

AuctionsPlus

Australia's largest reaching Ag community

AuctionsPlus

AuctionsPlus
Australia's Livestock Market



Trust built on reliable and positive innovation.

AuctionsPlus was established as a solution to a national livestock problem around pricing transparency and trust. Its creation, allowed farmers to get a fair price for their goods and to build their business on more reliable foundations.

Starting on an old fax machine in 1987, we helped build a better Australian agribusiness industry and continue to strives to help the Ag industry make better business decisions and deliver a better future.

We have grown from a utilitarian service to a highly engaged community that is seen a cornerstone of Australia's agriculture industry.

The Ag industry is built on a core of constant innovation, with farmers adopting new technologies to navigate the effects of climate change to researchers creating breakthroughs in everything from plant breeding to genetics and we look forward to playing our part in providing a world leading communications solution to reach to a national Ag-focused audience.

Insights



No. 1 online
marketplace for
Australian Agriculture



\$3.6b gross
merchandise sales
annually



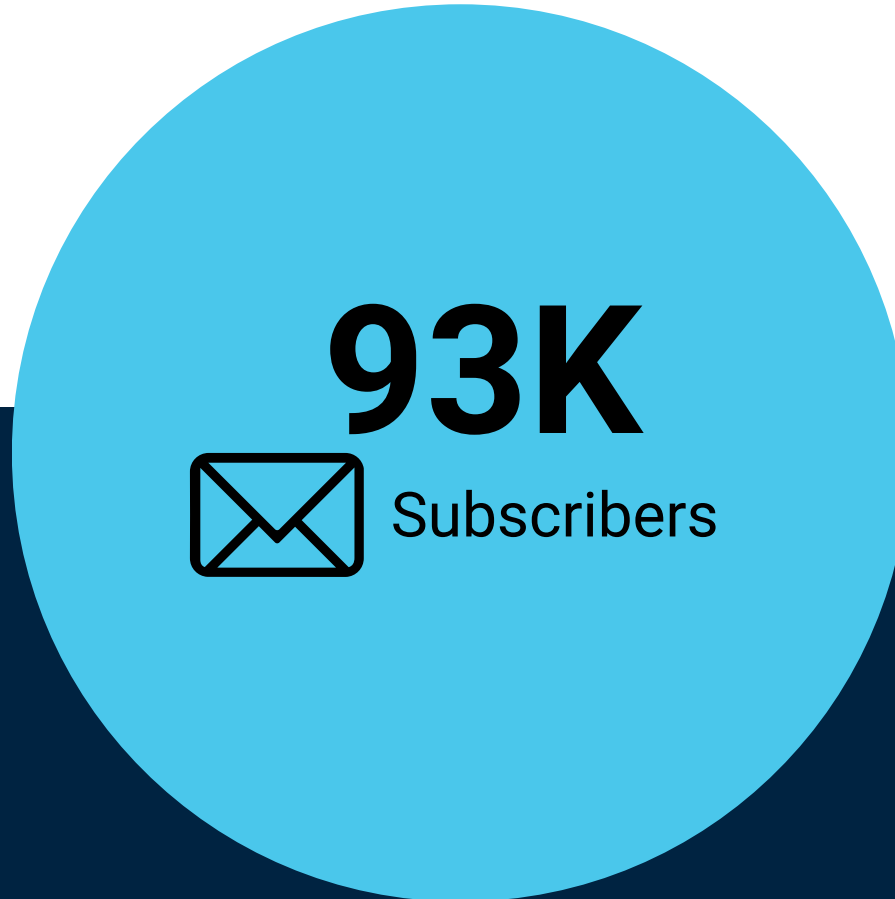
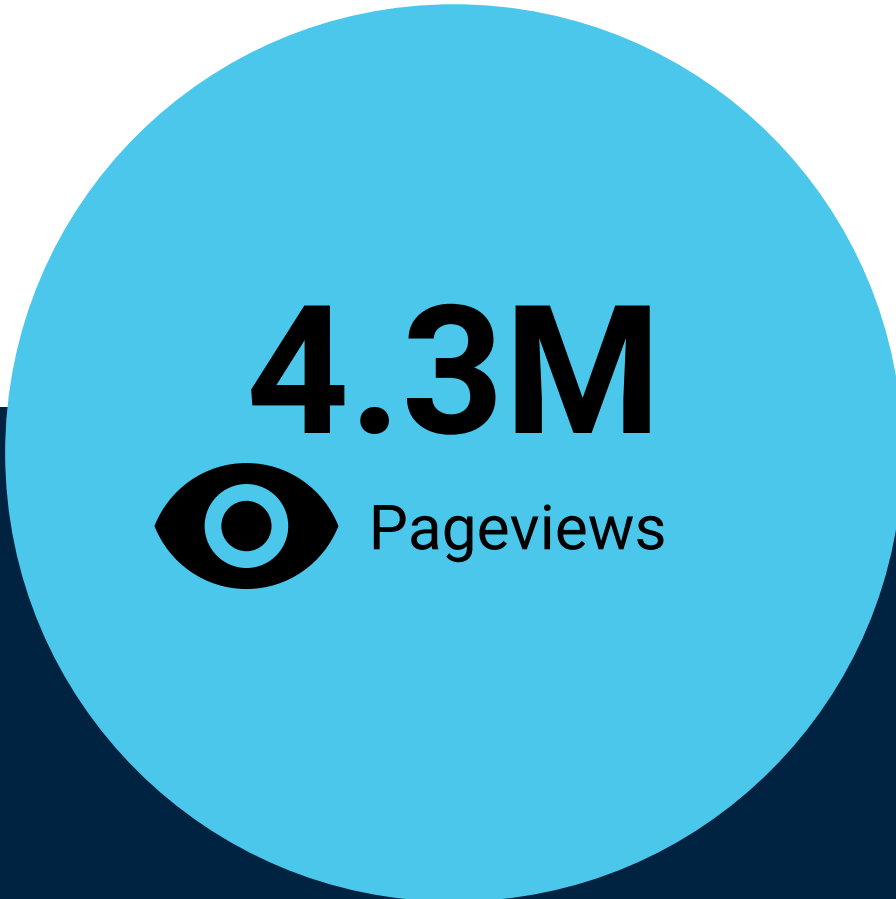
\$2.77b livestock
sales facilitated
annually



