

2024 Media Kit

Opportunities to engage
with world-leading
audiences in
high-tech agriculture

Branding & Messaging

Thought Leadership

Lead Generation





Welcome

Our mission is to drive engagement between ag tech developers and adopters, connect industry leaders, and extend YOUR reach across our sectors.

Welcome

We hold consultancy calls with clients to discuss their business goals and advise on the different ways we can help them achieve those goals.



elcome to our media pack for **2024**. This is the fourth time we've presented the media pack in a digital format. You can download it as a PDF, but we tend to think of it as a 'living' document. Something that we can update when necessary, and you can click into when you need reminding of what New AG International can bring to your business.

So, what's new for 2024? We have a **new website** with some fantastic functionality, a new publication - **New AG International Yearbook** - which made its debut at our largest event, the Biostimulants World Congress, in December 2023, and even more opportunities to expand your business through our publishing and events.

Our conferences and exhibitions are market leaders in hi-tech agriculture and plant nutrition. We run the world's largest event in biostimulants. Another, the New AG Annual event, has been a fixture in specialty fertilizers for many years. Our publishing business has been covering different sectors for nearly two decades.

What's new for 2024?

- **Advertise or supply content for our new WEBSITE**
- **Advertise in our new publication New AG International Yearbook**
- **Attend/sponsor our Biostimulants World Congress in Miami, USA, this year in November – now an annual event !**
- **Attend/sponsor a return of a popular event Chemical Industry Regulation (CIR), going to Spain in September**

**Our mission here at
New AG International
is simple:**

- Engage with the various players in high-tech agriculture, from product managers and policy makers to scientific researchers and technology developers
- Facilitate connections between the different players and sectors so each can benefit – this is how an industry evolves and adoption rates increase!
- Bring that audience the industry news, insight and the market intelligence they need to make the best decisions.

As well as these great new opportunities, we also offer a service to our clients to be part of their process. We regularly hold consultancy calls with clients to discuss their business goals and give advice on the different ways we can help them achieve those goals.

The New AG International audience is large with a diverse range of companies, organisations and individuals. With more than **120,000 contacts** and **3,500 annual attendees** across **152 countries**, our highly qualified audience is made of the most influential business leaders, growers, farmers, crop advisors, distributors, wholesalers and retailers.

We have a full range of products – including many new digital products – that can help you reach a particular audience. You might have a specific set of deliverables that you want to achieve, such as lead-generation and branding, and we can help with that too. You might have a new product, so think about how you can use our audience to extend your reach.



The New AG International Yearbook
was launched at the
Biostimulants World Congress in
Milan, 2023. A printed publication,
the Yearbook will also be available
for download as a PDF from the
New AG International website.

If we're doing our job well, then we're helping your organisation be more effective.

In this way, we like to think of ourselves as enablers – helping clients get wherever they want to go, just much faster.

You might want to engage in thought-leadership, for example, and there are various options from webinars to e-book sponsorship, to advertising in our publications. You might want to put some of your field trials in front of an audience. We can bring you the most appropriate audience, and in different formats. With digital, there are even more options on the table.

We also have a training academy with a range of relevant courses that help to build knowledge, skills and decision-making within your business

So, talk to our team and we can help you devise a year's programme to complement your other activities. ●

On behalf of the New AG International team, we look forward to hearing from you.



Luke Hutson,
Portfolio Publisher and Chief Analyst

Alex Zenonos & Jacqui French
Sales Team

A promotional graphic for New AG International. The top half features a background image of a vineyard with the text 'New AG International' in large orange and white letters, followed by 'JOIN US AT THESE UPCOMING WORLD LEADING AGRI EVENTS' in white. The bottom half, on a light grey background, lists the 'OUR 2024 EVENTS SCHEDULE:' with four events in a 2x2 grid. At the bottom right are social media icons for Facebook, Twitter, and LinkedIn.

10 - 11 April 2024 Berlin, Germany New AG International Annual	30 - 31 July 2024 Campinas, Brazil Biocontrol LATAM
September 2024 Spain Chemical Industry Regulations	13 - 15 November 2024 Miami, USA Biostimulants World Congress

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Partner with New AG International

Qualified Audience | Editorial Expertise |
Event Platforms



QUALIFIED AUDIENCE



Reach an elite global audience of **120,000+** influential business leaders, scientists, and researchers!

EDITORIAL EXPERTISE



Align your brand with compelling high-tech agriculture content developed by a team of veteran writers with **many years** of collective editorial and industry experience.

EVENT PLATFORMS



Engage with leaders on the cutting edge of **AgTech & Sustainable Agriculture** as they converge at multi-track events.

