



FertilizerDaily

MEDIA KIT 2024

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www.fertilizerdaily.com

ABOUT

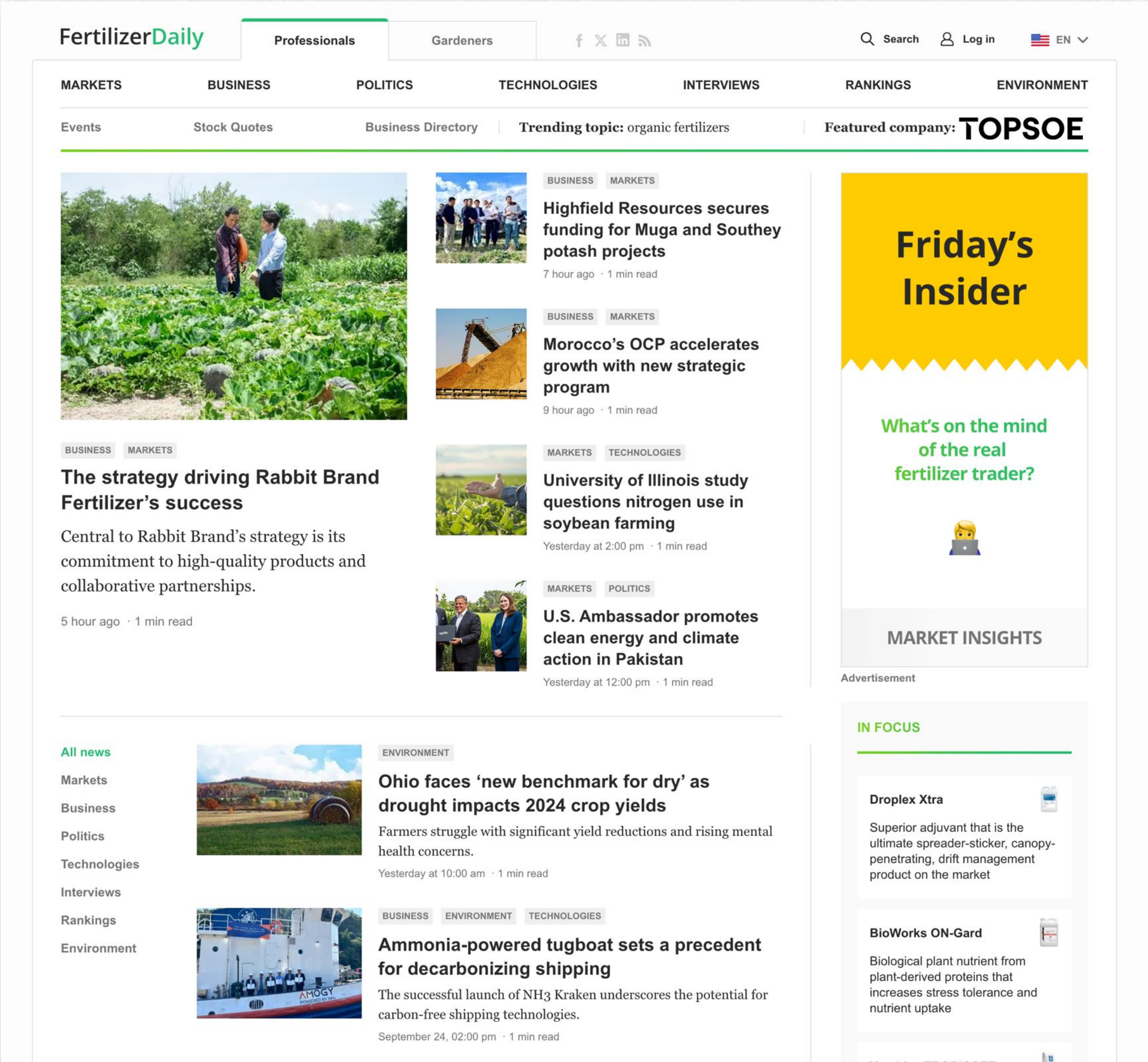
Fertilizer Daily is the leading industrial media and discussion platform focused on covering efficient farming and plant cultivation practices on both domestic and industrial scales.

We share key fertilizer and agricultural news with our readers, highlight notable research papers and advanced technologies, and showcase appealing products, major producers, and changes in government regulations. Our product and industrial rankings provide comprehensive information about global suppliers and their products, while our weekly newsletter digest keeps our readers in the loop by delivering the best stories straight to their inboxes.

