

Farmbuy.com Advertising Upgrades

Farmbuy is where serious buyers find quality listings

REACH MORE BUYERS

Connect with serious, qualified audiences actively searching for farms and rural lifestyle properties.

MAXIMISE EXPOSURE

Combine print and digital to showcase your vendor's property across multiple channels created specifically for the Agri community.

BUYER CONFIDENCE

Farmbuy's reputation and ACM's Agri news brands add credibility and trust to your listing. Search functionality tailored for farm and rural property eg dairy, livestock, hobby.

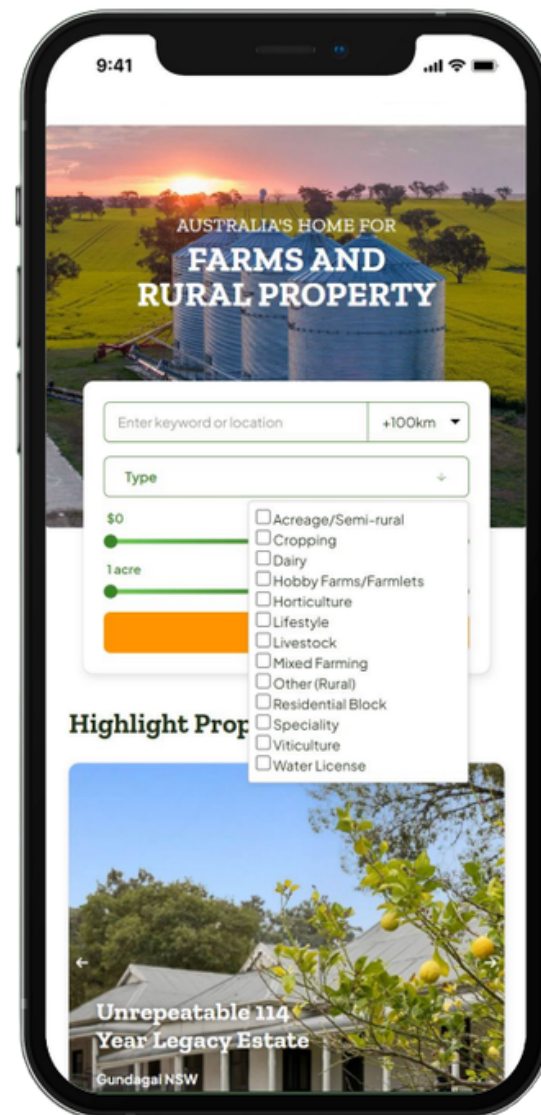
DRIVE INTEREST

Premium placements and targeted online tools help generate stronger, faster buyer interest.

