

MEDIA · STUDIO · CONSULTANCY

Reach the people who run UK agriculture.

Agribusiness, agri-tech and farming decision-makers — in a premium editorial environment, with the in-house team to make the campaign work.

WHAT AGRINEWS IS

The Bloomberg of agriculture — built for the people who work in it.

A UK trade-news title for agribusiness professionals: two lead verticals — AgriBusiness and AgriTech — over seven sections, live markets, and a daily edition. Authoritative, fast and data-literate. No lifestyle filler, no advertorial dressed as news.

WHO READS IT

Agribusiness professionals

Buyers, sellers, advisers, processors, traders, land agents and policymakers — the people whose decisions move money through the sector.

Agri-tech buyers & builders

Machinery and precision-ag buyers, dealers, founders and investors following robotics, data, genetics and funding.

Working farmers

Progressive UK and Irish producers — arable, beef, dairy, sheep and pigs — reading for the numbers, schemes and kit.

AgriNews is a launch-stage title. Audience and reach figures are shared under NDA as they build, rather than inflated here. What we promise now is context: a premium, brand-safe, agribusiness-first environment with live markets and a daily edition.

WHY AGRINEWS

Audience, not eyeballs

Every reader is in or adjacent to agriculture. No wastage, no consumer padding.

Daily habit

The Briefing, The Close and live markets bring the same people back every working day.

A premium environment

A design and editorial standard built to sit beside the financial press.

The agency behind it

You don't just buy space — you get the team that makes the campaign work.

WAYS TO REACH THE AUDIENCE

The Briefing, presented by you

Single-sponsor billing on the 06:30 daily email — the sector's must-read. Lockup, logo and a line of copy.

Sponsored analysis

Clearly-labelled partner content to our editorial standard, with a permanent URL and amplification.

Section & vertical sponsorship

Own AgriBusiness, AgriTech, Markets or any of the seven sections. Category exclusivity available.

Display, markets & social

Brand-safe billboard/MPU, sponsor the live markets desk, and social-first video for the sector.

We don't just sell the space. We build and run the campaign that fills it.

Strategy & positioning

Audience and message strategy, go-to-market for launches and funding rounds, media planning.

Creative & content

Copy, design, photography and video; sponsored series to the Agrinews standard.

SEO & GEO

Search and AI-answer visibility for agri brands — get quoted by the assistants buyers now ask.

Paid media

Search, social and programmatic run in-house; lead-gen funnels for machinery and inputs.

Web & landing pages

Campaign sites and pages that convert — WordPress / Elementor builds you can own.

Analytics & attribution

Real measurement — pipeline and revenue, not vanity metrics.

HOW IT WORKS

01 Talk

A 30-minute call on your objective, audience and budget.

03 Build & run

The studio produces the creative and runs the campaign across Agrinews and beyond.

02 Plan

A media and campaign plan, formats, timings and a clear price.

04 Prove

Transparent reporting against the goal we agreed — and the next iteration.

START A CONVERSATION

Tell us who you're trying to reach.

We'll come back within one working day with the honest version — what will work, what won't, and what it costs.

hello@agrinews.co.uk · agrinews.co.uk/advertise