6,800 active bidders
per month

Audience

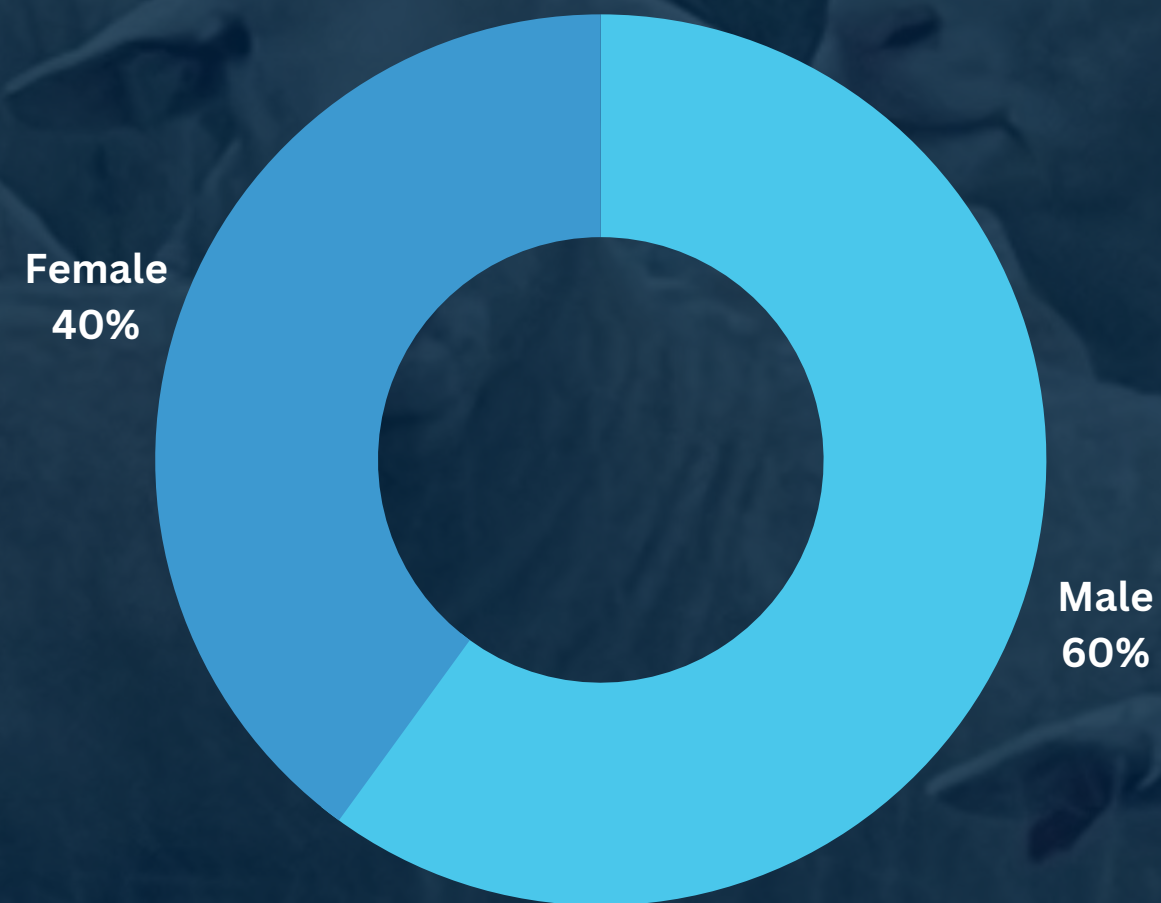
AuctionsPlus delivers a premium environment and a highly engaged and national ag audience.



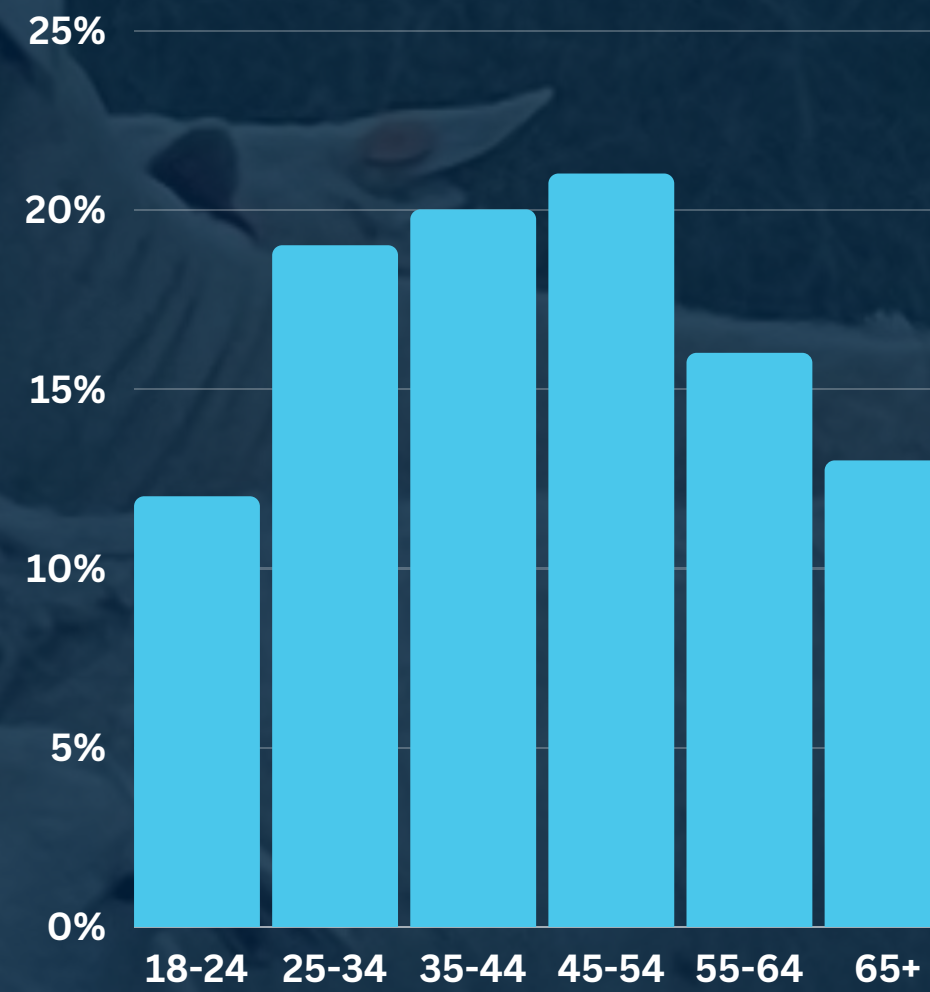
*GOOGLE ANALYTICS: MTHY AVE SEPT - NOV 2022