3,500
published stories

330
companies in the directory

5
rankings



CATEGORIES

Markets

The most important agricultural events in different countries that affect global fertilizer production volumes.

Business

News from the largest producers and consumers of agricultural products.

Politics

Key changes in legislation, governmental support measures, and international trade regulations.

Technologies

Digitalization and innovation in the agricultural industry, agrotech startups, disruptive agricultural technologies, and scientific research.

Interviews

Conversations with top managers of prominent companies and startups, governmental officials and market regulators, analysts and experts covering fertilizer and agricultural markets.

Rankings

Companies that can become reliable suppliers of fertilizers or other agricultural products.

Environment

Materials on eco-friendly initiatives, decarbonization practices, eco-focused legislation, and major environmental incidents.

Gardeners

Materials for end consumers and small farmers, useful tips, recommendations, and product reviews.

AUDIENCE

FertilizerDaily

Website

Monthly audience according to Google Analytics and Clicky.

18,000
views

3:40
time per visit

5,800
visitors

3.1
pages per visit

E-mail Newsletter

Statistics from MailerLite.

900
subscribers

30-45%
open rate

The example of our weekly newsletter:

[Newsletter example →](#)

Social Media

Total audience of our social media channels.

6,000
subscribers

Our social media accounts:

[Facebook →](#)

[X \(formerly Twitter\) →](#)

[LinkedIn →](#)

TESTIMONIALS

FertilizerDaily



« Fertilizer Daily has been super helpful for our startup, keeping us up to speed on the latest industry trends and innovations. Their insights really help us stay ahead of the curve and navigate the market better. I totally recommend it to any producer, researcher, or just anyone who's passionate about agtech! »

Matias Figliozzi

Co-founder & CEO, Unibaio



« Fertilizer Daily plays a crucial role in supporting the agriculture and fertilizer industry by delivering timely and relevant information on market developments, technological advancements, and regulatory changes. It provides essential insights into global fertilizer pricing, production trends, and supply chain dynamics, assisting industry professionals in making well-informed decisions. »

Ilya Motorygin

Managing Partner, GG Trading



« Fertilizer Daily is a unique publication that covers agricultural industry from various aspects, including the topics of innovation. It is a great source for high-quality and fresh content that allows to keep up with the key industrial trends. Fertilizer Daily is a publication that I think helps to quickly dive into the problems of farming industry around the world and showcases their potential solutions. »

Anna Kudinova

Executive Director, ExactFarming



« Syngenta is one of the industry leaders, offering its customers technologies and services for efficient soil cultivation, crops selection and increasing their yields. We are pleased to see how Fertilizer Daily covers key events in the agricultural industry and helps its readers navigate the dense information flow and make the right decisions. »

Konstantin Beldyushkin

General Director, Syngenta Russia

WE ARE QUOTED

FertilizerDaily

« Meanwhile, Fertilizerdaily.com reported that Pakistan pays special care to ensure the availability of fertilizer to meet food security requirements. The county imported 1.37 million metric tonnes of fertilizer worth \$685mn between July 2023 and June 2024, compared to \$604mn in the previous fiscal year. This 52% increase in quantity and a 13.28% rise in value over the twelve months is significant, indicating a growing demand for fertilizers in Pakistan's agricultural sector. »

— **Pakistan will import 100,000 mt urea amid several bidders competing**



ESTABLISHED IN MARCH 1953
**TRADE
CHRONICLE**
PAKISTAN OLDEST MONTHLY MAGAZINE OF COMMERCE,
TRADE INDUSTRY & PUBLIC AFFAIRS

« According to Alexey Rezvanov, editor-in-chief of the Fertilizer Daily portal, EuroChem's export-oriented project is being launched "in a very timely manner, in view of the needs of growing markets. »

— **Assembly of equipment completed at EuroChem's new fertilizer plant in Nevinnomysk**



« The online publication FertilizerDaily.com reports the expansions show a national effort "to support climate-smart agricultural practices." »