Professor Patrick H. Brown,
University of California, Davis

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Platforms To Help You Engage With Your Audience



Audience Profile

Reach 120K+ influential business leaders, growers, farmers, crop advisors, distributors, wholesalers, and retailers





REACH 120K+

Influential business leaders,
growers, farmers, crop
advisors, distributors,
wholesalers, and retailers



100,000+

Email contact
database



40,000+

Social media
followers



QUALITY DECISION-MAKERS



67%

Management level
and above



72%

Purchase decision
approvers and
influencers



81%

Have worked in
their industry for
over 6 years

TITLE LEVELS

Manager

26%

19%

Scientist, Agronomist
Engineer, Consultant

9%

Analyst, Associate,
Academic

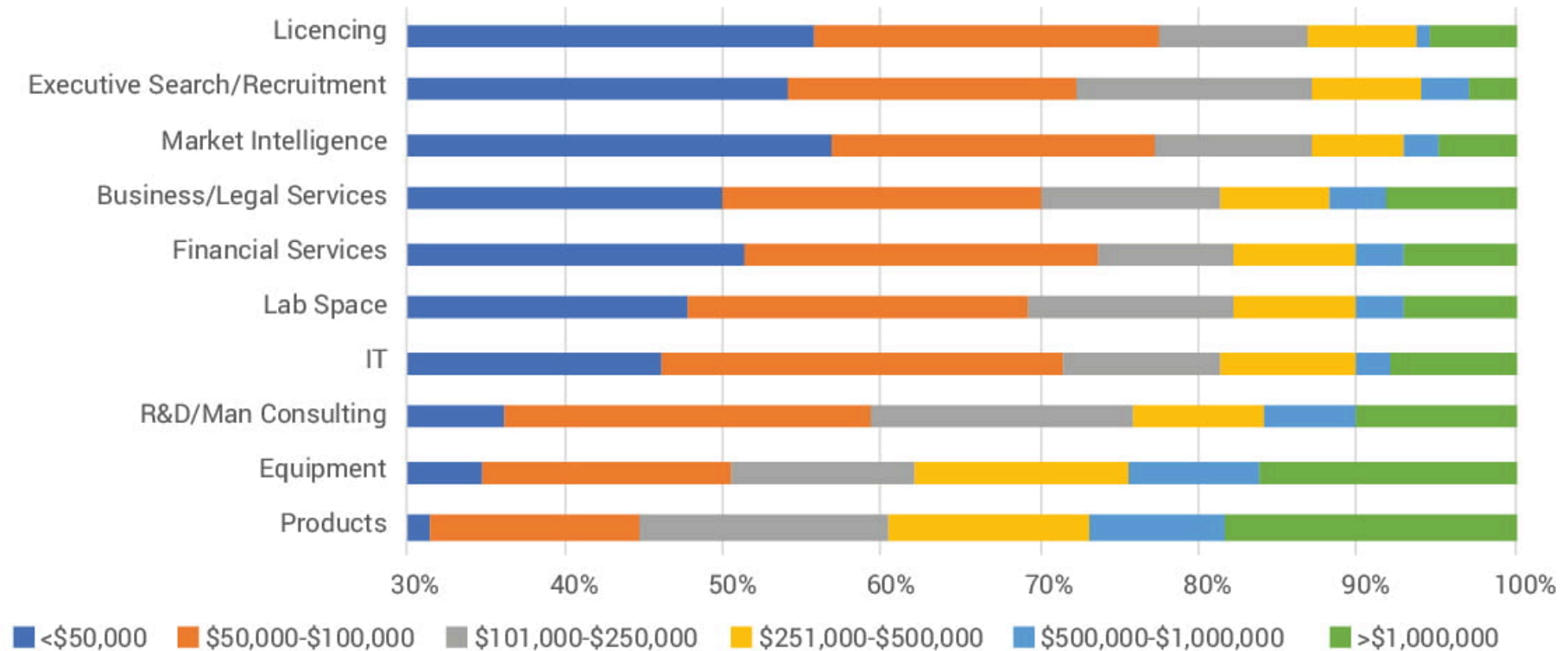
5%

Other

C-Level, VP, Head,
Director, Partner

41%

AUDIENCE INVESTMENT PLANS



73%

engage with New Ag on a weekly or monthly basis



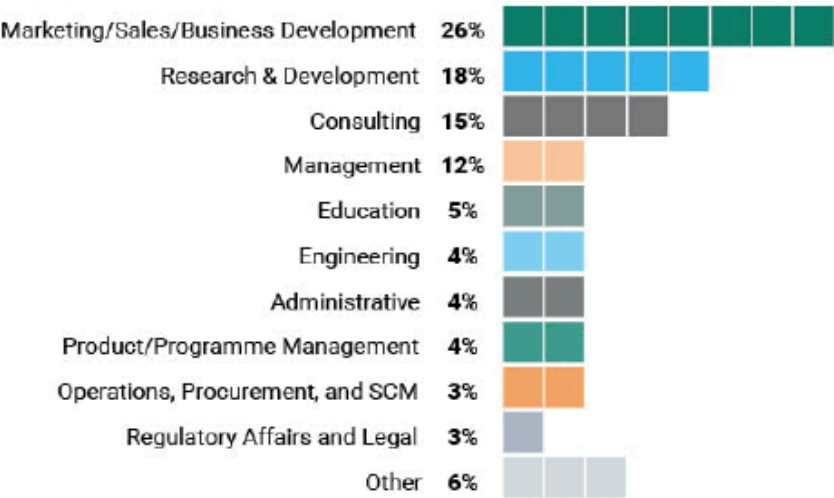
71%

rate New Ag content as Excellent or Very Good!