Demographics

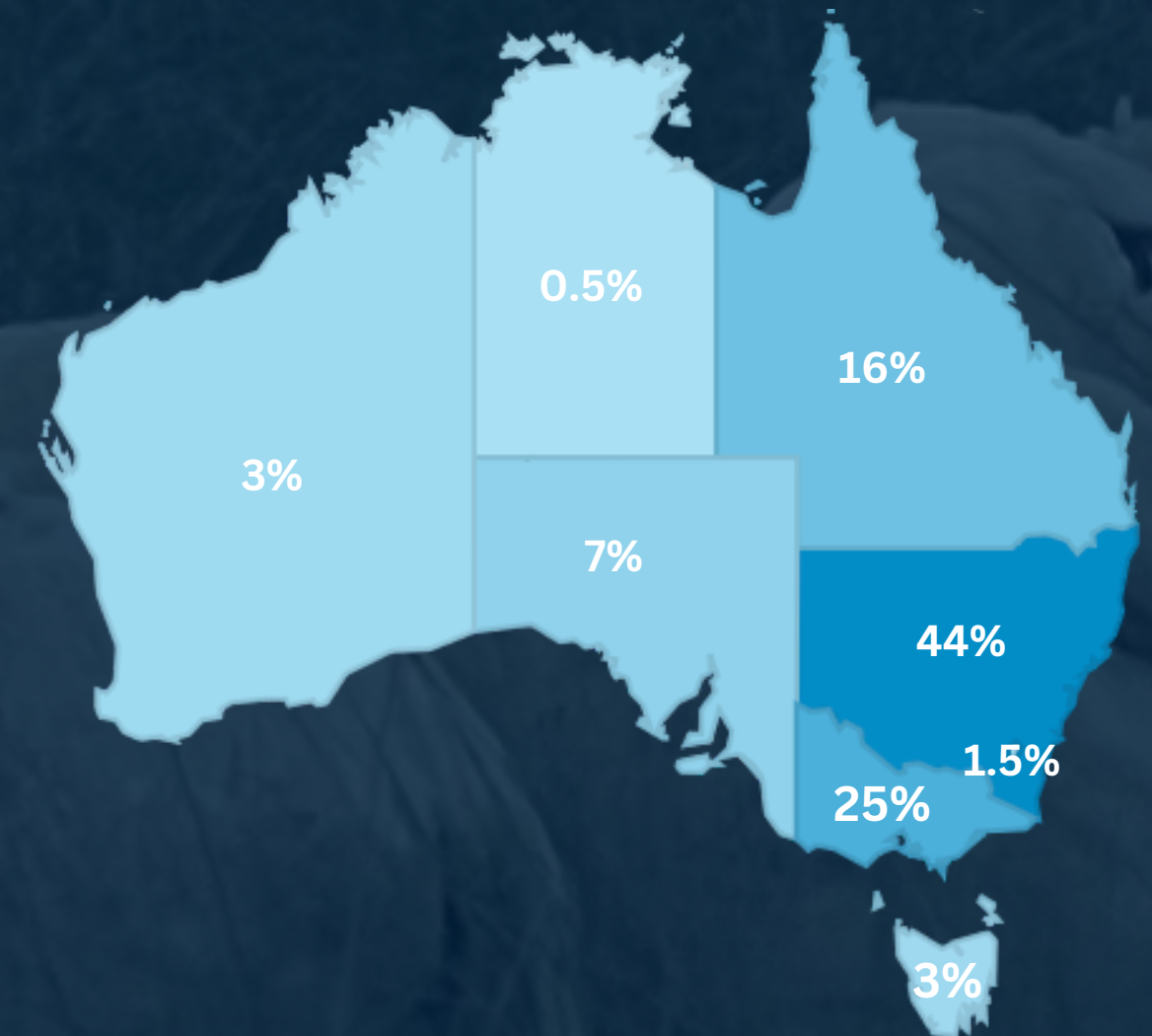
GENDER



AGE

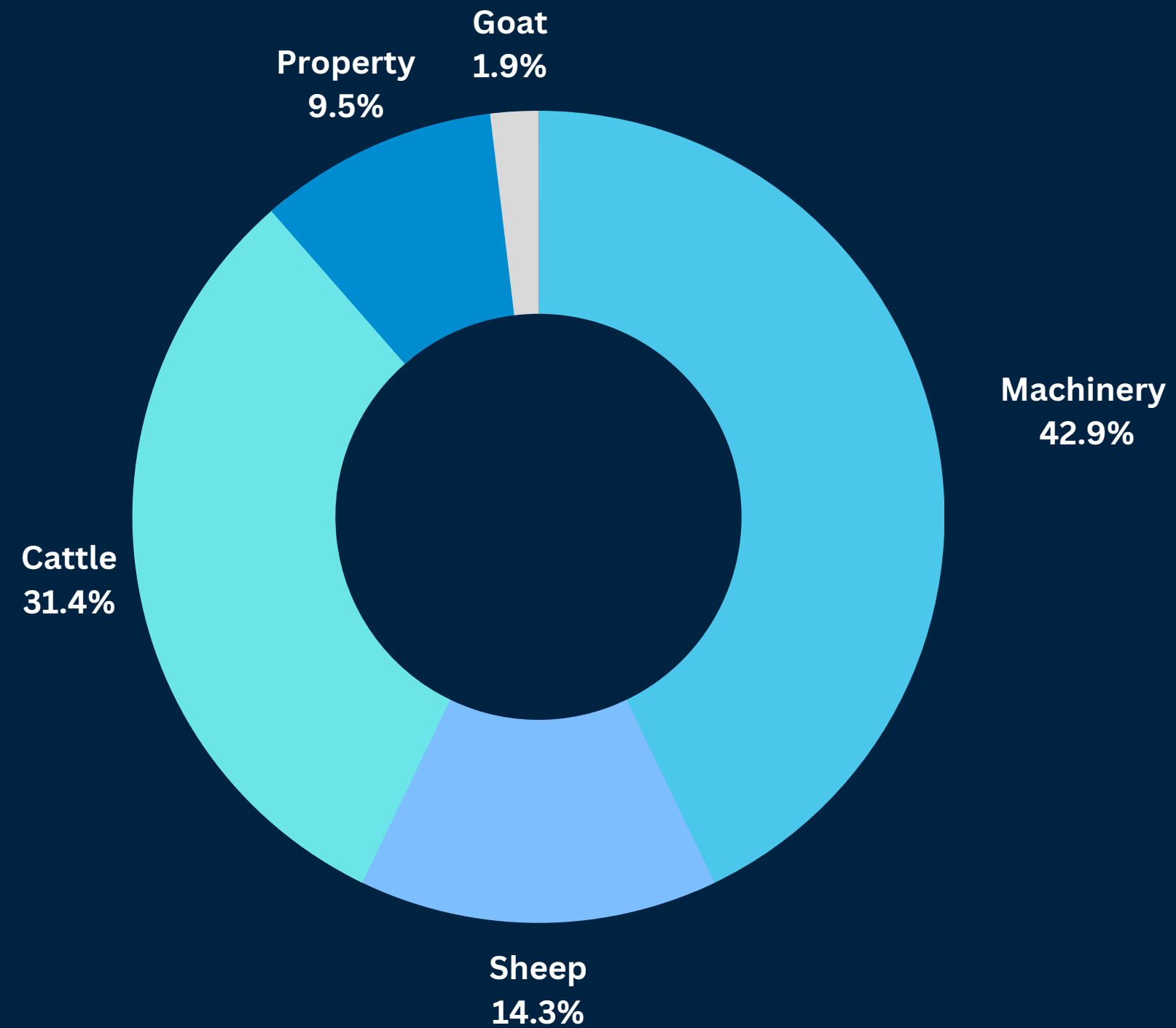


GEOLOCATION



Categories

Unique browser size based on website category verticals



User Engagement

Helping farmers make better business decisions

Daily website activity for a cattle and sheep farmer

940K

Monthly Sessions

5.2

Ave Pageviews per session

CATTLE FARMER

UP COMING AUCTIONS

ONLINE AUCTION RESULTS

