



# Media

Understanding  
media consumption  
of farmers

**ACM**  
*Agriculture*





## **Farmers can be hard to reach due to the unpredictable nature of farming**

The varied and unpredictable hours of farm life has created an appetite for media that can be consumed at times convenient for farmers.

They can't be locked in to the television or radio time slots that typically secures other audiences.

Their lifestyle is different and therefore their media habits are too.

The ACM Agricultural brands are the Australian farmers trusted business adviser, shaping decisions and providing direction for all things farming.

Built on decades of trust our content informs, engages and connects with today's farmer.

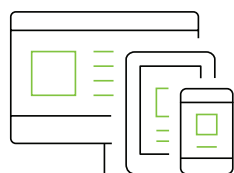
**OVER 130 YEARS OF CONNECTION & TRUST**





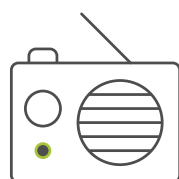
### Print is still a mainstay with 70% reach

The ACM 6 agricultural NEWSPAPERS reach 70% of farmers.



### Website reach continues to grow

The ACM 6 agricultural WEBSITES reach 51% of farmers and they have high engagement with our content & ads.



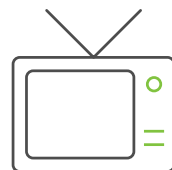
### Listen to less commercial radio

59% of farmers listening time is to the ABC & community radio.



### Print & website combination reaches more farmers 76%

The ACM 6 agricultural mastheads in print & online reach 76% of farmers.



### Only 19% of TV viewing time is on FTA TV

34% of viewing time is on streaming services and paid TV (Netflix & Foxtel etc).

Plus 13% of viewing time is on the ABC.



### Only 44% of farmers use social media

Australians are typically very skeptical of social media content. However ACM social media have high levels of engagement.

# MEDIA SNAPSHOT

**The agricultural industry a farmer works in, the seasons and the weather dictates what type of and how much media a farmer consumes on a daily basis.**

ACM agricultural brands are a standout to reach farmers, engaging and communicating with them about agriculture and their lifestyle.

**Get in front of farmers via brands they trust and use daily.**

**THE LAND**  
NORTH QUEENSLAND  
**REGISTER**

**Farm WEEKLY**  
**Stock Journal**

**QUEENSLAND**  
**Country Life**  
**STOCK & LAND**

**THE LAND**

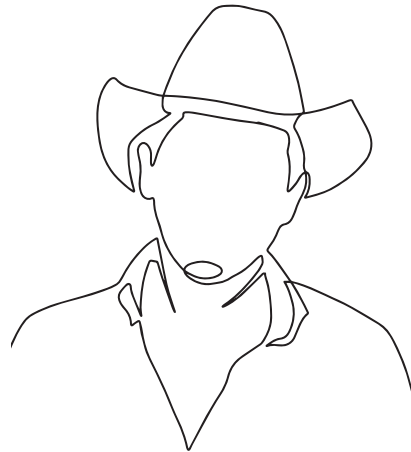
**Farm WEEKLY**

**QUEENSLAND  
Country Life**

**NORTH QUEENSLAND  
REGISTER**

**Stock Journal**

**STOCK & LAND**



**77%**

of farmers read our mastheads,  
either online or in print every month.

PRINT REACHES  
**70%**

OF AUSTRALIAN  
FARMERS EVERY MONTH

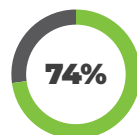
WEBSITE REACH  
**52%**

OF AUSTRALIAN  
FARMERS EVERY MONTH

## Print readership



**47** minutes spent  
reading the paper



**74%** Portion of paper read



**2.2** number of  
pick-ups

## Website readership



**3:09 mins** average time on page\*



**1.68** sessions per user\*



**2.22** average number of page views  
per user\*

### PRINT AUDIENCES



**435,206**

Print audience  
monthly<sup>^^</sup>

### WEBSITE AUDIENCES



**197,353**

Website audience  
monthly<sup>^</sup>

### SOCIAL MEDIA AUDIENCES



**436,406**

Social media  
audience monthly<sup>#</sup>

### FIELD DAY AUDIENCES



**100,000**

Visitors to our field  
days annually\*

### e-NEWSLETTER SUBSCRIBERS



**10,888**

Subscribers to our  
daily e-newsletters

### DIRECT MAIL DATABASE

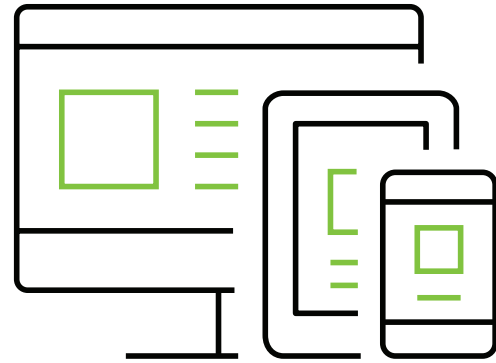


**66,349**

National direct mail  
database to farmers

# ONLINE AD ENGAGEMENT

Highly engaged & qualified audiences



**Engagement with advertising has increased on our websites post paywall**

**App ad engagement is even higher**

- Prior to the paywall, click through rates were industry standard i.e. 0.05% - 0.06%.
- Post paywall, we are seeing a far greater engagement with the advertisers message. We are currently experiencing an average click though rate of 0.1%.
- For the month of January our Apps are doing even better and we are seeing CTR of over 0.4%.

# ACM

*Agriculture*