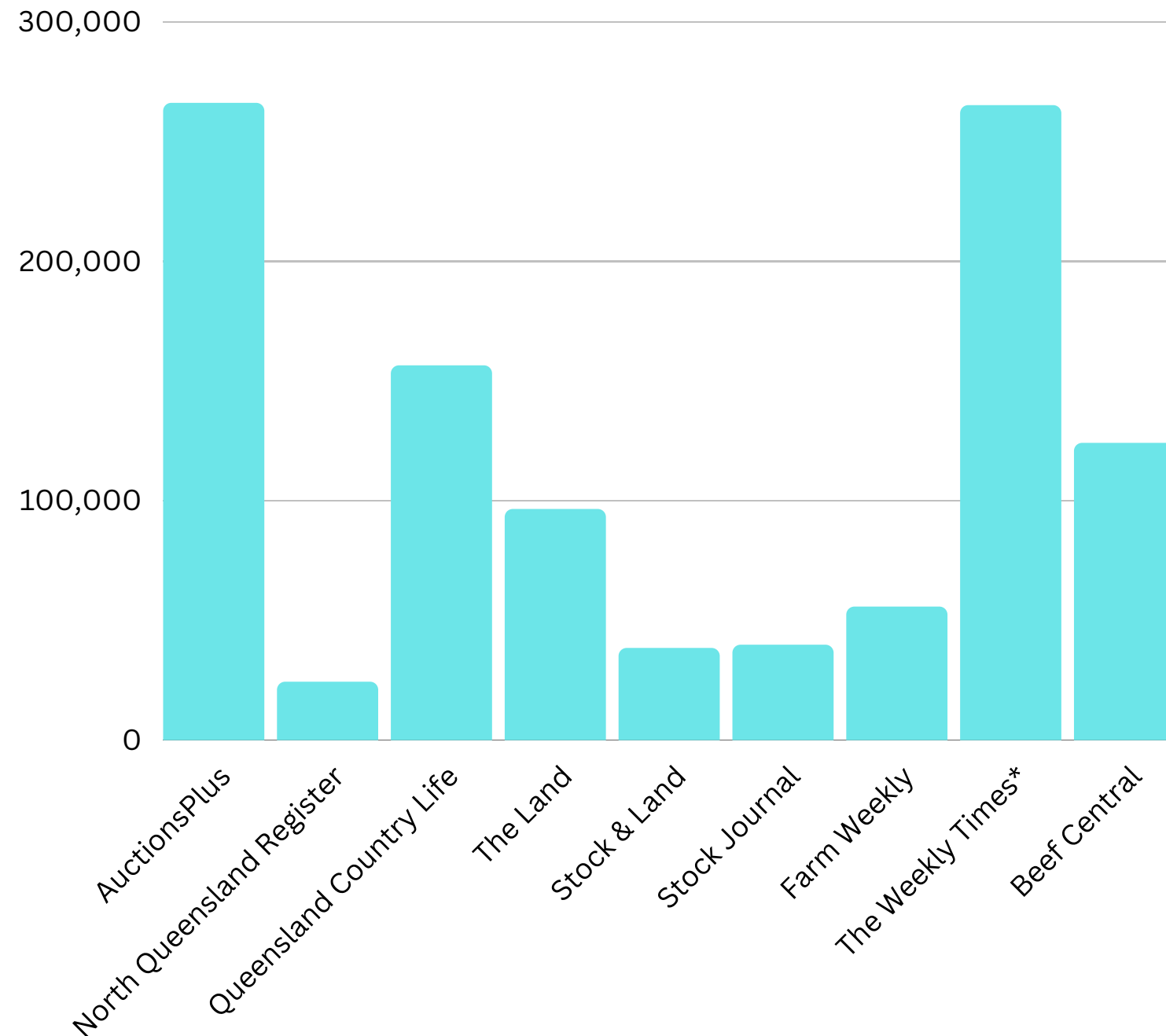
**6:37**

Average Dwell Time

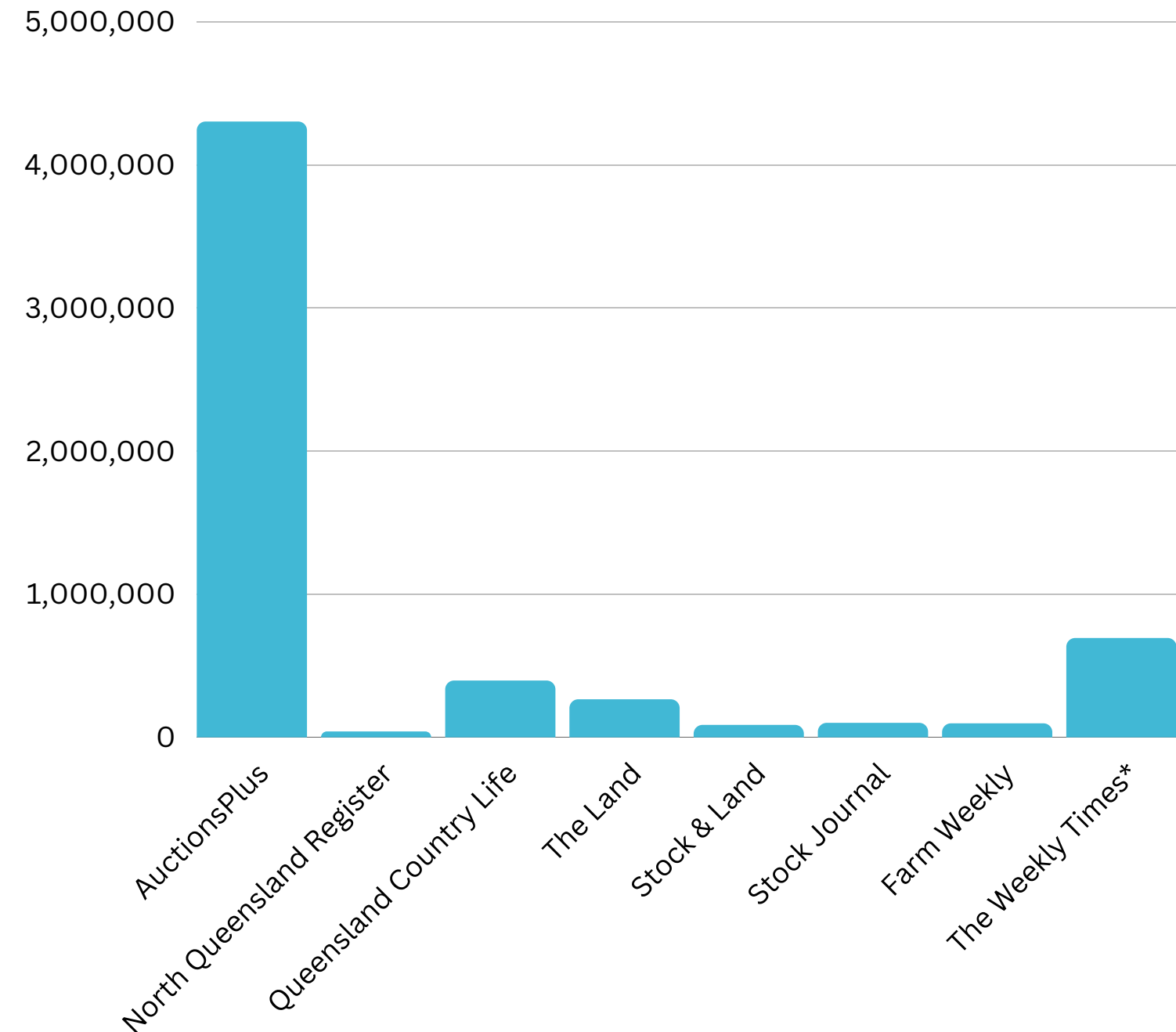