CATTLE AUCTIONS

WEANER & YERLING SALES

MARKET PULSE

CATTLE FOR SALE

SHEEP FARMER

SHEEP FOR SALE

UP COMING AUCTIONS

NATIONAL LAMB SALES AUCTIONS

ONLINE AUCTION RESULTS

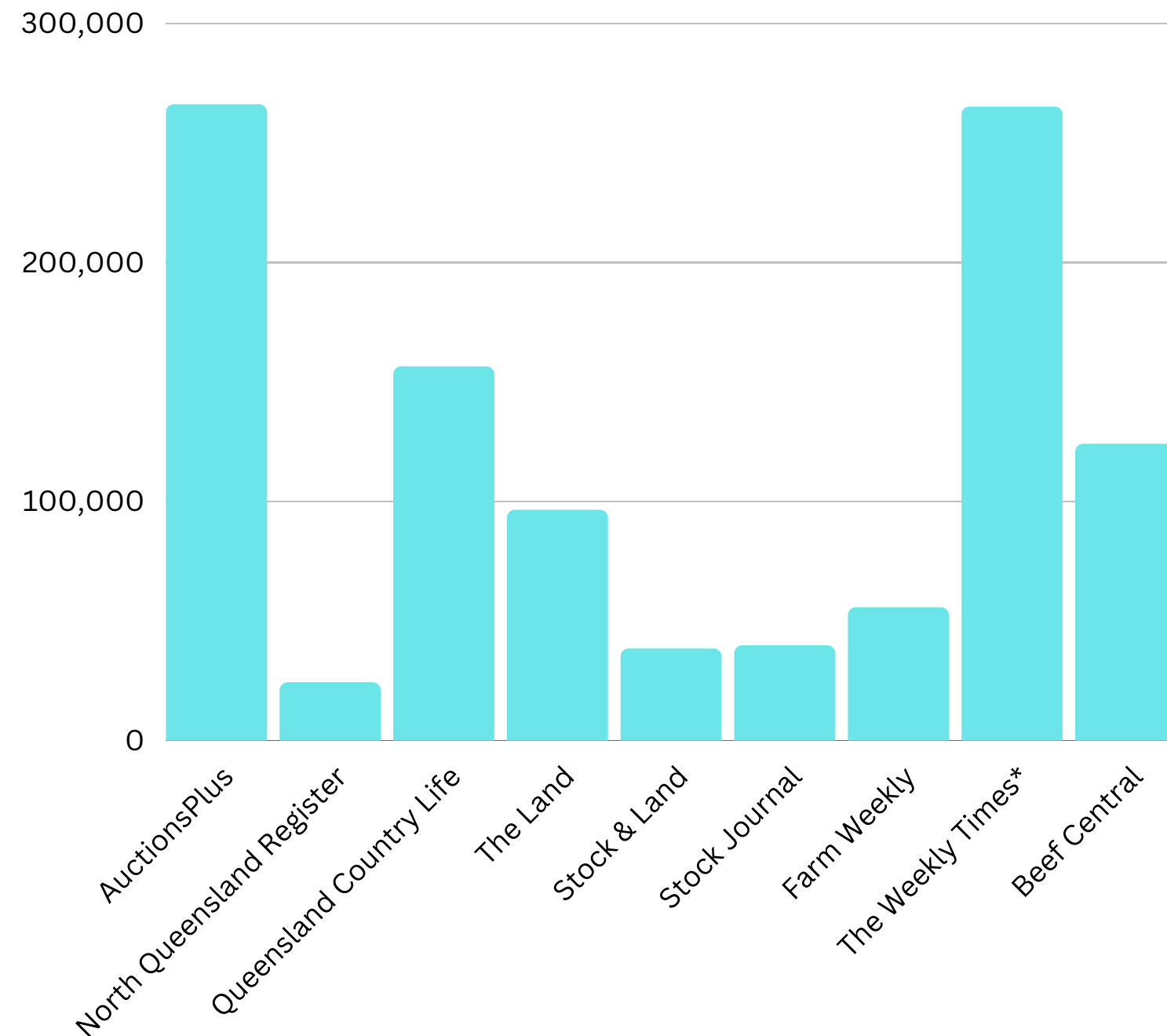
SHEEP FOR SALE

UPCOMING AUCTIONS

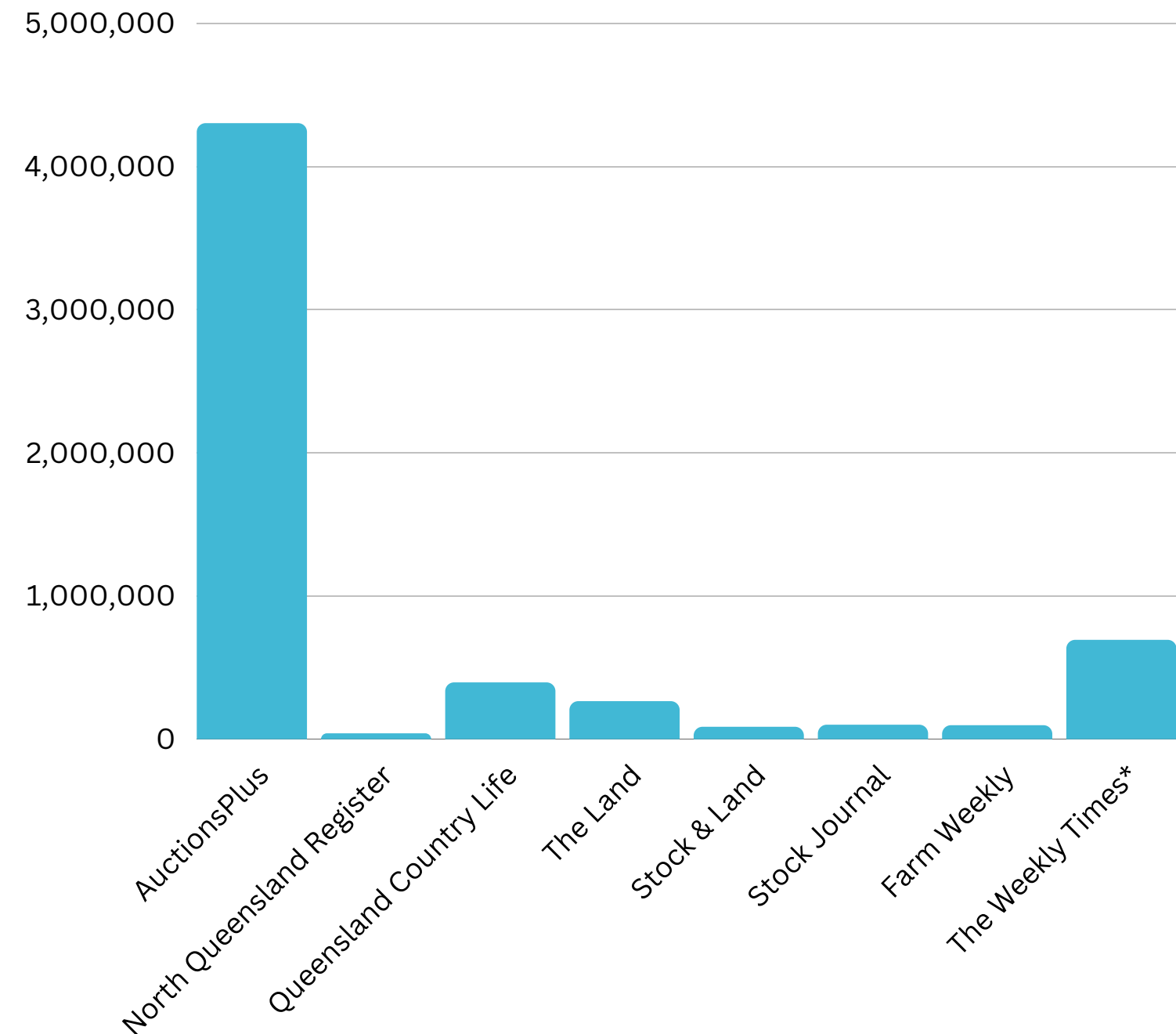
*Google Analytics: Mthy Ave Sept - Nov 2022

Competitor Analysis

Avg Monthly Unique Browsers



Ave Monthly Pageviews



- The Weekly Times is predominately a Victorian audience

The reach of the 3 largest agri print publications in Australia is only **5-11% of farmers** from 188,000 surveyed (projected population) of farmers and farm managers

The Weekly Times: 10.6%

The Land: 6.7%

QCL: 5.8%

Roy Morgan Survey Period: Jan 22 - Dec 22

AuctionsPlus has 154,800 registered users, 42,500 of which have PIC numbers, therefore reaches **27.5% farmer owners.**