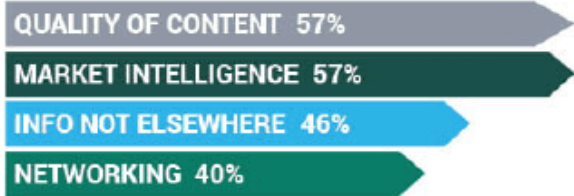
KEY CONTENT AREAS
RANKED BY
AUDIENCE INTEREST

1	Biostimulants
2	Biological Plant Protection
3	Specialty Fertilisers
4	Foliar Spray Products
5	Precision Agriculture
6	Chemical Crop Protection
7	Fertigation
8	Greenhouse Technology
9	Irrigation

JOB FUNCTION



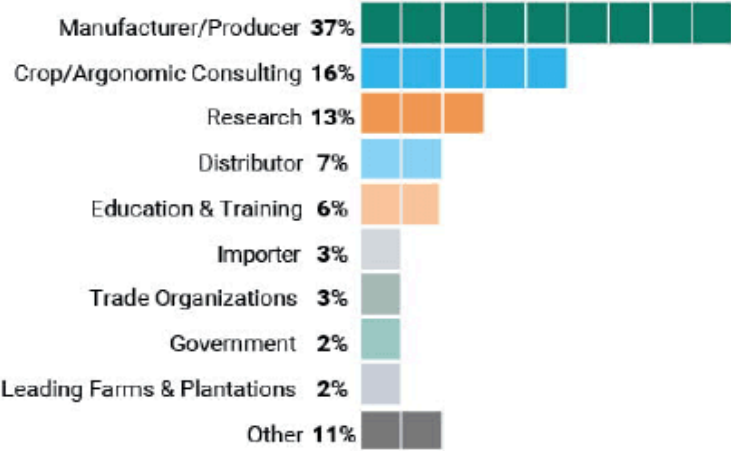
WHY DO YOU INTERACT
WITH NEW AG?



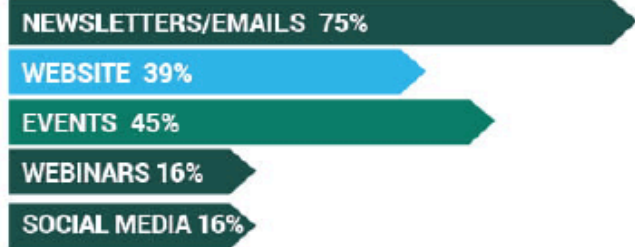
GEOGRAPHIC
DISTRIBUTION



PRIMARY ROLE IN AGRICULTURE INDUSTRY



WHICH NEW AG CONTENT
PLATFORMS DO YOU USE?