# Competitor Analysis

## Avg Monthly Unique Browsers



## Ave Monthly Pageviews



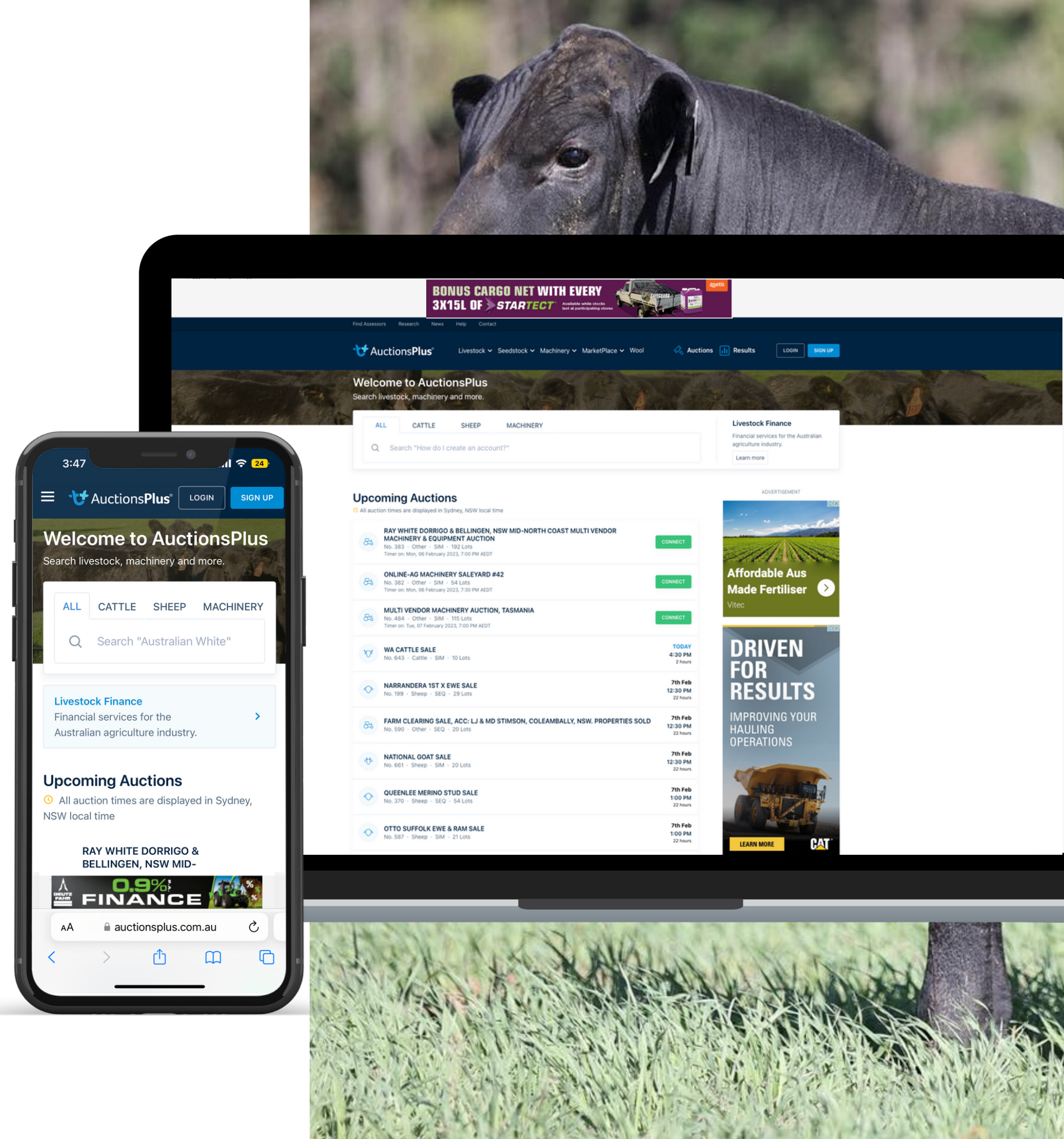
• The Weekly Times is predominately a Victorian audience

