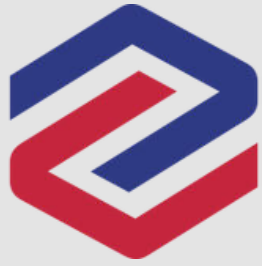




Media Kit 2026

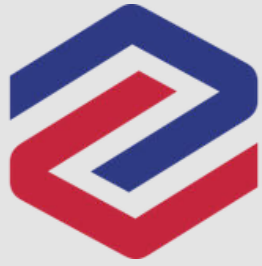


Formula

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

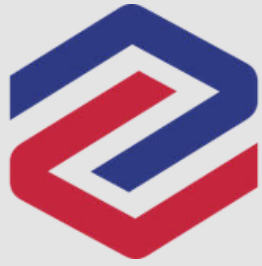
- **business news**
- **trade news**
- **product news**
- **research**
- **innovation**
- **people moves**
- **international events calendar**

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



Target audience

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



Channels

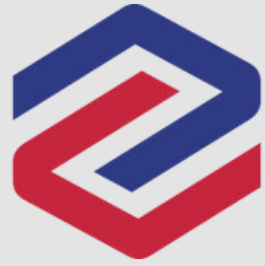
- **Website: daily news** **300,000 visits (Nov '24 - '25)**
45,000 users
- **Weekly e-newsletter** **9,200+ subscribers worldwide**



Opens and Clicks

e-newsletter (mailchimp)

World Agritech newsletter - 20 November 2025 ✉ Regular email · Legacy builder Last edited Thu, Nov 20, 06:03 PM by Ad Bal	Sent Thu, Nov 20, 06:03 PM	World Agritech Newsle...	29.3% Opens	4.1% Clicks
World Agritech newsletter - 12 November 2025 ✉ Regular email · Legacy builder Last edited Thu, Nov 13, 07:40 PM by Ad Bal	Sent Thu, Nov 13, 07:40 PM	World Agritech Newsle...	44.8% Opens	26.0% Clicks
World Agritech newsletter - 5 November 2025 ✉ Regular email · Legacy builder Last edited Wed, Nov 05, 06:53 PM by Ad Bal	Sent Wed, Nov 05, 06:53 PM	World Agritech Newsle...	43.4% Opens	23.3% Clicks
World Agritech newsletter - 29 October 2025 ✉ Regular email · Legacy builder Last edited Wed, Oct 29, 10:22 AM by Ad Bal	Sent Wed, Oct 29, 10:22 AM	World Agritech Newsle...	28.8% Opens	4.4% Clicks
World Agritech newsletter - 23 October 2025 ✉ Regular email · Legacy builder Last edited Wed, Oct 22, 06:44 PM by Ad Bal	Sent Wed, Oct 22, 06:44 PM	World Agritech Newsle...	29.2% Opens	4.4% Clicks
World Agritech newsletter - 16 October 2025 ✉ Regular email · Legacy builder Last edited Thu, Oct 16, 06:21 PM by Ad Bal	Sent Thu, Oct 16, 06:21 PM	World Agritech Newsle...	43.1% Opens	22.0% Clicks



2025 Benchmarks

 Campaign Monitor

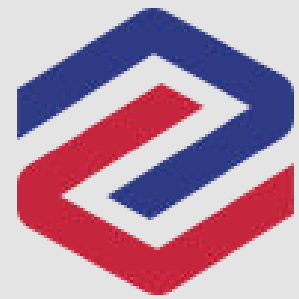


Email marketing benchmarks studies by Campaign Monitor and Mailchimp featured data from more than 25 industries. With the table below, you can see the overall averages for open rate, click-through rate, unsubscribe rate, and bounce rate:

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%

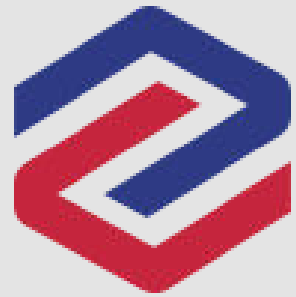
source: <https://www.webfx.com/blog/marketing/email-marketing-benchmarks/>



Global coverage



Source: Google Analytics, December 2025



Advertising

Homepage website

- Leaderboard
- Rectangle

€ 695 / month
€ 575 / month

On top of opened news item

- Leaderboard
- Rectangle

€ 495 / month
€ 375 / month

Weekly e-newsletter

- One-time
- 4 Times consecutive

€ 150
€ 500



Sizes

Website

- Leaderboard 1400 x 190 pix
- Smartphone (LB) 1400 x 600 pix
- Rectangle 800 x 650 pix


Weekly e-newsletter

- 730 x 190 pix


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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


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

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Ultimate Comfort.
The new GRAMMER MSG 297/2900

[GRAMMER](#)




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

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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 Ag Solutions. The acquisition, expected to be completed by September 30, 2024.

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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



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Home » Trade Show » Agritechnica Asia is approaching

Agritechnica Asia is approaching



Share this item

February 27, 2025 9:15 am

Held in Vietnam for the first time, the fifth edition of Agritechnica Asia will take place in Ho-Chi-Minh City on 12-14 March 2025, co-located with the HortEx horticulture trade fair. With more than 200 regional and international exhibitors signed up, Agritechnica Asia 2025 displays solutions for Vietnam's key agricultural sectors, including rice, sugarcane, corn, staple crops, coffee, and fruit.

Demand from the agricultural industry and agricultural ministries in the Asian region led organizer DLG (German Agricultural Society) to offer its Agritechnica-Asia trade fair annually, alternating between Thailand, the original venue, and Vietnam, the forthcoming event. The Agritechnica Asia edition held in Vietnam is co-hosted by the National Agricultural Extension Centre (NAEC), the agency of the Ministry of Agriculture and Rural Development (MARD), and is responsible for the implementation of agricultural extension activities in agriculture.




"With its rapidly growing economy and government plans for developing agricultural mechanization, Vietnam offers huge potential for agricultural machinery manufacturers that have solutions that are applicable locally," says Katharina Staska, managing director of **DLG Asia Pacific**, which organizes the event and liaises with agricultural ministries in the region.

With its guiding theme "Promoting Green Innovations in Southeast Asia", Asia's premier trade fair for crop production encapsulates the practice of sustainable farming in the face of challenges like climate change. Vietnamese farmers and cooperatives will be able to identify close-up agricultural machinery technology that not only supports the development of sustainable farming models but also boosts productivity and reduces waste, ensuring a stable and sustainable food supply.

After the success in Bangkok, Thailand in May 2024, Agritechnica Asia now also introduces practical agricultural solutions and sustainable practices to Vietnamese farmers at their doorstep. Thailand and Vietnam are considered knowledge hubs for agricultural mechanization in Asia Pacific.

Agritechnica Asia 2025 will take place at the Saigon Exhibition and Convention Center (SECC) in Ho Chi Minh City. More than 200 exhibitors from 25 countries, as well as seven country pavilions await thousands of professional visitors across the entire agricultural value chain.

With equipment from its brands, including Massey Ferguson, exhibitor AGCO aims to support both small and large-scale farmers in improving productivity while maintaining sustainability at Agritechnica Asia 2025.



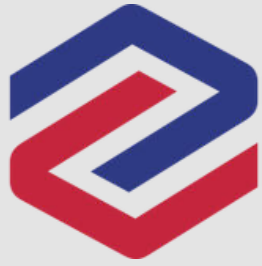
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Contact

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Overzicht 20
6862CS Oosterbeek
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ceres-media.com

COC-nr 73710385

info@world-agritech.com

+31 85 0041 765

Ad Bal

Publisher / Editor

ad.bal@world-agritech.com

+31 6 2979 1019



Think global, act local!