— **County getting \$20 million fertilizer plant to recycle waste**



SOLUTIONS

Format & Pixels

Banner, 300 x 600

Statistics

2,8000.18%

Views
per week

Average
CTR

Place & Platform

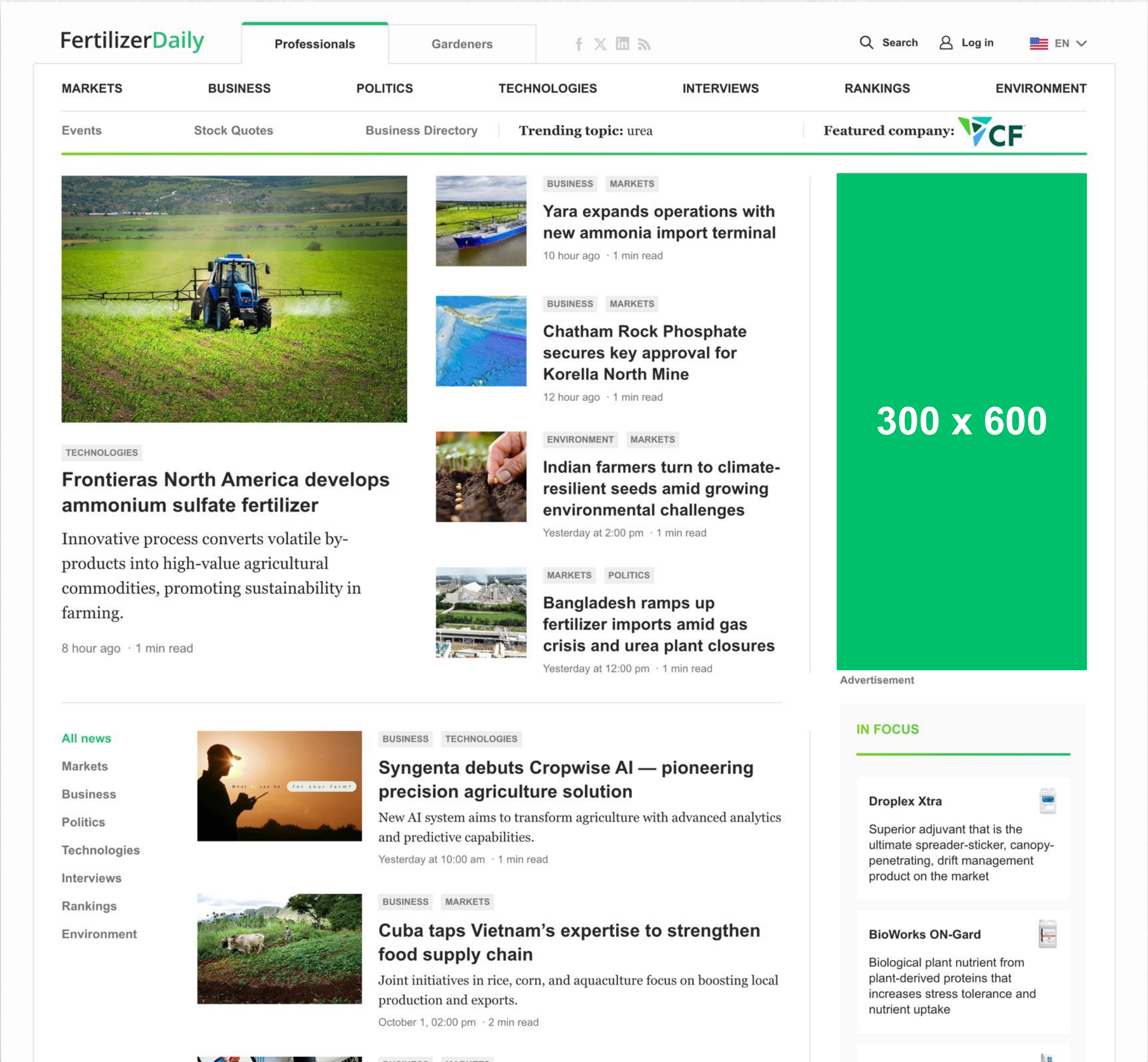
All pages / Desktop

Placement type

Dynamic banner,
targeting at Professionals
or Gardeners.

Tech specs

Image (JPG, PNG) or
animation (GIF), third-
party integration codes
accepted.