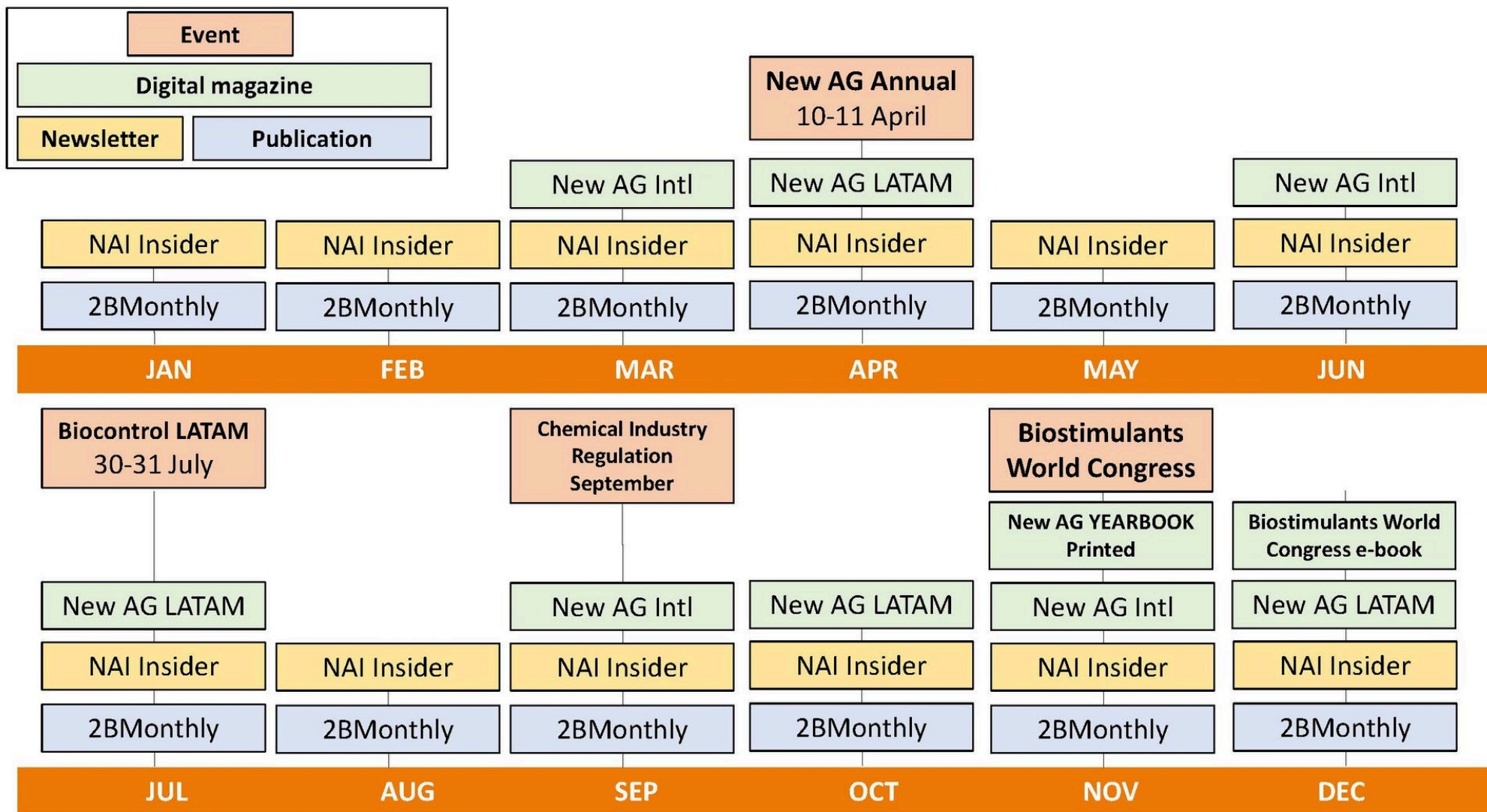


Statistics for 2024 being prepared.
Data presented based on client survey.

2024 Calendar

Partner with upcoming events
and publishing opportunities





2024 EVENTS BY NEW AG INTERNATIONAL

APRIL	Seminar – The Geopolitics of Agribusiness & Food Security	9 April, Estrel Congress Centre Berlin, Germany
APRIL	New AG International ANNUAL Conference & Exhibition	10-11 April, Estrel Congress Centre, Berlin, Germany
JULY	Biocontrol LATAM	30-31 July, Royal Palm Hall, Campinas, Brazil
SEPTEMBER	Chemical Industry Regulation	24-25 (tbc) September, Spain
NOVEMBER	Biostimulants World Congress	13-15 November, Miami Beach Convention Centre, Miami, USA



INTRODUCING

New AG International

9th April 2024
Estrel Congress Centre
Berlin, Germany

Co-located

New AG International Annual

Conference & Exhibition

10 - 11 April 2024

Estrel Congress Centre, Berlin, Germany

www.informacconnect.com/newagconference

EVENING SEMINAR SERIES

THE GEOPOLITICS OF AGRIBUSINESS AND FINDING STRATEGIES TO OUTSMART UNCERTAINTIES IN THE AGRICULTURE MARKET

Prof. Michael Tanchum

University of Navarra, Pamplona, Spain

Energy and Economics Program, Middle East Institute (MEI), Washington, D.C.

Centre for African Studies at the School of Business and Finance, Nanyang
Technological University, Singapore



REGISTER EARLY, LIMITED SPACES

TO REGISTER AND RECEIVE DETAILS ON TIMINGS AND FORMAT, E-MAIL NAOMI.BROOKER@INFORMA.COM

Opportunities - Events

Branding & Messaging | Thought Leadership
| Lead Generation



Live & Virtual Events

Sponsorship

Secure top level sponsorship that ensures every attendee takes note of your brand and expertise. These custom packages can include sponsorship of keynotes, receptions, lunches, breaks – plus messaging to delegates before, during, and after the event.

Sponsorship of virtual and hybrid events is also available.



Live & Virtual Events



Exhibition

The Exhibition Hall at each conference is the heart of the event, making delegates aware of your brand. Secure an exhibition stand or virtual booth to anchor your presence so you can partner with clients.



New AG International runs the world's largest biostimulant event, with multiple presentations tracks and a highly popular exhibition hall.

Live & Virtual Events

Speaking

Present a sponsored session to demonstrate your expertise and align your organization with other thought leaders on the main programme agenda or present via a digital platform during one of our digital weeks.



Branding & Messaging

NewAGInternational

Panel discussions

Join one of our panel discussions to share your insights with our highly engaged audiences. Read [here](#) about our CEO Insights panel held at the Biostimulants World Congress in Milan, 2023.

Our interactive sessions focus on a variety of issues facing our New AG sectors, such as regulation, investment, corporate strategy and technology adoption.





