

## **ACM LAUNCHES NEW APP THAT GIVES RURAL AUSTRALIA REAL TIME NEWS AND INFORMATION**

FRIDAY, NOVEMBER 4, 2022 - ACM Agriculture has today launched a new app for digital subscribers as it looks to expand its content offering for the industry.

“Digital subscribers now have the convenience of faster news and market updates, right at their fingertips,” said ACM Managing Director Tony Kendall.

Kendall went on to say, “In the constantly changing environment it’s important that we give our audience real time convenient news that they can take with them, and this app does just that.”

The new ACM Agriculture app is available for premier titles; *The Land*, *Queensland Country Life*, *Stock & Land*, *Stock Journal* and *Farm Weekly*. Demand is strong, with more than 1,000 downloads of the app already.

Exclusively available to digital subscribers, the apps give readers access to each of the agricultural titles through one easy to use drop down menu.

Readers also have the ability to personalise their news feed to prioritise the issues and commodities that matter most to them.

“Designed to be a superior experience for readers and drive audience engagement, the apps will also provide high quality advertising opportunities for brands,” Kendall said.

In addition to all the latest news and market information, the apps are loaded with features designed to meet the needs of rural audiences.

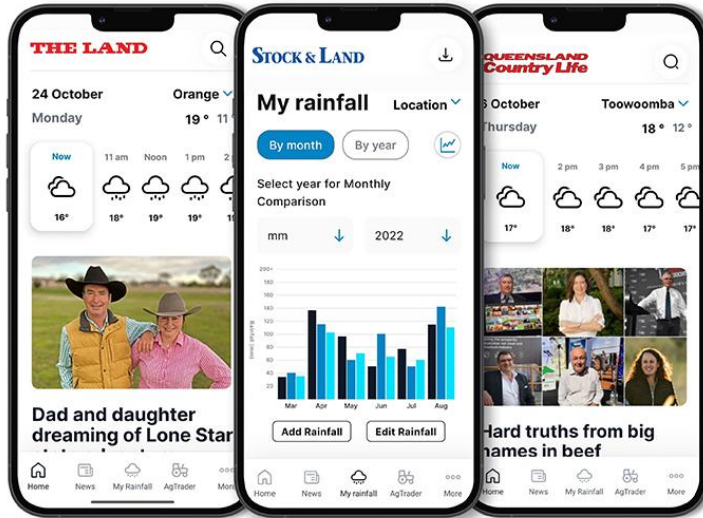
The apps feature My Rainfall - a unique rainfall recording platform that allows the user to record data for multiple gauges and analyse the data with interactive, easy to use graphics. This rainfall data can also be downloaded in Excel format to a personal device.

App users will also have access to searchable livestock auctions and clearing sales listings and the popular AgTrader machinery and property sales platform.

Subscribers can now access the apps in store or by clicking on the relevant masthead: [The Land](#), [Queensland Country Life](#), [Stock & Land](#), [Stock Journal](#) or [Farm Weekly](#).

Now just  
one tap  
with our  
new app

**ACM**  
*Agriculture*



Contact: Paul Tyrrell, 0416 124 568

**ACM** is Australia's largest independent media company. We are passionate about keeping our communities strong, informed and connected. ConnectNow with ACM.

-ends-