SOLUTIONS

Format & Pixels

Banner, 300 x 250

Statistics

2,800 0.10%

Views
per week

Average
CTR

Place & Platform

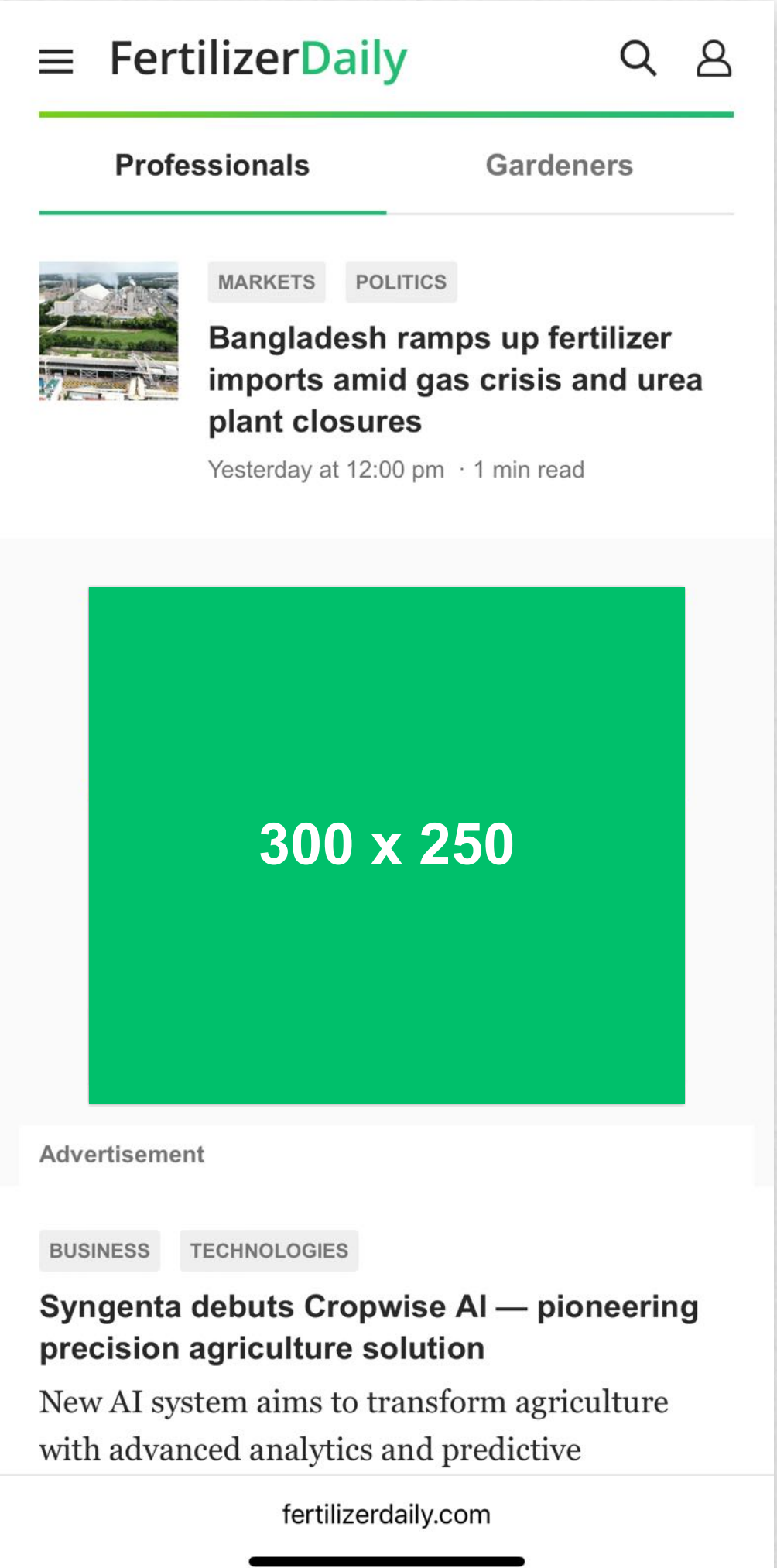
News list / Mobile

Placement type

Dynamic banner, targeting
at Professionals or
Gardeners.

Tech specs

Image (JPG, PNG) or
animation (GIF), third-
party integration codes
accepted.



SOLUTIONS

Format & Pixels

Banner, from 700 x 250 to 1246 x 300

Statistics

1,600 0.12%

Views per week

Average CTR

Place & Platform

Between articles in the feed / Desktop + Mobile

Placement type

Dynamic banner.

Tech specs

Image (JPG, PNG) or animation (GIF), third-party integration codes accepted.

More to read



Exclusive: Stamicarbon’s Stephen Zwart on reducing industry’s carbon footprint



Top-8 Innovative Approaches to Sustainable Waste Management



Walmart teams up with Denali to innovate food waste recycling

ADVERTISING THAT HELPS US DO QUALITY REPORTING

1246 x 300 (max.)