SEPTEMBER – OCTOBER 2023

NewAGInternational

THE WORLD'S LEADING PUBLICATION ON HIGH-TECH AGRICULTURE



Opportunities - Publishing

Branding & Messaging | Thought Leadership
| Lead Generation

Branding & Messaging

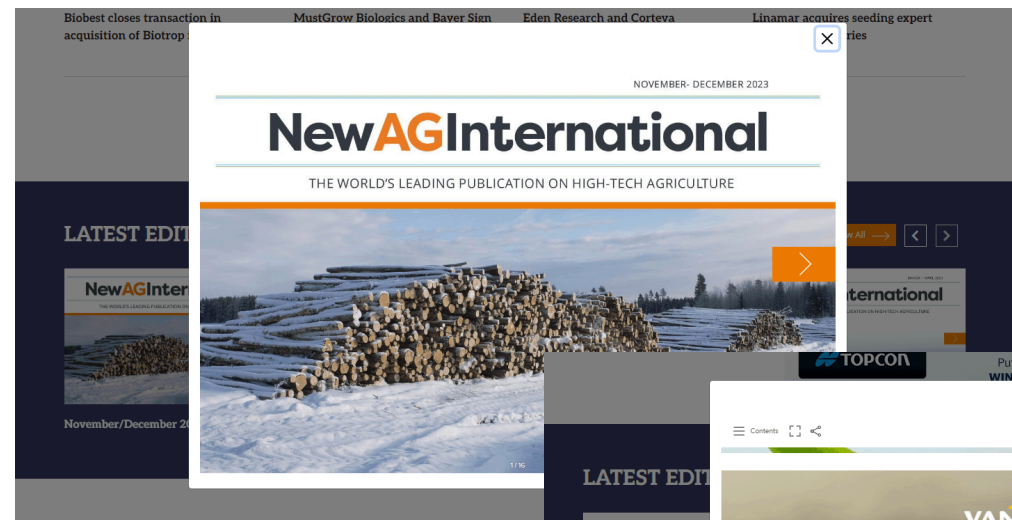
NewAGInternational

Advertise with our world-leading publication

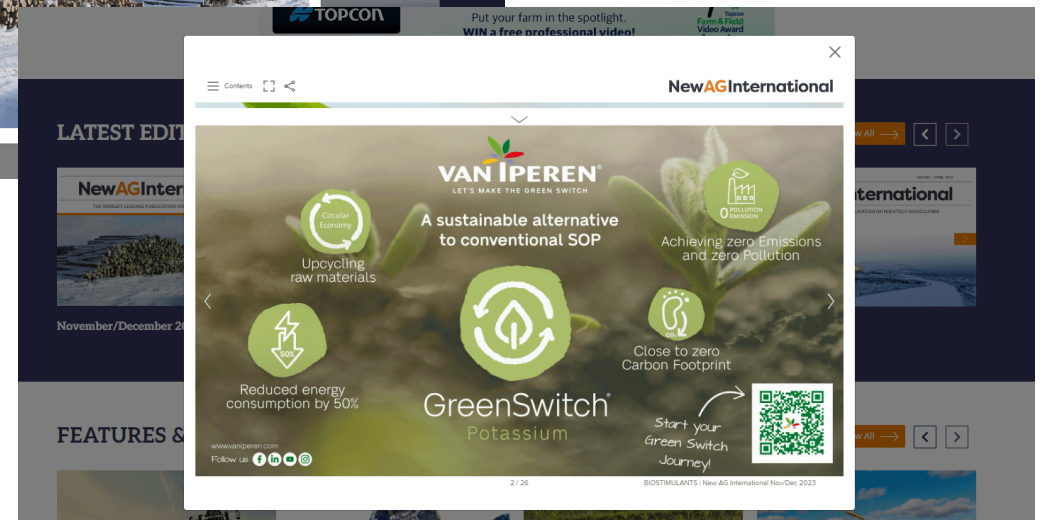
New AG International magazine

has been published for two decades and is a market-leader in biological products, specialty fertilizers, irrigation, fertigation and precision agriculture.

New AG International's flagship publication is issued on a quarterly basis, and published in English. We also have a Spanish language publication that is also published quarterly and covers a similar range of topics. Advertise here to reach a Spanish speaking audience.



Our new website allows for our digital publications to be browsed on the home page, so your advert will appear like this (see right)



Branding & Messaging

Coming up in 2024

The editorial features for **2024** will cover the usual mix of biological topics (biostimulants, biocontrol, biofertilizer), specialty fertilizers, irrigation, fertigation, greenhouse cropping, precision agriculture, economics & agronomics. Contact the team to see if it's possible to advertise in a particular section.

Does your company distribute products in the **UAE, Brazil, Southeast Asia markets, Australia?** Then why not advertise in these upcoming issues?

ADVERTISE IN OUR FLAGSHIP PUBLICATION

	March 2024	June 2024	September 2024	November 2024
Theme for this edition	Vertical Farming	Regulation	Biological Innovation	Products from waste
Regular sections that carry advertisements	Biostimulants	Biostimulants	Biostimulants	Biostimulants
	Biocontrol	Biocontrol	Biocontrol	Biocontrol
	Precision Agriculture	Precision Agriculture	Precision Agriculture	Precision Agriculture
	Products & Trends	Products & Trends	Products & Trends	Products & Trends
	Irrigation	Irrigation	Irrigation	Irrigation
	Greenhouse Cropping	Greenhouse Cropping	Greenhouse Cropping	Greenhouse Cropping
	Agronomics & Economics	Agronomics & Economics	Agronomics & Economics	Agronomics & Economics
Regional report	United Arab Emirates	Brazil	Southeast Asian markets	Australia
Leader Profile	Contact sales	Contact sales	Contact sales	Contact sales

