

ACM NAMES SCOTT MCCULLOUGH AS COMMERCIAL DIRECTOR OF ITS AGRI DIVISION AND APPOINTS SENIOR STRATEGY AND MARKETING EXECUTIVES

TUESDAY, SEPTEMBER 17, 2024 - ACM Managing Director Tony Kendall today announced three senior appointments, including **Scott McCullough** as Commercial Director of its Agri division, Australia's largest provider of agricultural news.

In addition, **Lupe Prada** has been appointed Head of Marketing for ACM Agri and **Laura Allen** as Research and Insights Manager for Chi Squared.

In his newly created role, Scott will lead the commercial team working across ACM Agri media assets including key mastheads, marketplaces, events and digital.

Scott brings more than 25 years of sales and marketing experience to ACM Agri, having led sales, strategy and commercial operations for some of the nation's biggest publishers including AuctionsPlus, where he was the General Manager for Brand and Commercial, and News Corp Rural where he was the General Manager - News Ag. He has also held innovation and sales director roles at Pacific Magazines, SCA and ARN and is the founder of the Melbourne Media Industry Hall of Fame, now in its 15th year.

Under her Head of Marketing role, Prada will work across ACM Agri's agricultural mastheads, while also leading marketing activity on marketplaces projects, joint venture businesses and events.

Prada is a senior marketing and communications professional with more than 20 years' experience in media strategy, consumer insights and events. Prada has worked with several brands in the media, marketplace and lifestyle sectors including Gumtree, CarsGuide, Nine Entertainment, NBCUniversal, as well as Fairfax Events & Life Media.

As Research & Insights Manager, Allen will lead ACM's agricultural and regional specialist research agency, Chi Squared, delivering a range of research services for clients. Allen has more than 15 years' experience as a quantitative and qualitative researcher, with positions at some of Australia and London's top research agencies. Laura joins ACM after six-years at Crown Resorts where she was the Group Senior Research Manager.

The new appointments follow significant growth for ACM Agri, with digital subscribers growing threefold** from June 2022 to July 2024 and its multi-platform network reaching an audience of 1.6 million^^ each month.

ACM Managing Director, **Tony Kendall**, said: "ACM Agri is Australia's premier agricultural media business, and as such, we need industry experts and a depth of experience on our team who can lead, innovate and deliver for our advertising partners."

"Scott, Laura and Lupe's appointments are part of our commitment to strengthening our commercial, sales, marketing and research divisions. The trio brings best in class experience to ACM Agri - I am

confident their deep expertise will give advertisers even more opportunities to unlock our agricultural audience for their brands.”

ACM Director of Marketing, **Jarrah Petzold**, said: “Agriculture is a multi-billion-dollar industry; and as Australia’s largest provider of agricultural news and information we connect with 78%^ of Australian farmers each month. With an extensive and diverse network, spanning print, digital, events, research, new products, partnerships and technology ACM Agri has the farmer at the center of everything we do. I’m really looking forward to working with Scott, Lupe and Laura and excited by the expertise they each bring to the team.”

ACM Agri is part of the broader ACM network, and includes titles such as The Land, Queensland Country Life, Stock & Land, Farm Weekly, Stock Journal, North Queensland Register, Farmonline, Farmbuy, AgTrader and Farmers Finance Australia.

ACM is Australia’s largest independent media company, collectively reaching an audience of more than 4 million*^ each month.

All three appointments are effective immediately.

Contact: Jarrah Petzold, Marketing Director - 0403 860 303

SOURCE: *^Roy Morgan Single Source, Mar 2024. IPSOS Iris, June 2024 (ACM Organisation). ^McNair Yellow Squares QARS 2023-24 Research. **Piano, June 2022 v July 2024. ^^Monthly UA print Roy Morgan Dec 2023, UA online, Roy Morgan Live Audiences Dec 2023, Newsletters opened June 2024, Visitors Agquip, Farmfest, AgSmart 2024, Chi² Research database.

Contact: Jarrah Petzold, 0403 860 303

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

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