HOME / BUSINESS

Yara expands operations with new ammonia import terminal



Elena Shalashnikova

October 3, 2024, 12:00 pm

18

BUSINESS

MARKETS



Friday's Insider

What's on the mind of the real fertilizer trader?



SOLUTIONS

Format & Pixels

Banner, 710 x 300

Statistics

650

0.10%

Views
per week

Average
CTR

Examples

[Example 1 →](#)
[Example 2 →](#)

Place & Platform

Inside longreads /
Desktop + Mobile

Placement type

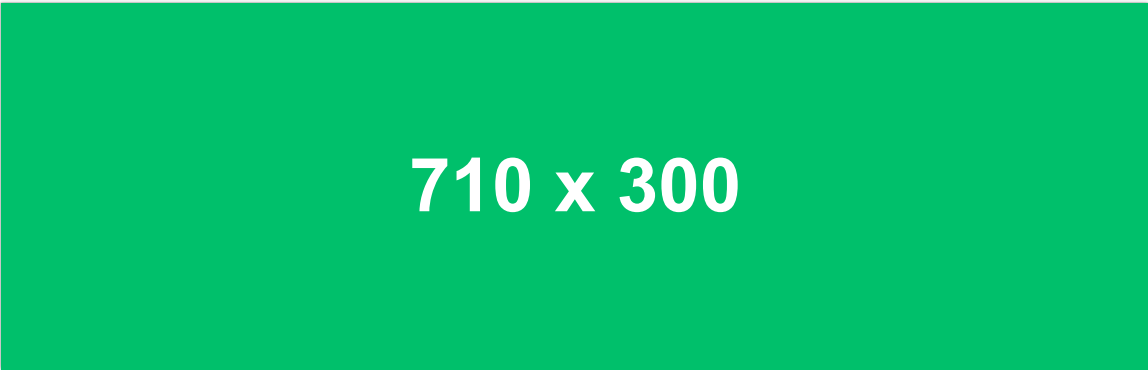
Dynamic banner.

Tech specs

Image (JPG, PNG) or
animation (GIF), third-
party integration codes
accepted.

Hydroponics, a method of growing plants without soil, uses nutrient-rich water. Krop AI's system enhances this technique with AI, enabling precise control of environmental conditions like light, temperature, and humidity. This is achieved through patented 3D pipes and special spectrum lights that mimic sunlight, which are crucial for photosynthesis but are specifically engineered to provide only the wavelengths needed by plants.

ADVERTISEMENT



The founders, who met while studying engineering at the Mangalore Institute of Technology and Engineering, have brought their technological expertise to agriculture. Their innovations include automated systems that monitor and adjust crucial parameters such as pH and water conductivity, ensuring optimal plant growth. These AI-enhanced systems not only lead to better crop yields but also make hydroponic farming accessible to more farmers, including small and medium growers.

Krop AI's efforts have attracted significant recognition, including support from the Karnataka Government through the Idea2POC grant in the biotech sector and the backing of the AIC Nitte incubation center under the Startup India scheme. In 2022, Krop AI achieved a revenue of 5 million Indian Rupee (\$60,000) with a 40% profit margin, underscoring the economic viability of their innovations.



Investment

EVENTS

Argus Fertilizer Europe
📍 Athens, Greece
📅 Oct 22 — 24 2024

Argus Fertilizer China
📍 Shanghai, China
📅 Nov 4 — 6 2024

TFI Market & Logistics Conference
📍 Tampa (FL), USA
📅 Nov 18 — 20 2024

IFA Strategic Forum
📍 Madrid, Spain
📅 Nov 19 — 21 2024

YugAgro
📍 Krasnodar, Russia
📅 Nov 19 — 22 2024

[See all >](#)

LIVE

Johan Fredin
August 22, 07:57 pm
Europe is falling behind in this field. The concerns 30 years ago was reasonable. Now not so much. We need crops that can survive in a more extreme future climate. Handle droughts and hot weather better. Crops that are less ta...

📌 **Gene-edited crops set for groundbreaking European trials**

Timothy Kirkwood
July 23, 01:39 pm
Your article about Sargassum shows Kelp, not Sargassum.

📌 **Sargassum in the Caribbean: turning seaweed crisis into economic opportunity?**

Leter O
July 18, 02:39 pm
Great information shared.. really enjoyed reading this post thank you author for sharing this post ..