Provisional – check with sales team on enquiry

Branding & Messaging

NAI Insider

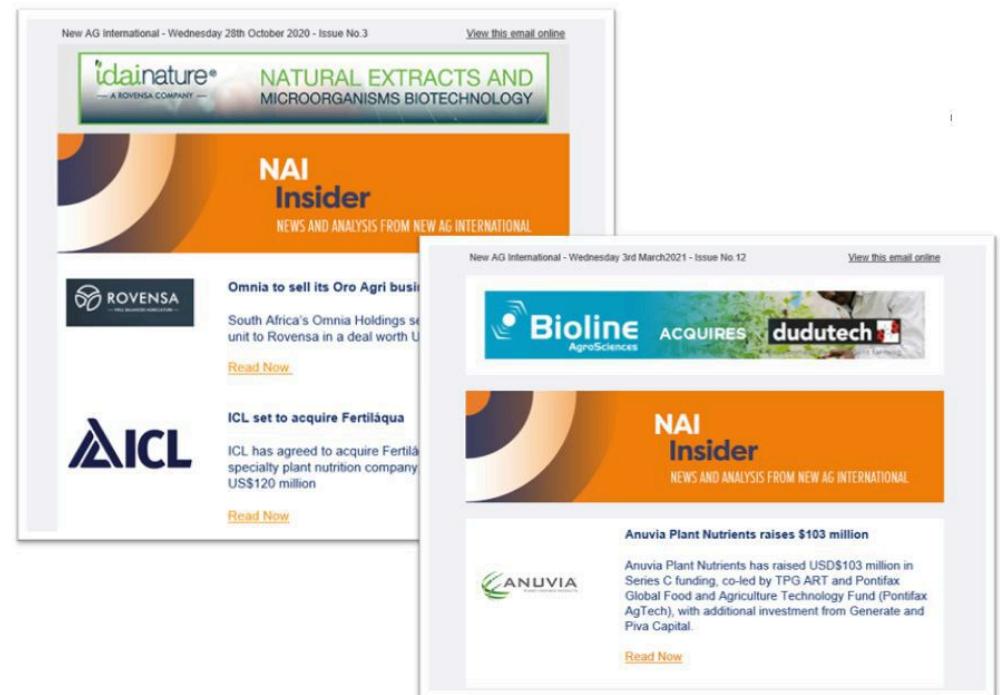
If you are looking for exposure on a more frequent basis, our digital product **NAI Insider** offers the perfect vehicle.

This fortnightly email brings readers the latest news and insight from the New AG editorial team.

Banner ads and buttons provide opportunities for companies on this must-read email.

Sign up [here](#).

To get your brand on a newsletter delivered every two weeks – then NAI Insider is the perfect choice.



Branding & Messaging

New AG International website - new look for 2024 with great functionality!

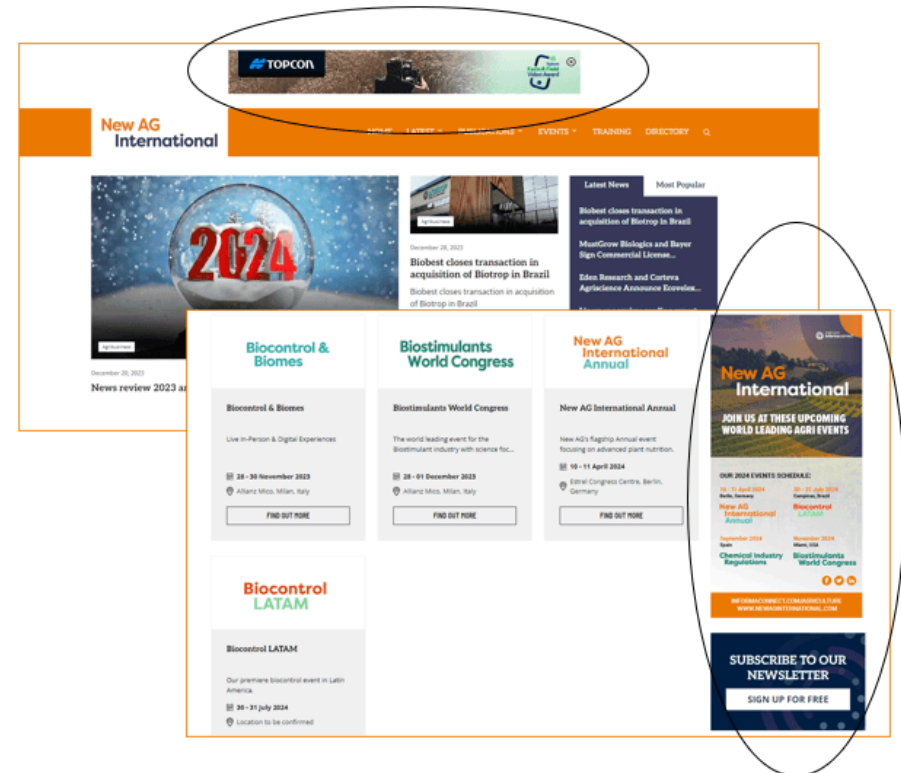
The New AG website is a leading resource for high-tech agriculture and a vital destination for our global audience. For this reason, it provides a perfect platform for online banner or button advertising for 24/7 exposure.

Visitors might come to read the latest industry news or edition of New AG International, or find out more about our conferences/exhibitions, or upcoming training courses in the

NAI Academy. Suppose you have forgotten when a merger took place? Use our great **Search function**. Having a banner is a great boost to your digital marketing plans.

New AG International Engage

New AG International Engage takes online marketing one-step further. Programmatic marketing is a great tool to increase your digital reach and we have a team to advise you on how to maximise on this opportunity.



Branding & Messaging

New AG International Yearbook -
printed magazine with PDF online



What will feature in the 2024 Yearbook?

- Exclusive content to complement the Congress, and be a reference for the year ahead. Will include interviews / news review / Guide to Biostimulant Industry 2024-25
- Benefit for advertisers – although digital publishing is our key business, this is a printed publication designed to enhance the experience of attendees to the Biostimulants World Congress.
- Editorial – this will include Guide to the Biostimulants Industry and will have reference value, not throw away.
- Annual publication – the New AG Yearbook is intended to be an annual publication so each issue will have collectability, and your advert has long-term value.
- Other benefits – there is an option to send to distributors on behalf of advertiser with personalised message.

YEARBOOK - PUBLICATION

Book your position today

Book early to secure a prestigious full page position, Inside Front, Inside Back, Back Cover.