# 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

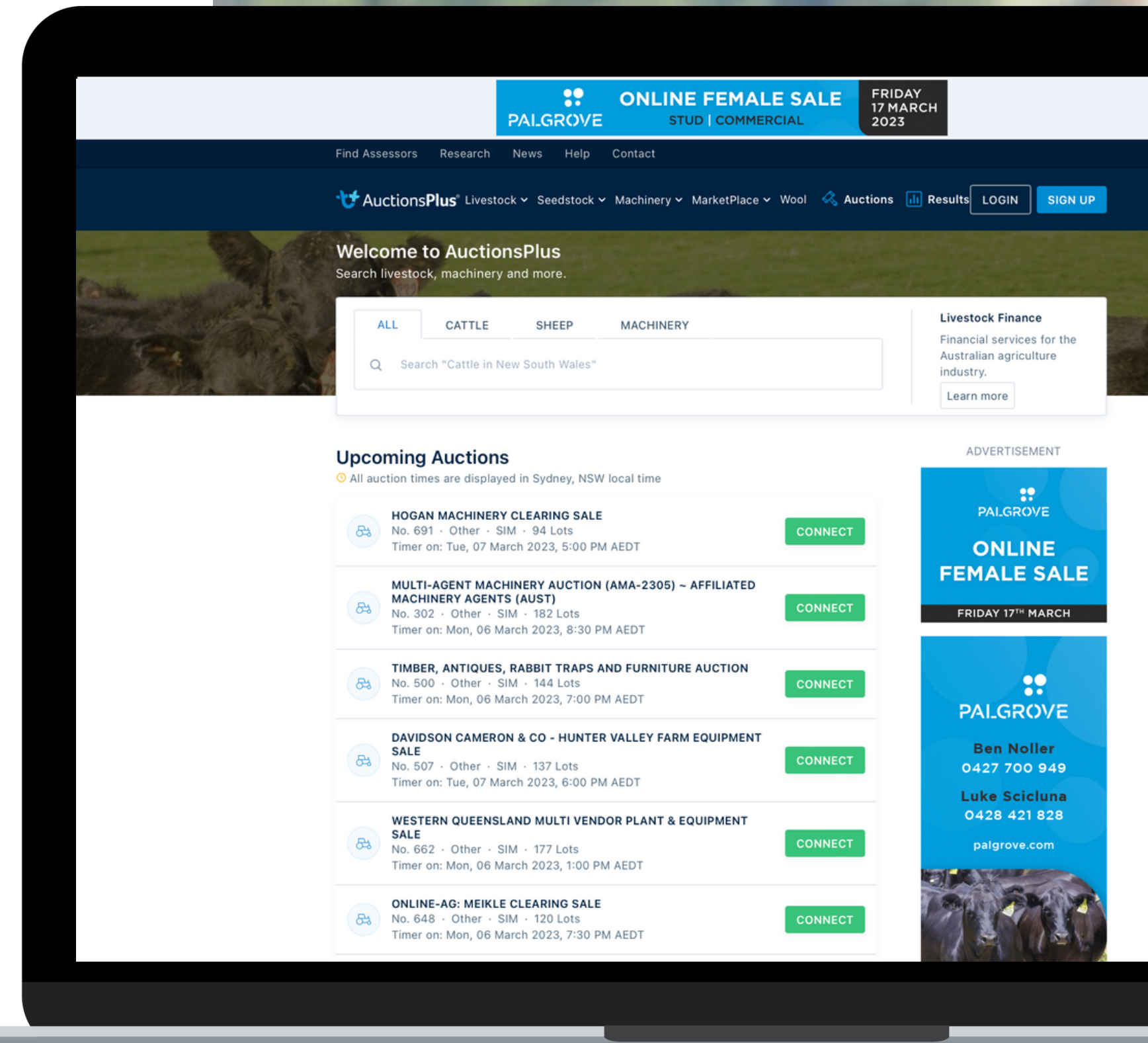


# Homepage Buyout

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: 1,100,000+**
- **Average weekly unique Visitors: 85,000+**

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





# Sponsored Content

Sponsored content is an effective way for brands to build credibility, increase their visibility, and reach a targeted audience.

Written and produced by our own journalist, AuctionsPlus sponsored content allows our partners to build associated brand trust through third party credibility, grow brand awareness, and ultimately deliver on engagement and strong ROI.

## **Amplification:**

All sponsored articles are shared in the weekly EDM, The Box and on AuctionsPlus's Facebook.

**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.**



## **HAYLEY KENNEDY - JOURNALIST**

*Hayley spent 4.5 years with Queensland Country Life, of which two years she held the position of livestock editor. In this position, Hayley engaged with and wrote about a diverse range of stud and commercial livestock operations.*

*Hayley was also responsible for the planning and execution of the 2021 Road to Beef, Beef Preview, and Beef Report publications - Australian Community Media's coverage of the beef industry's largest showcase event, Beef Australia.*

*A perfectionist at heart and one to never be satisfied with the status quo, Hayley is committed to uncovering the strengths and unique aspects of your operation.*

*The result of this commitment is content that showcases what sets you and your business apart from the rest.*

Catch up on all the latest stories from...

# The Box Weekly

Connecting with communities across rural Australia

## Te Mania's Unwavering Commitment to Breeding Better Beef

By Hayley Kennedy



It would be no easy feat becoming one of the most prominent Angus studs in Australia, but for the team at Te Mania there's one simple guiding principle behind everything they do – breed better beef.