SOLUTIONS

FertilizerDaily

Format & Pixels

Banner, 540 x 280

Statistics

90012%

SubscribersAverage CTR

Examples

[Newsletter 1 →](#)
[Newsletter 2 →](#)

Place & Platform

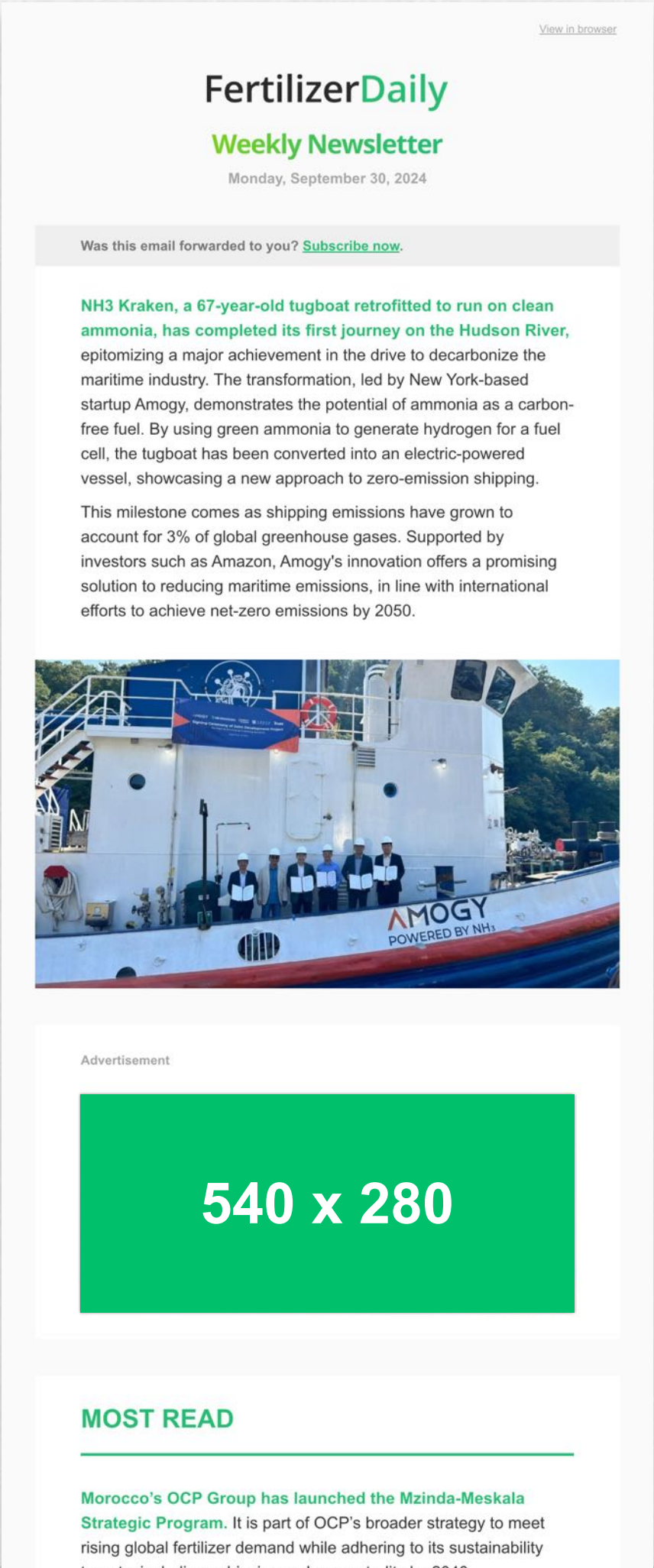
Weekly e-mail newsletter

Placement type

Static banner, newsletter issue.

Tech specs

Image (JPG, PNG).



SOLUTIONS

Format

In Focus

Statistics

2,800 0.18%

Views
per week

Average
CTR

Description

The “In Focus” block helps advertisers draw consumers’ attention to their new or trending products.

Place & Platform

All pages / Desktop + Mobile

Placement type

Static (three positions), month.

Tech specs

Title, description, and product image (JPG, PNG).