Full, half and quarter pages are also available within the magazine.

Full A4 paper size,
210(W)mm x 297(H)mm,
Text safe zone:
188(W)mm x 278(H)mm,
Bleed: 3mm

Full page ad

Half A4 paper size,
210(W)mm x 297(H)mm,
Text safe zone:
188(W)mm x 278(H)mm,
Bleed: 3mm

Half page ad

Quarter A4 page:
93.887(W)mm x
138.975(H)mm,
Bleed: 3mm

Tall Quarter page ad

All files should be submitted as a high resolution PDF or a 300dpi JPEG



E-book series

In 2021 we launched our first e-books on subjects central to New AG International's core topics. The e-book lets us dive into specific subject areas, and it gives clients a host of different marketing opportunities. It might be brand awareness in the form of advertising, or a Q&A interview, or an in-depth article that a company prepares itself.

The digital e-book format gives excellent flexibility. It can also incorporate multimedia – perhaps you have a recorded presentation that you would like to include? This can easily be incorporated.

Coming in 2024

We welcome suggestions from sponsors, so talk to our team.

Our popular e-book on the Biostimulants World Congress is becoming a regular fixture in our calendar. (see right) Check out the different media that can be used in the e-book. It remains free-to-view on our website so this has long-term exposure for your business.

There is scope for more titles from sponsors, possibly on subjects such as:

Precision Agriculture

Fertilizer from Waste

Regenerative agriculture – what does it mean?

**SPONSOR THE E-BOOK ACCOMPANYING OUR WORLD-LEADING EVENT -
BIOSTIMULANTS WORLD CONGRESS**



Biostimulants World Congress 2023 - Milan, Italy

New AG International e-book series

Sponsored by:
[Acadian Plant Health](#)



5/7/18

Biologicals monthly market report

2BMonthly publication

A joint venture with consultants DunhamTrimmer, **2BMonthly** is the leading global monthly newsletter focusing on two of the fastest growing agricultural inputs - Biostimulants and Biocontrol.

If you are an investor, manufacturer, distributor, producer, researcher or a regulatory specialist, 2BMonthly is an essential source of news, trends and analysis, as well as the latest scientific research.

Need to advertise a job in the biologicals sector? We run

recruitment advertisements in 2BMonthly, so speak to our team.

Subscribing to 2BMonthly...

- Saves you time. You don't have to sift through all those news stories!
- Concise and to the point. Who has time to wade through pages?
- Specialist team. One of the most experienced editorial teams out there!

Our readers recognize the value of 2BMonthly! Two-thirds of respondents to our reader survey said 2BMonthly is either a Good or Excellent value for the money.

NOVEMBER 2023



The Global Biocontrol & Biostimulants Newsletter

A DunhamTrimmer and New AG International Publication

November Highlights

Greetings and welcome to the November 2023 issue of 2BMonthly.

ABIM 2023 was busier than ever, setting another in its ongoing string of consecutive attendance records, interrupted only once by COVID. The weather in Basel was far and so was the climate of the meeting, for the most part. In what's becoming a recurring theme, the positive atmosphere was a bit clouded by the uncertainties of a dysfunctional European regulatory system for microbials—one that continues to create barriers for the same technologies it needs to reach the EU's Green Deal and Farm to Fork Targets.

According to DunhamTrimmer, growth of the microbials market in Europe lags far behind all other markets. The firm projects a 2023-2029 European CAGR for microbials of only 8.1%, just half of what's forecasted for Latin America. Moreover Europe's share of the global microbials market continues to drop precipitously, and is expected to shrink to a mere 6% by 2029. Consider this in light of forecasts of 36% and 39% shares for US/Canada and LATAM, respectively.

Perhaps it was no coincidence that on the final day of the meeting, The Environment Committee in the European Parliament (ENVI) announced it had narrowly approved an updated version of the Sustainable Use Regulation (SUR)—a key milestone in the EU's bid to elevate the Green Deal's 50% pesticide reduction target from aspiration to mandate. Amendments to the SUR included an allowance for provisional biocontrol authorization as well as accelerated evaluation timelines for biocontrols with Member State authorities. ENVI's approval means the revised SUR text will now face a plenary vote by all members of the European Parliament in November.

Stay safe, and hope to see you in Milan at this month's Biostimulants World Congress.

~2BMonthly Editorial Team

In this Issue

Ceris Belchim and Novozymes have reached an agreement for the development and distribution of a new *Streptomyces*-based biofungicide. [Read more on page 2.](#)

AMVAC and NewLeaf Symbiotics announced the extension of their partnership beyond North America into key international markets. [Read more on page 2.](#)

Andermatt has partnered with ConidioTec to introduce a *Beauveria bassiana*-based product into the European public health market. [Read more on page 3.](#)

Meristem Crop Performance and Hefly Seed Company have announced a strategic alliance and supply agreement for Meristem's BIO-CAPSULE. [Read more on page 4.](#)

BioLINE becomes the first North American humic substance manufacturer to obtain CE certification for its fulvic-based biostimulant. [Read more on page 6.](#)

Syngenta Seedcare has opened its first biologicals service center at its Seedcare Institute. [Read more on page 6.](#)

2BM Exclusive
An interview with Gabriela Lindemann, CEO of Openem Bioscience. [Read more on page 7.](#)

Executives Speak
Jason Clark, Global Managing Director, Health Business, Valent BioSciences. [Read more on page 8.](#)

The Global Biocontrol & Biostimulants Newsletter | A DunhamTrimmer and New AG International Publication

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2 be informed, subscribe to 2BMonthly!