First party PIC data



DIGITAL AG SOLUTIONS

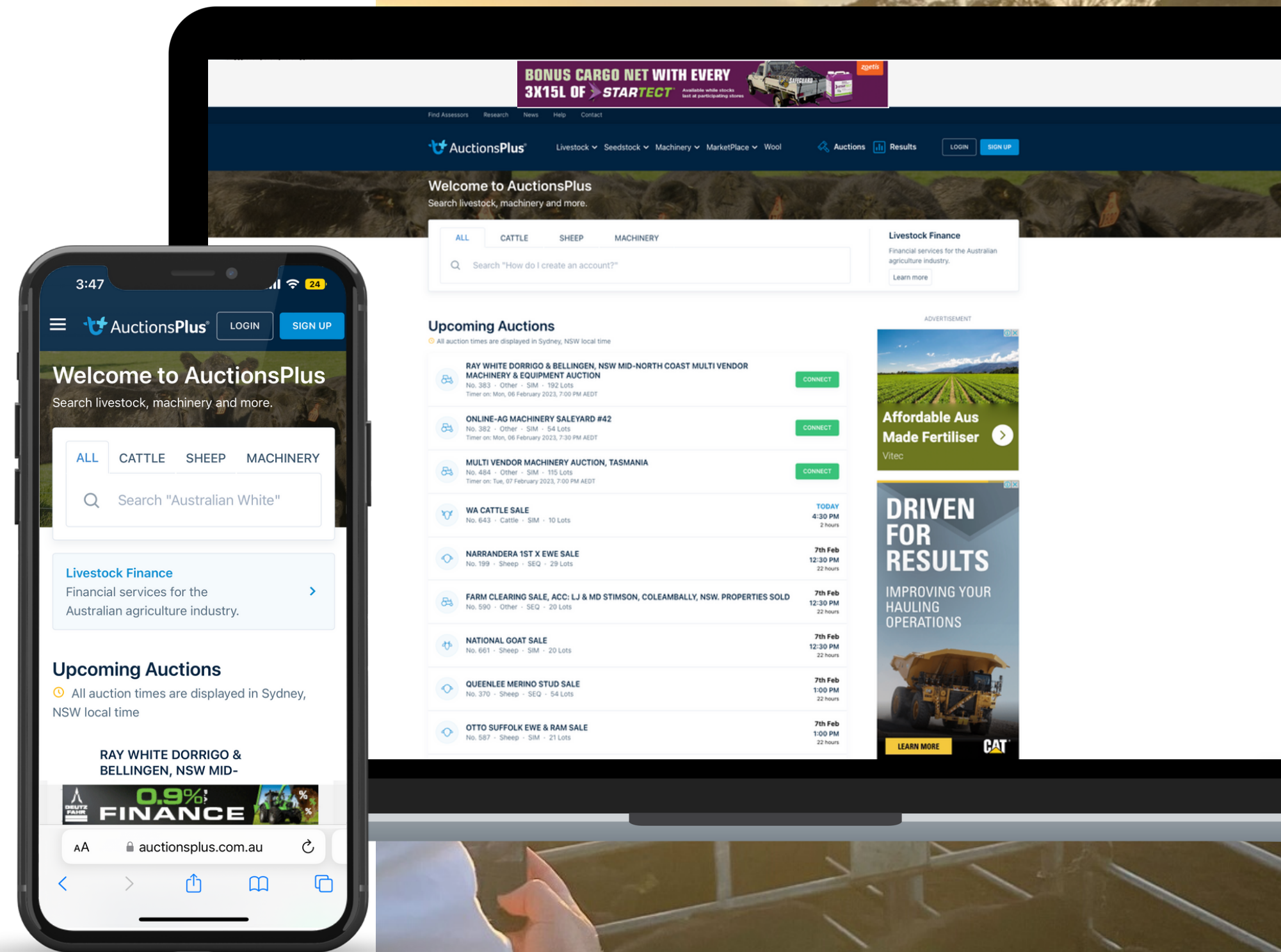


On Network Display

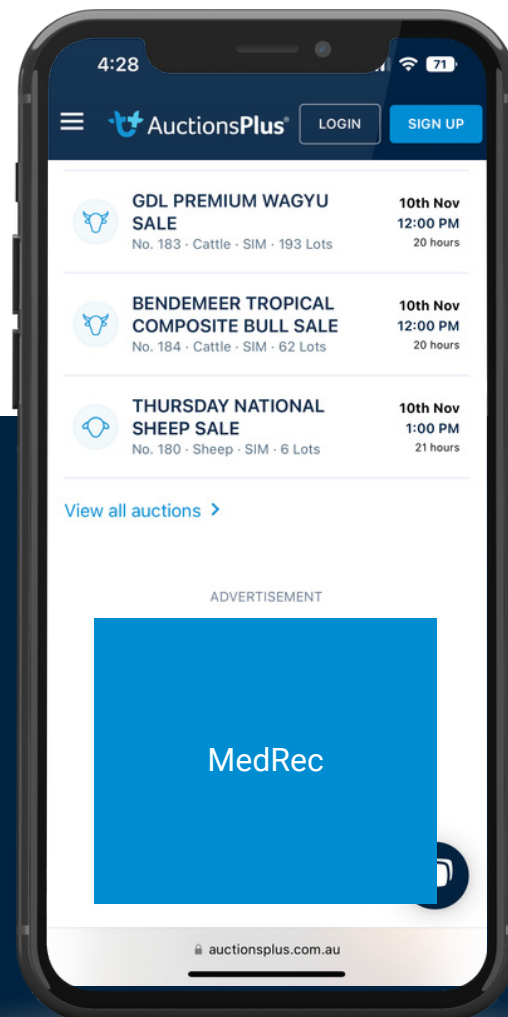
Delivering Australia's largest and most engaged ag audience, display advertising across AuctionPlus's premium website will help deliver effective marketing outcomes.

Run of AuctionsPlus:

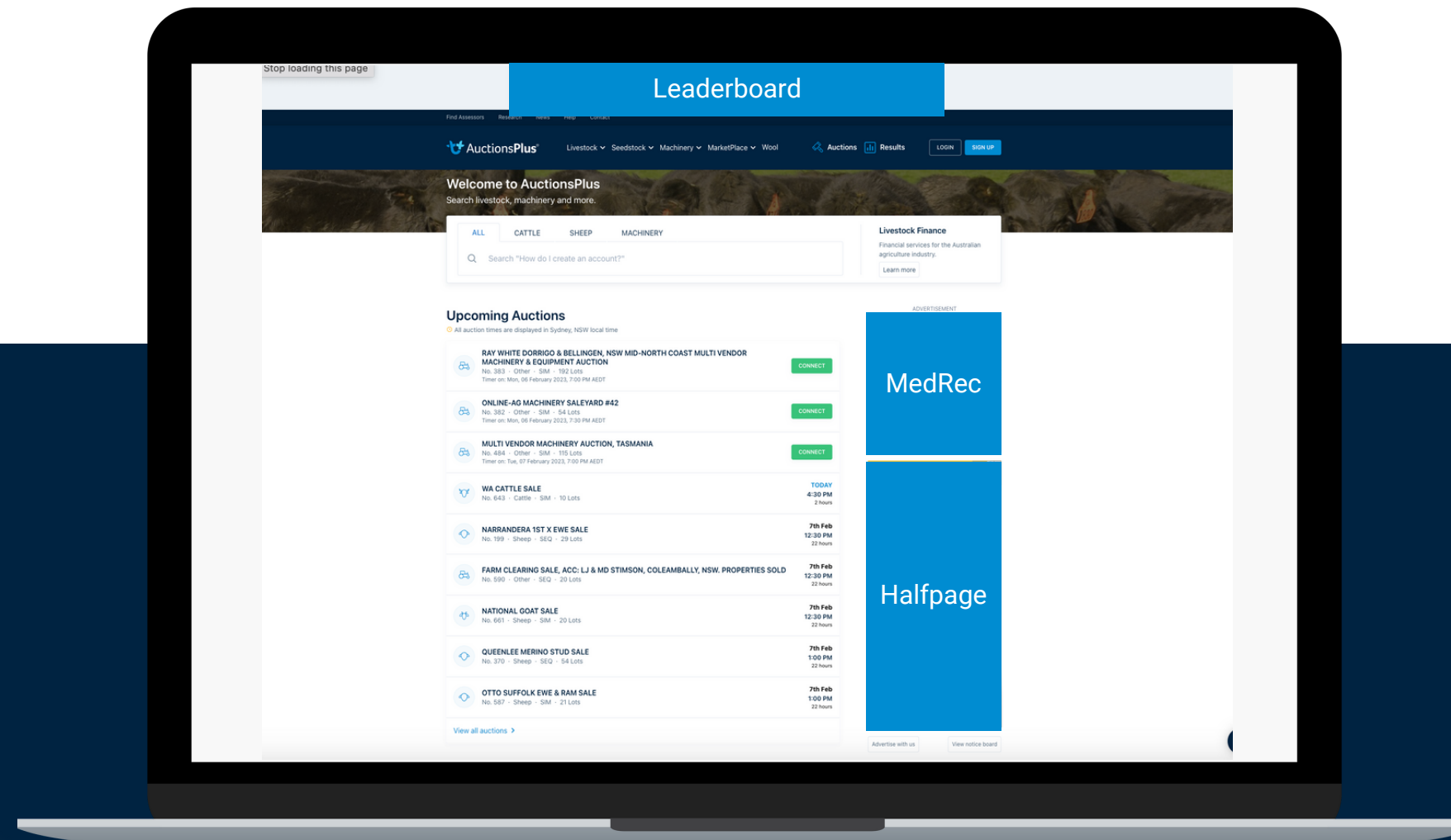
- Display ads across AuctionsPlus premium site
- Cost Per Thousand (CPM) and Sponsorship opportunities
- Geo Targeting capabilities
- Category targeting (Cattle, Sheep, Machinery, Upcoming Auctions and Auction Results)
- Ad Units: MedRec, Leaderboard, Billboard, Halfpage & Mobile Banner