IN FOCUS

Droplex Xtra



Superior adjuvant that is the ultimate spreader-sticker, canopy-penetrating, drift management product on the market

BioWorks ON-Gard



Biological plant nutrient from plant-derived proteins that increases stress tolerance and nutrient uptake

YaraLiva TROPICOTE



Comprehensive range of calcium nitrates that help ensure high-value, highly marketable produce

[How to get here?](#)

SOLUTIONS

Format

Featured Company

Statistics

5,5000.12%

Views per weekAverage CTR

Description

By promoting your company in the “Featured Company” block, you can attract prospective customers to your firm and its products/services.

Place & Platform

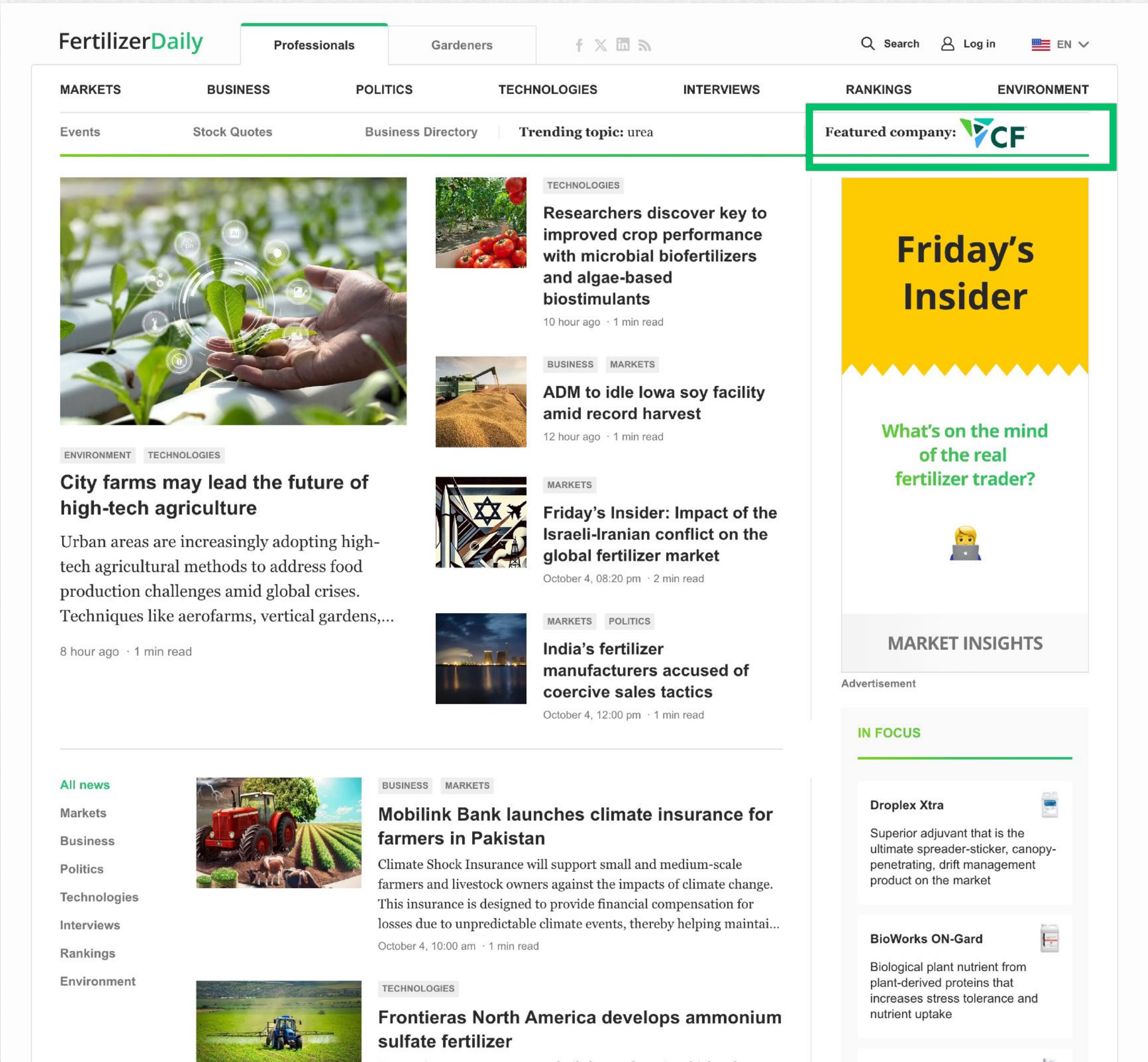
All pages / Desktop + Mobile

Placement type

Static, month.