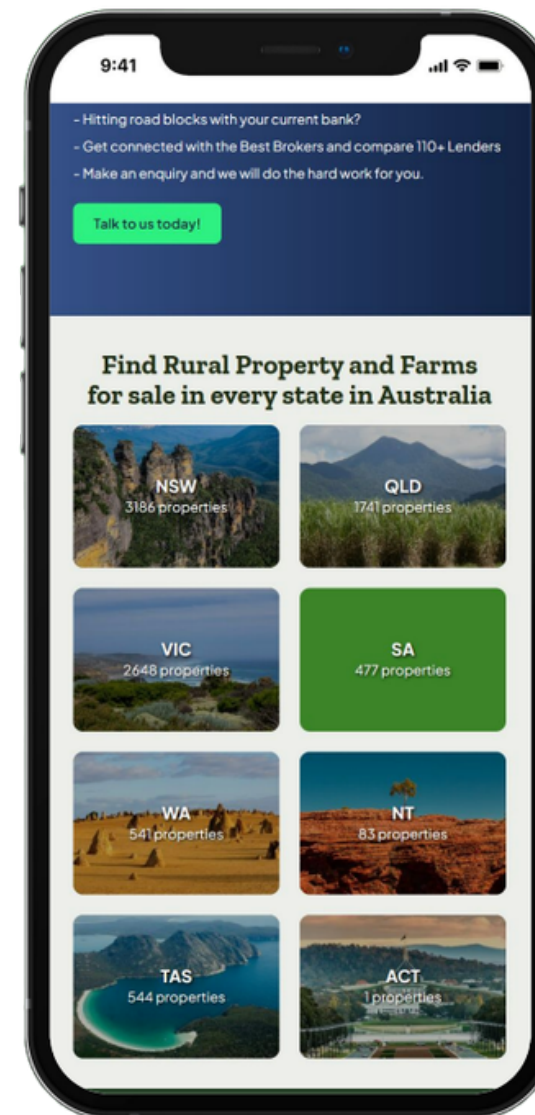
FLEXIBLE OPTIONS

Choose the listing package that suits your vendor's needs and budget, with easy add-ons to boost visibility.

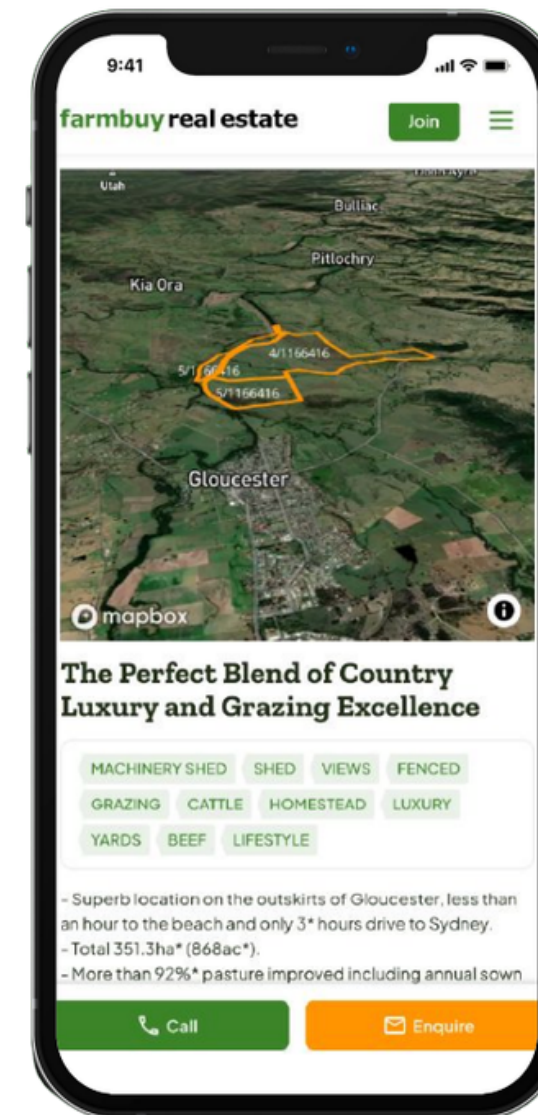
Unique features designed for rural property



Search by Farm Type



Search by State



Enhanced Mapping

Listings on Farmbuy.com portal motivate qualified buyers to take action.