[Read more »](#)

## Latest Guidance On A Lower Than Average Rain Outlook for 2023

By Jane Bunn - Jane's Weather



2023 is shaping up to be a very different weather environment than what we experienced in the past three years.

[Read more »](#)

The Box EDM

• Finance & Advice

## DelayPay maximising cashflow flexibility for agribusinesses

PUBLISHED THU, 2 MARCH 2023

By AuctionsPlus

[Tweet](#) [Share](#) [Like 0](#) [Share](#)



Flexibility with cashflow is something most farmers would traditionally only have dreamed of, but a revolution is taking place across the agricultural landscape.

Through buy now, pay later services like [DelayPay](#), farmers are now able to unlock their cashflow potential and buy what they need, when they need it.

A gamechanger for new and old agricultural enterprises alike, DelayPay has been helping farmers make important purchases at the right time for more than four years, earning them a strong return customer base.

One such satisfied customer is Ben Schiller, who operates a sheep feedlot at Ngapala in South Australia.

Armed with a solid business plan, the experience of growing up on his family's sheep property and enough passion to run his own farming operation, Mr Schiller approached the traditional lenders in 2017 with the hopes they would help him get started.

Determined to do it without help from his family, Mr Schiller was unable to overcome the banks' requirement of a guarantor, so he changed direction and enlisted the help of DelayPay.

Initially, he used the buy now, pay later company to purchase lambs on an eight-week turnaround, then to buy the hay and grain to feed them.

He acknowledges trading sheep is hard, but credits DelayPay as one of the reasons he has a successful business.

Today, the 31-year-old lambs down around 1,100 ewes a year and has plans to extend his sheep feedlot from 7,000 to 10,000-head capacity – all of which has been done without a bank overdraft.

"Now that I've got a successful operation, the banks want to do business with me, but where were they at the start when I needed them most? I'm sticking with DelayPay as they took a chance on me and I respect that," Mr Schiller said.

"They're quick and easy, and it just works for me and the way I run my operation."

Mr Schiller has used DelayPay several times over the years to maximise his cashflow and finds it the perfect solution to growing his business without having to jump over the long, drawn-out hurdles of other lenders.

Sponsored Article

• Cattle • Auction Preview

## Te Mania's Unwavering Commitment to Breeding Better Beef

PUBLISHED WED, 22 FEBRUARY 2023

By Hayley Kennedy

[Tweet](#) [Share](#) [Like 181](#) [Share](#)

It would be no easy feat becoming one of the most prominent Angus studs in Australia, but for the team at Te Mania there's one simple guiding principle behind everything they do – breed better beef.



Joining 2,000 females for a spring-calving herd, Te Mania Angus markets more than 800 bulls annually.

Based at Mortlake in south west Victoria, the Gubbins and McFarlane families have had an unwavering commitment to this ethos over the 50-plus years of the Australian operation, and it's paying dividends.

Joining 2,000 females for a spring-calving herd, the operation markets more than 800 bulls annually.

Stud co-principal Hamish McFarlane said their herd is run under strict commercial conditions, with the goal of producing sound, highly-fertile and docile cattle suited for the restaurant trade.

Genetic focus is applied to calving ease, growth, carcase quality and structure, while constant research is undertaken to maximise efficiencies, he said.

"It may seem quite simple, but breeding better beef and breeding more efficiently resonates with us and we haven't changed our direction.

"Often there are some challenges, but we've stuck to our core belief of continual improvement by testing, recording, analysing and selecting on that analysis. Being a family business, we're pretty proud of that."

Mr McFarlane said their commitment to this ethos encompasses the entire supply chain.

"It influences what we're doing at the farm level, through to proving those genetics on farm and beyond, then right through to the consumer," he said.

By following product from conception through to consumption, Te Mania is able to 'complete the loop' via

Sponsored Livestock Article

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



Contact

Josh Bailey

[jbailey@auctionsplus.com.au](mailto:jbailey@auctionsplus.com.au)

0411 957 778



My Email

Audrey Lucas

[alucas@auctionsplus.com.au](mailto:alucas@auctionsplus.com.au)

0405 969 007

[www.auctionsplus.com.au](http://www.auctionsplus.com.au)