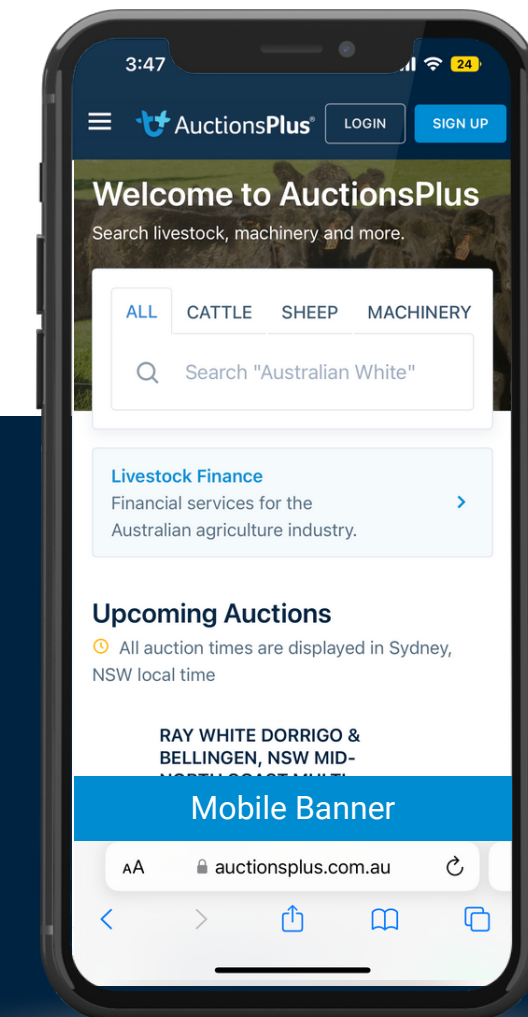
Ad Specification



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: 1,000,000+**
- **Average weekly clicks: 800+**
- **Average weekly unique Visitors: 85,000+**

Partnership opportunity: 20% share of voice buyout on all premium ad units (leaderboard, half page, medrec and mobile banner) across the homepage on both mobile and desktop for 1 week.



Premium Content

APlus News is dedicated to bringing you actionable insights to help you run your business better. With a journalistic team dedicated to uncovering news and trends and an analytics team with access to deep, best-in-class data, APlus News will help you find the signal in the noise. Optimised for the mobile experience, APlus news will deliver content for and about our sector in a compelling, digital-first format.

APLUS NEWS

- Market leading insights / trends
- Video: Sale of the week
- Innovation / Tech / Market leaders
- Farmer profiling / best practice
- Real Estate / politics / finance
- Experts opinion / international trends



JACKSON HEWETT - HEAD OF CONTENT

Jackson worked at News Corp for eleven years, including as editor of Business Spectator and associate editor at The Australian where he created premium content for the national masthead, co-hosted The Australian Ag Podcast with Weekly Times and master of ceremonies of the Global Food Forum.

Growing up on a farm, Jackson became interested in business from an early age and in 20 years of covering finance and economics across the world, he has always found himself drawn to stories involving agriculture. Jackson offered a wide range of journalistic experience across print, radio and television.



HAYLEY KENNEDY - JOURNALIST

Hayley spent 4.5 years with Queensland Country Life, of which two years she held the position of livestock editor. 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.

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 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.

• Cattle • Auction Preview

Te Mania's Unwavering Commitment to Breeding Better Beef

PUBLISHED WED, 22 FEBRUARY 2023

By [Hayley Kennedy](#)

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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, carcass 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


• Finance & Advice

DelayPay maximising cashflow flexibility for agribusinesses

PUBLISHED THU, 2 MARCH 2023

By [AuctionsPlus](#)

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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.

Ag Database - Weekly EDMs

Catch up on all the latest stories from...

The Box Weekly

Connecting with communities across rural Australia

Lawson Grains may convert some cropping areas to livestock
By Jackson Hewett



The Box Weekly
45,000+ Subscribers
Wednesday

Stay connected with rural and regional Australia. Weekly news, weather and the properties to watch.




The latest articles from the AuctionsPlus Market Insights (AMI) team.