Click **HERE** to subscribe

Corporate Social Responsibility

CSR topics for sponsorship

Clients can also sponsor broader CSR topics, which have been produced in e-books to date. Please talk to the team to find out about topic options.

Following the Food and Agriculture Organization of the United Nations' (FAO) work on Gender 'Empowering Rural Women, Powering Agriculture', the gender gap between men and women creates elevated costs to the agriculture industry, society, economy as well as women themselves. The Global Forum on Agricultural Research

(GFAR)'s Gender in Agriculture Partnership (GAP) has called for action to promote gender equity and empower women in agriculture.

What do Cargill, Nestlé, John Deere & Dog Tag Inc have in common?

They all have links to hiring veterans in agriculture. Through video panels, interviews, articles and research data, all with the support of the Project Opportunity Alliance, this e-Book looks at schemes and strategies to encourage veterans into the agriculture workforce



Training

New AG Academy

Gain real-time access to a subject matter expert delivering online training in a structured virtual classroom environment. Live online academies are virtual versions of some of our most popular face-to-face courses.

**Over 3 days students will learn through:
Live interactive sessions**

Direct interaction with the trainer during live sessions

Participation in interactive features within sessions including polls, Q&A, break out rooms, tasks, case studies, and more

Revisiting recorded sessions with unlimited access for 30 days

Interaction with peers during live sessions and through the online forum

2024 TRAINING CALENDAR

19-21 MARCH	Biopesticide Regulation in Europe	ONLINE
28-30 MAY	An Introduction to Agrochemical Formulation Strategies	ONLINE
5-7 NOVEMBER	An Introduction to Agrochemical Formulation Strategies	ONLINE

Advertising Rates



Browse this section for our advertising rates and advert specifications.
You can also download a PDF at the end of this section.

ADVERTISING RATES – PUBLICATIONS (Prices quoted in GBP, billing available in EURO and USD at prevailing rate)

Publication	Price per insertion	1x	2x	3x	4x
New AG International (Digital magazine / Online)	Full page	3,650	3,450	3,350	3,150
	Half page	2,900	2,800	2,600	2,500
	Advertorial 2-page	5,250			
New AG LATAM (Digital magazine/ Online)	Full page	2,400	2,300	2,200	2,100
	Half page	1,950	1,900	1,850	1,800
	Advertorial 2-page	3,650			
New AG International YEARBOOK (Print and PDF Online)	Full page	4,150			
	Half page	3,150			

ADVERT SIZES – DIGITAL PUBLICATIONS

Format: submitted as PNG or JPEG file

FULL PAGE

1416 x 765 PIXELS

HALF PAGE

699 x 765 PIXELS

Not to scale

ADVERTISING RATES – WEBSITE (Prices quoted in GBP, billing available in EURO and USD at prevailing rate)

New AG International website	Price per insertion	1x month	2x	3x	4x-6x
	Home page (Horizontal banner)	4,350	4,200	4,050	3,900
	Events / Latest Editions/E-books (Vertical banner)	2,250	2,150	2,050	1,950
New AG International website	Advertorial (on website for 24 months)	2,250			
	Combined digital magazine + website	6,500			
	Video content on website (24 months, 5-10 minutes)	4,500			

ADVERT SIZES – WEBSITE

Format: submitted as PNG or JPEG file

HORIZONTAL BANNER
728 x 90 PIXELS

Not to scale

**VERTICAL
BANNER**

**300 x 600
PIXELS**

ADVERT SIZES – NAI INSIDER – e-newsletter

Format: submitted as PNG or JPEG file

HORIZONTAL BANNER
550 x 85 PIXELS

Not to scale

**BUTTON
BANNER**

**255 x 143
PIXELS**

ADVERTISING RATES – SUPPLIER DIRECTORY ON WEBSITE (Prices quoted in GBP, billing available in EURO and USD at prevailing rate)

SUPPLIER DIRECTORY	12 months	24 months
Link to YOUR company website from New AG website Supplier Directory	500	750

Associations And Information Services	∨
Premium supplier profiles	∨
Enhanced supplier profiles	∨
Fertilizer Blending and Handling Equipment	∧
<div> <div>European Machine Trading</div> <div>INKABOR S.A.C.</div> <div>Milliken Europe bvba</div> <div>Sackett Wacoria</div> </div>	
Spraying Equipment	∨
Greenhouse and Protected Cropping Equipment and Technology	∨
Irrigation and Injection Equipment Technology	∨

Download our 2024 rate card

Please contact the team for a call and we'll find out how we can best support your business objectives.

[Alexander Zenonos - Head of Sales](#)

[Jacqui French - Advertising Sales Manager](#)



New AG International team at Annual event Barcelona 2023

New AG International

2024

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	Half page	1,950	1,900	1,850	1,800
	Advertorial 2-page	3,650			
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New AG International website	Combined digital magazine + website	6,500			
	Video content on website (24 months, 5-10 minutes)	4,500			

2024 Media Kit

Build your business using our expertise and audience

Have any questions?

Contact: Alexander Zenonos

Alexander.zenonos@newaginternational.com or Jacqui French

Jacqui.French@newaginternational.com

