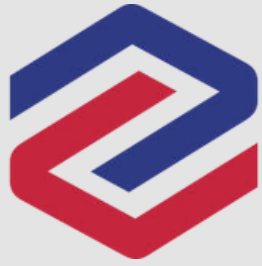




**Media Kit 2025**



# Formula

**World Agritech is a unique international B2B marketing communication platform, covering news and background information on mechanization in agriculture from around the world.**

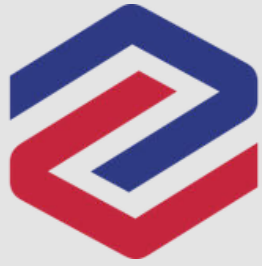
- **business news**
- **trade news**
- **product news**
- **research**
- **innovation**
- **people moves**
- **international events calendar**

**World Agritech reaches business professionals in the global ag machinery industry.**



# Target audience

- Importers of ag machinery and supplies worldwide
- Key-dealers
- OEM's
- Trade show organisers
- Progressive, future oriented farming professionals



# Channels

- **Website: daily news**                      **224,000 visits (Aug '23 - Aug '24)**
- **Weekly e-newsletter**                      **7,800 + subscribers worldwide**



# Opens and Clicks

## e-newsletter (mailchimp)

<b>World Agritech newsletter - 28 Augustus 2024</b> ✉ Regular email · Legacy builder Last edited Wed August 28, 2024 16:40 by Ad Bal	Sent Wed August 28, 2024 16:40	World Agritech Newsl...	37.0% Opens	4.3% Clicks
<b>World Agritech newsletter - 21 Augustus 2024</b> ✉ Regular email · Legacy builder Last edited Wed August 21, 2024 12:12 by Ad Bal	Sent Wed August 21, 2024 12:12	World Agritech Newsl...	39.4% Opens	4.3% Clicks
<b>World Agritech newsletter - 14 Augustus 2024</b> ✉ Regular email · Legacy builder Last edited Wed August 14, 2024 19:10 by Ad Bal	Sent Wed August 14, 2024 19:10	World Agritech Newsl...	37.5% Opens	4.9% Clicks
<b>World Agritech newsletter - 6 Augustus 2024</b> ✉ Regular email · Legacy builder Last edited Tue August 6, 2024 14:40 by Ad Bal	Sent Tue August 6, 2024 14:40	World Agritech Newsl...	33.8% Opens	6.6% Clicks
<b>World Agritech newsletter - 30 Juli 2024</b> ✉ Regular email · Legacy builder Last edited Tue July 30, 2024 15:54 by Ad Bal	Sent Tue July 30, 2024 15:54	World Agritech Newsl...	34.3% Opens	5.1% Clicks
<b>World Agritech newsletter - 23 Juli 2024</b> ✉ Regular email · Legacy builder Last edited Tue July 23, 2024 18:25 by Ad Bal	Sent Tue July 23, 2024 18:25	World Agritech Newsl...	31.2% Opens	4.2% Clicks



# 2024 Benchmarks

 Campaign Monitor

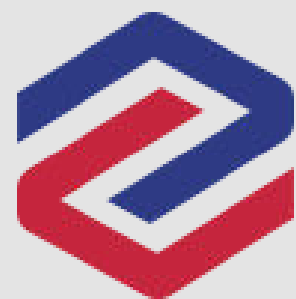


Email marketing benchmarks studies by Campaign Monitor and Mailchimp featured data from more than 25 industries. With the table below, you can see the overall averages for open rate, click-through rate, unsubscribe rate, and bounce rate:

OVERALL AVERAGE	PERCENT
Average open rate	19.21%
Average click-through rate	2.44%
Average unsubscribe rate	0.89%

INDUSTRY	OPEN RATE	CLICK-THROUGH RATE	UNSUBSCRIBE RATE
Advertising and marketing	19.30%	2.60%	0.20%
Agriculture, forestry, fishing, and hunting	20.50%	3.50%	0.20%
Automotive and aerospace	12.60%	1.20%	0.20%
Beauty and personal care	16.65%	1.92%	0.30%
Construction, contracting, manufacturing	22.40%	3.20%	0.30%

source: [WebFX.com](https://www.webfx.com)



# Advertising

## Homepage website

- Leaderboard 970 x 250 pix **€ 695 / month**
- Rectangle 800 x 650 pix

## Weekly e-newsletter


- One-time **€ 150**
- 4 Times consecutive 730 x 190 pix **€ 500**

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It's RightSpot



**Ag Leader**  
CropSense RightSpot Tur  
Control System 2024

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**gateway to the global ag machinery industry**



**Mahindra presents CBG tractor**  
2 September 2024

Mahindra showcased its first CBG (Compressed Bio-Gas) powered Vivo Tech+ tractor. By using compressed natural gas, the tractor represents an advancement in tractor technology. It


[Read More >](#)



**TractorBumper Air inflates tires**  
2 September 2024

In order to meet with the growing demand for tire inflation systems in combination with capacity, frame weight, cabby and design, TractorBumper introduces its "Air"


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**All-round Pöttinger PLANO cultivator**  
1 September 2024

Pöttinger introduces the PLANO VT 6000 rolled stubble cultivator, with a working width of 6 meters and 6 rows of tines. This enables shallow and

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**OutRun drives autonomous grain cart**  
11 August 2024

Pfaff Thibault introduces OutRun, the first commercially available autonomous remote grain cart solution. It is a self-contained remote kit that enables autonomous grain cart operation.

[Read more >](#)

**Ultimate Comfort.**  
The new GRAMMER MSG 297/2900






**Krone expands XDisc capacity**  
20 August 2024


Krone launches the new XDisc 710 direct cut harrow, designed to meet the demand for added efficiency and comfort. In addition to maize, some other

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**LED THERE BE LIGHT!**



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**Retrofit kit to enhance Precision Ag**  
29 August 2024

John Deere introduces its "Precision Ag Control Package". This is a low-upfront-cost retrofit Precision Ag technology kit for every type of farming operation, to utilize

[Read more >](#)

**Built for efficiency.**






**GRIMME upgrades REXOR harvester**  
28 August 2024


The latest generation of the 6-row REXOR G600 beet harvester with a bunker capacity of 45 m³ is equipped with the latest cab generation, is

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**Yanmar acquires CLAAS India**  
27 August 2024

Yanmar Holdings acquires all shares of CLAAS India, through its group company Yanmar Corporation Agriculture. The acquisition, expected to be completed by September 30, 2024.

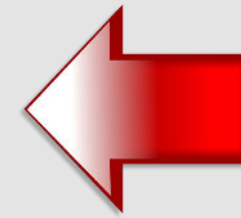
[Read more >](#)

**Mahindra into rotavator production**  
27 August 2024

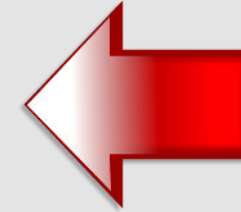
Mahindra's Farm Equipment Sector (FES) is gearing up to transform land preparation activities for farmers in India, through its comprehensive range of rotavators, developed for

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1 2 3 4 5



**Leaderboard**



**Rectangle**