2,438,000 +
Property Searches

↑ 11% YOY



4,590,000 +
Property Views

↑ 35% YOY



16,000 +
Property Enquire
EMAILS

↑ 40% YOY



11,000 +
Click to Calls

↑ 30% YOY



27,000 +
Total Leads

↑ 36% YOY



38k UAs
Farmbuy
portal



+79k
social
followers



70k
farmbuy
subscribers

Farmbuy property - digital campaigns

Multi channel digital campaigns leveraging premium placements and products



Platinum

**Platinum
plus**

Diamond

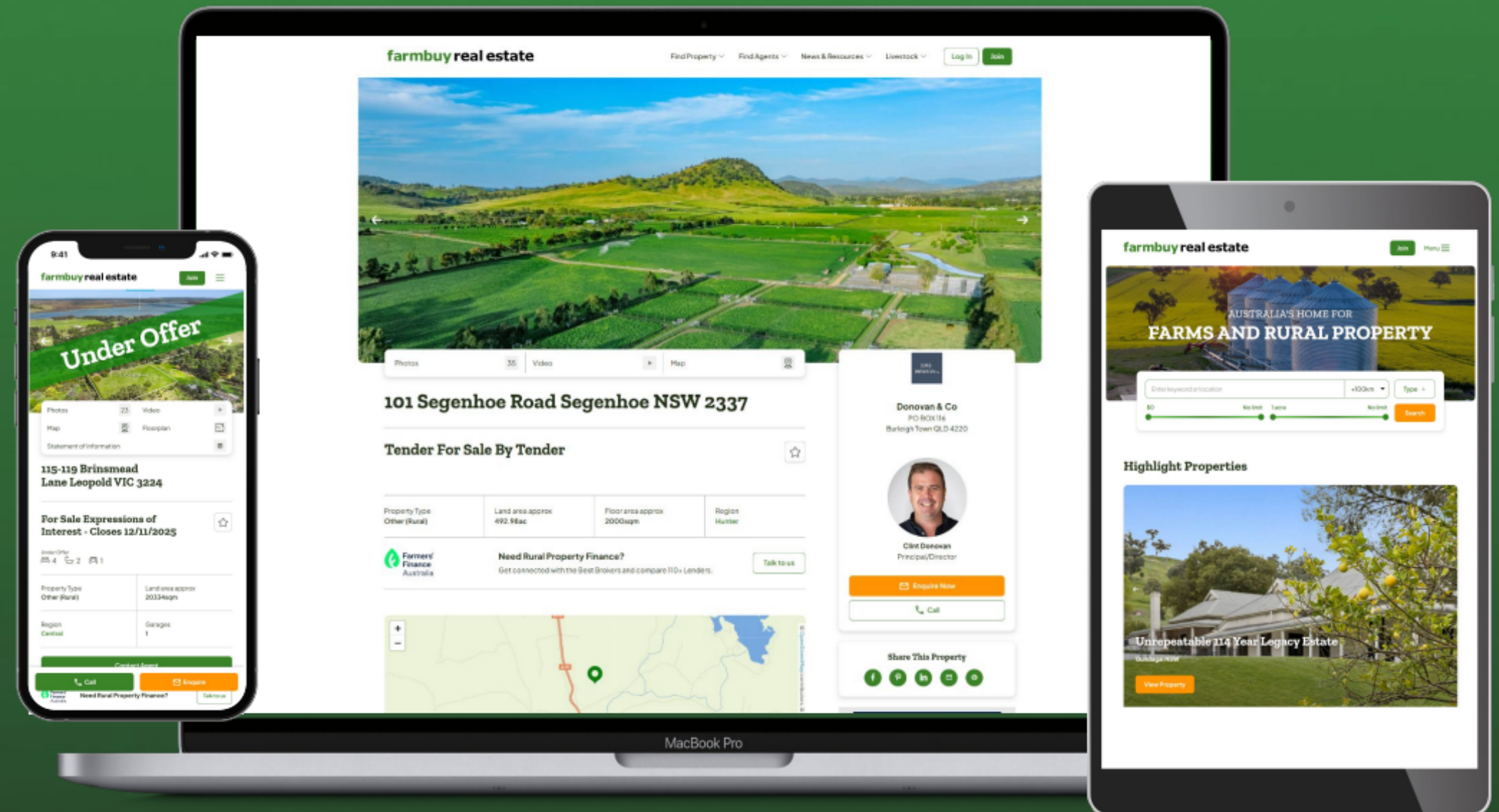
Farmbuy Platinum

maximize sale price & profile

Top Property Placement
Home Page Property Slider
Social - Organic & Paid Property Post
Social - Organic & Paid Editorial Post
Personalised Property Editorial
Mixed Property EDM
Enhanced Mapping Titles & Boundaries

Total Investment farmbuy.com:

- Digital only \$1100 ex. gst
- Print + Digital \$1000 ex. gst
(Casual \$1300 ex. gst)