AuctionsPlus Cattle Breed Breakdown – How Did Your Breed Perform in Q2 2023?
By Damien Thomson




Market Pulse
25,000+ Subscribers
Thursday

Your exclusive access to all the latest market comments, industry insights, outlooks & forecasts from our team



Weekly Market Comments

Weekly Cattle Comments - 21.07.23
By AuctionsPlus,



AuctionsPlus commercial cattle listings lifted to 8,422 head, increasing by 2%. The larger offering was met with subdued demand as clearance slipped to 56% and Value Over Reserve fell to \$61. The cattle market overall continues to track sideways, with steers slipping slightly this week and heifers bouncing back. Interestingly, young steers and heifers between 200kg and 400kg have been

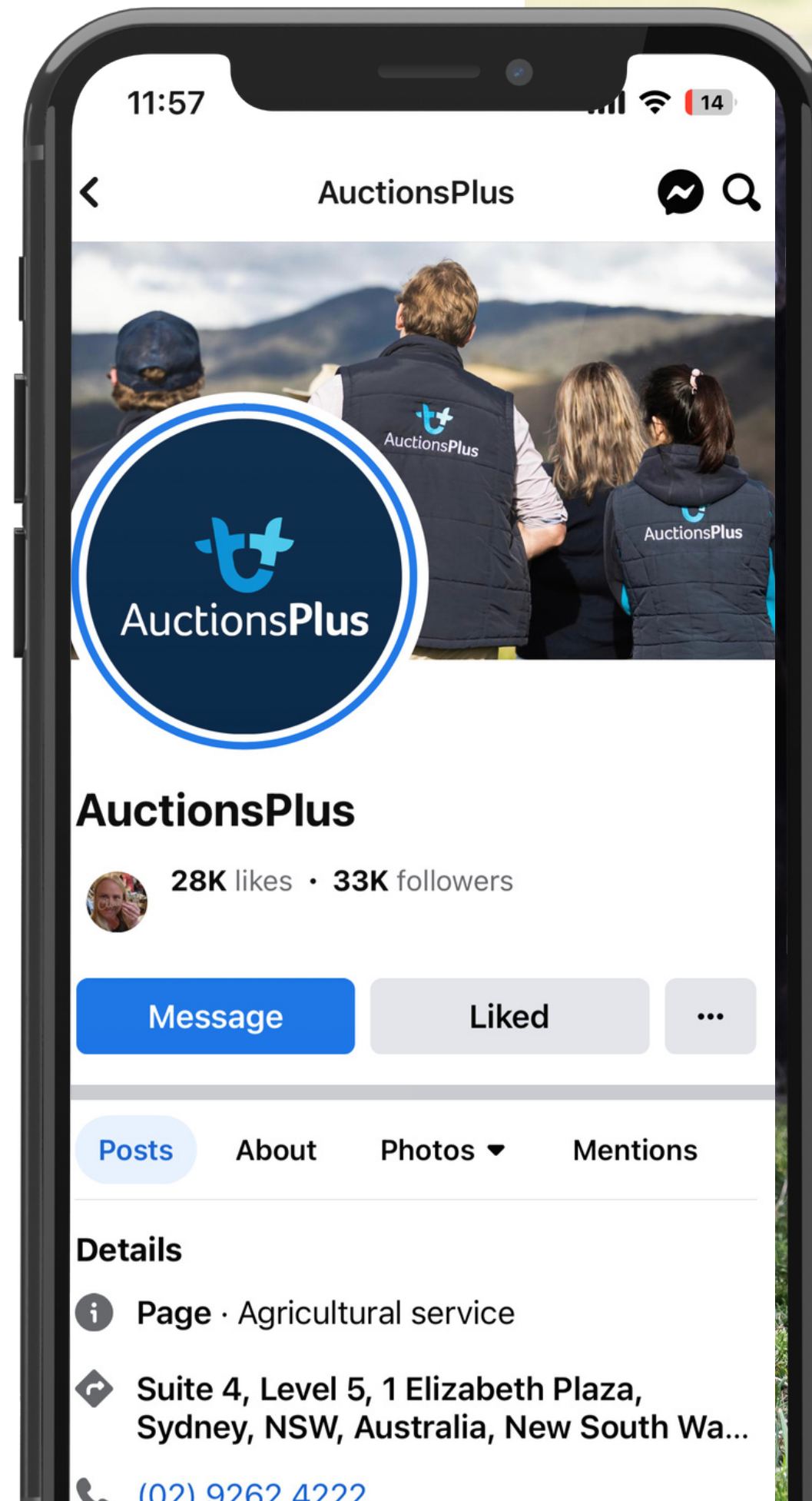
Market Comments
23,000+ Subscribers
Friday

A weekly national wrap up of the way it was, market prices and analysis

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.



First Party Data

First-party data empowers advertisers to connect more effectively with their audience, increase ad relevance, and build stronger customer relationships and ROI. It provides advertisers with accurate insights into their target audience, enabling them to create more personalized and effective advertising campaigns.

From website analytics to behavioural and purchase history data, AuctionsPlus has a robust data warehouse which can be segmented in to specific audience segments, relevant to individual target audiences.



Website Analytics: Data collected from tools like Google Analytics or Adobe Analytics, which provide insights into website traffic, user behavior, and demographics.

- Age
- Gender
- Geo-location

Behavioural Data: Data on how users interact with the website, including the pages they visit, the products they view, and the time spent on the site.

- Targeting livestock verticals or people viewing upcoming actions

User Account Information: Data collected during the user registration process, such as email addresses, names, locations, and preferences.

- Target farm owners through PIC numbers
- State or postcode targeting

Purchase History: Details of past purchases made by customers on the company's website or offline stores.

- Target people who have recently purchased livestock or machinery

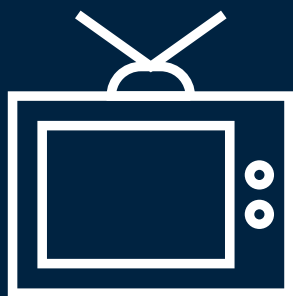
Lookalike Audiences: Profiled online users who share similarities with a targeted first party data segment to reach new potential customers.

- Increase the reach and size of any first party data to prospect for new customers

Cross-Channel Marketing

Utilise your first-party data across various marketing channels, including YouTube, social media and programmatic display to increase your reach and ROI.

VIDEO



Catchup TV


Social



PROGRAMMATIC

Our Programmatic Inventory will run across 120,000+ tier one verified sites and apps including.

While some may not be Ag specific websites, programmatic display targets the users based on first part data segments and their geolocation, not the website itself.

A person wearing a blue shirt and a dark cap is standing in a rural setting. In the background, there are sheep and a white fence. The scene is outdoors, possibly at a farm or auction yard.

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

www.auctionsplus.com.au