

ACM EXPANDS AGRI SALES DIVISION WITH STRATEGIC HIRES TO STRENGTHEN LEADERSHIP

FRIDAY, 3 OCTOBER, 2025 - ACM Agri is making significant investments in its commercial team with the appointment of new sales leaders. These strategic additions are set to strengthen the company's position as a leading partner for brands to connect with the Australian agricultural sector.

ACM Agri's network of publications including The Land, Queensland Country Life, North Queensland Register, Stock & Land, Stock Journal, and Farm Weekly have served as vital resources for farming communities nationwide for over 100 years. This deep-rooted connection has cultivated a highly engaged audience, making ACM Agri a trusted partner for advertisers.

"ACM Agri is Australia's leading agri-media and data network, engaging 85%^ of the nation's farm decision-makers every month across digital platforms, print, social, events and beyond," said Scott McCullough, ACM Agri General Manager – Commercial.

McCullough commented, "We're more than a media company - we're a trusted connector at the heart of Australian agriculture. By combining generations of credibility with data-driven digital innovation, we ensure that when a brand's message runs with us, it doesn't just reach farmers - it influences decisions and drives measurable action".

"I'm excited to welcome this group of established leaders to the ACM Agri team. Their deep expertise will allow us to forge even stronger partnerships with our clients and introduce a new wave of innovative marketing solutions to the sector," said McCullough.

ACM's strategic hires include industry leaders with deep expertise in media and advertising, reinforcing the company's commitment to delivering innovative, data-driven marketing solutions.

Key appointments include:

Tom Zavec, National Agency Sales Director: Tom brings a wealth of senior sales expertise to ACM Agri, having held leadership roles across prominent media organisations including Motio, Shopper and Pacific Magazines. In his capacity as National Agency Sales Director, Tom will lead the newly established Agency Sales team, with a clear mission to strengthen strategic partnerships and drive growth through collaboration with Australia's leading media agencies.

Mark Simpson, Agricultural Commercial Manager - Queensland: Mark brings a wealth of sales and business leadership experience, including over 15 years with News Corp Australia. His strong track record of building high-performance teams and executing digital transformation initiatives positions him to lead the Queensland sales division.

Sam Rohayem, National Real Estate Sales Manager: With 20 years of experience in real estate advertising sales at News Corp Australia (The Weekly Times and Realestate.com.au), REIV, and Fairfax, Sam will lead ACM Agri's focus on the booming farm property market, which has seen average farm prices increase by 256%* over the past two decades.

“ACM Agri is built on over 600 years of trust and credibility, connecting brands with our audience through a truly integrated, omnichannel approach,” said Tom Zavec. “We are dedicated to advancing the Ag industry by creating innovative products that help brands foster deeper, more meaningful engagement. Leveraging first-party data and audience insights, we provide Agri-marketing solutions that deliver unmatched impact and reach.”

“I’m thrilled to have joined ACM Agri at a time of unprecedented growth as the business supports Australia’s thriving agricultural industry,” said Mark Simpson. “Our newly formed Queensland division is already making huge inroads with customers and is set to support the major industries in the region, including beef and horticulture.”

Rohayem added, “I’m looking forward to applying my property experience to the Ags division and helping create leading solutions for agents. Our first-party property data, combined with our editorial team who truly live and breathe ag, makes us unstoppable.”

In addition to these appointments, ACM Agri is further expanding their opportunities for advertisers from print, digital, at event, off network geo targeting and first party data solutions with the launch of **Out Of Paddock**, a new Out-of-Home (OOH) media platform for the agricultural sector. This initiative gives brands access to impactful digital advertising screens at key field days. By harnessing the benefits of digital OOH, advertisers can deliver dynamic, flexible, and high-impact messaging directly to engaged rural audiences, further demonstrating ACM’s commitment to supporting the sector.

Source: *Australian Property Institute, 2025 Valuation Insights Report - Agriculture. ^QARS, (Heartbeat of Australia), May 2025. Farm owners/managers n=810, Agri community n= 2,748. **Roy Morgan Single Source, June 2025, P14+, Roy Morgan iris, ACM Cross Platform Audience.

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About ACM

ACM is Australia's largest independent media company collectively reaching over 5.2 million** Australians each month. The ACM network comprises more than 100 brands, including leading regional news brands The Canberra Times, Newcastle Herald, The Examiner, The Border Mail, The Courier and the Illawarra Mercury. The Agricultural division, ACM Agri, reaches 85%^ of farm decision makers each month with a national footprint of agricultural specialist brands including The Land and Queensland Country Life, marketplaces Farmbuy and Ag Trader and events Agquip and Farmfest. We are passionate about keeping our communities strong, informed and connected. Connect now with ACM. Visit ACM.media