Search Impressions
579,403

Mixed EDM Open Rate
45%

Property Views
3,316.37

Photo Gallery Views
1,345

Enquiries
13.45

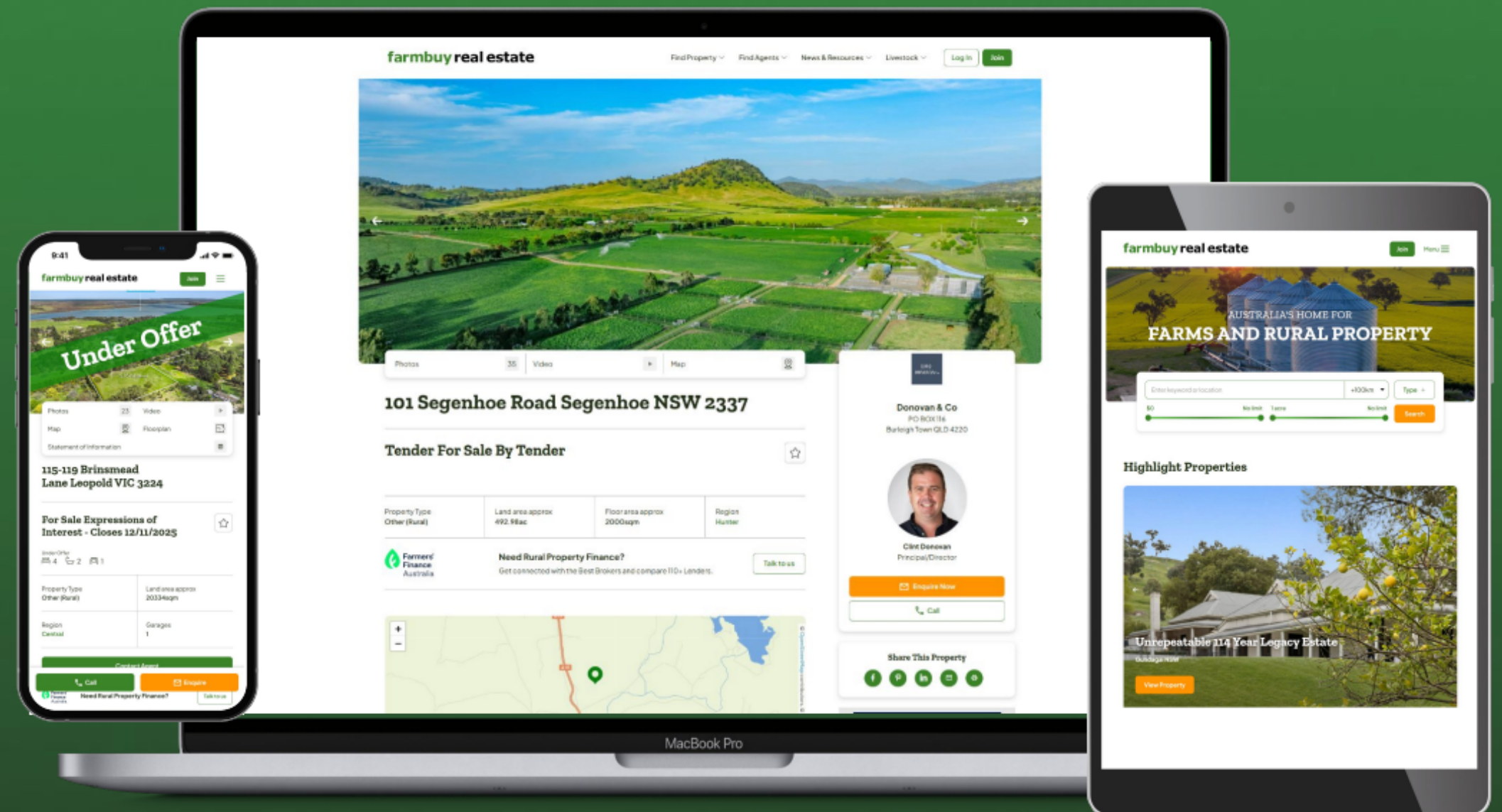
Farmbuy Platinum Plus

unparalleled exposure & conversion

Top Priority Property Placement
Home Page Highlight Property Slider
Personalised Property Editorial
Social - Organic & Paid Property Post
Social - Organic & Paid Editorial Post
Mixed Property EDM
Enhanced Mapping Titles & Boundaries
PLUS
Property Showcase Carousel
Personalised Property Editorial
Solus EDM

Total Investment farmbuy.com:

- Digital only \$1600 ex. gst
- Print + Digital \$1500 ex. gst
(Casual \$1800 ex. gst)



Search Impressions
693,571

Solus EDM Open Rate
47%

Property Views
3,429

Photo Gallery Views
1,729.22

Enquiries
19.92

Farmbuy Diamond

unparalleled exposure & conversion

Top Priority Property Placement

Home Page Highlight Property Slider

Personalised Property Editorial

Social - Organic & Paid Property Post

Social - Organic & Paid Editorial Post

Mixed Property EDM

Enhanced Mapping Titles & Boundaries

PLUS

Property Showcase Carousel

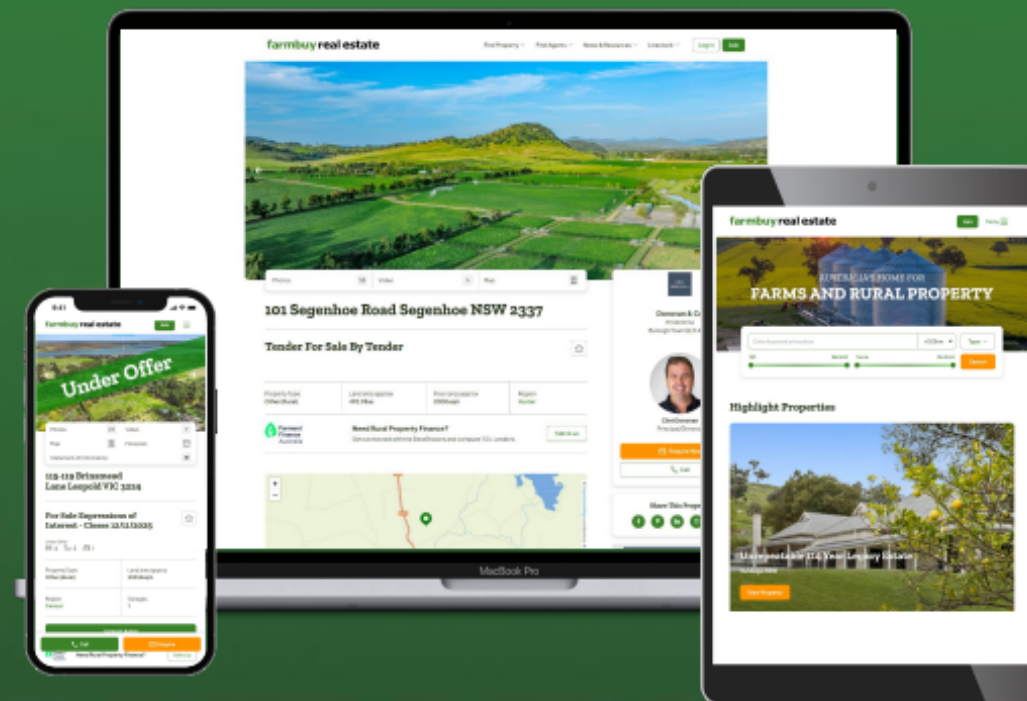
Personalised Property Editorial

Solus EDM

On the Farm CTV

Total Investment farmbuy.com:

- Digital only \$3,000 ex. gst
- Print + Digital \$3,000 ex. gst
(Casual \$3300 ex. gst)



Search Impressions
693,571

Solus EDM Open Rate
47%

Property Views
3,429

Photo Gallery Views
1,729.22

Enquiries
19.92