Tech specs

Company logo (SVG, JPG, PNG).



SOLUTIONS

Format

Trending Topic

Statistics

5,5000.10%

Views
per week

Average
CTR

Description

"Trending Topic" allows to expand on one particular topic, product or technology through a series of publications united by a hashtag.

Place & Platform

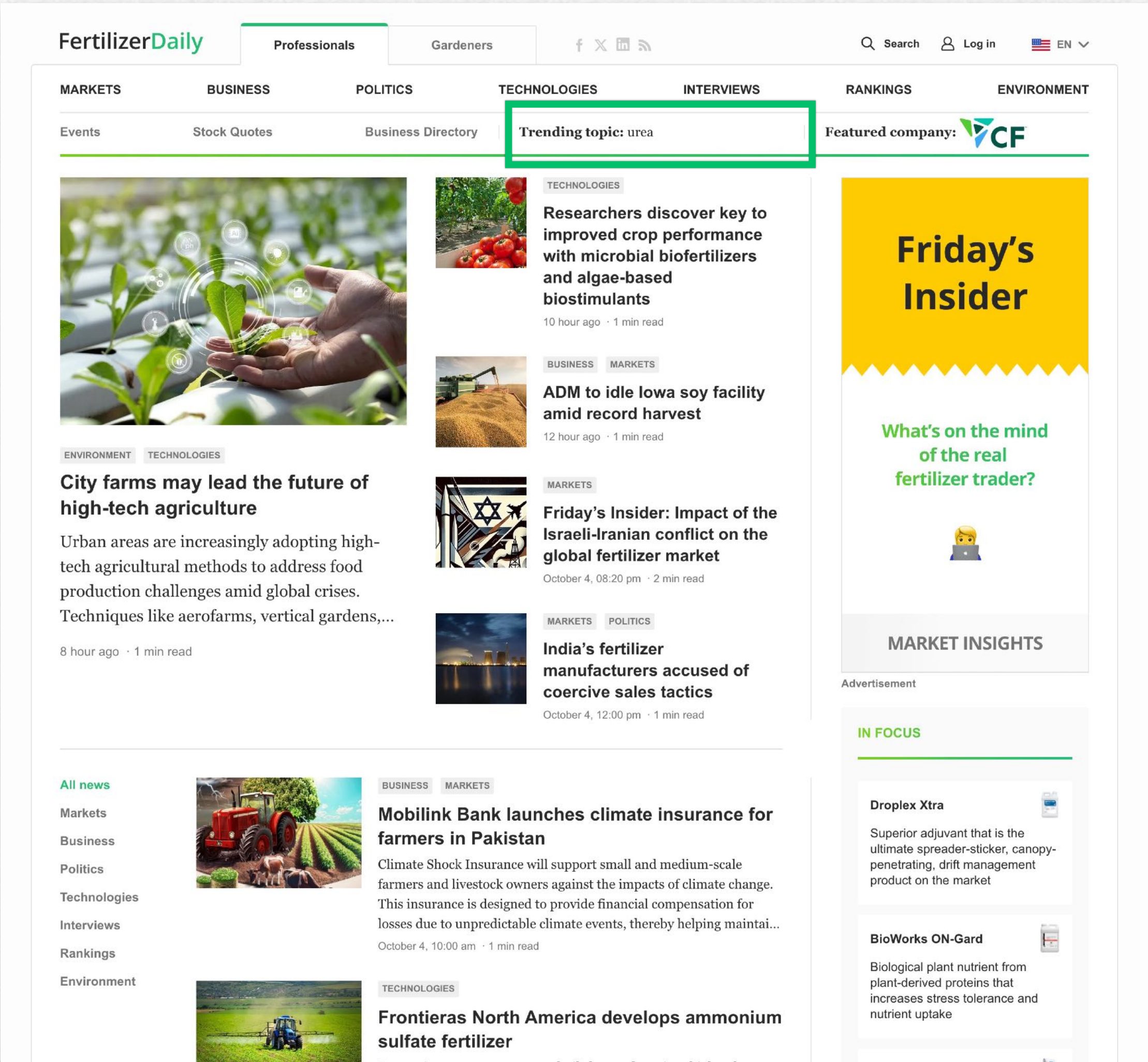
All pages / Desktop + Mobile

Placement type

Static, month.

Tech specs

Hashtag of the campaign.



SOLUTIONS

Format

News Story

Statistics

450 — 1,500

Views

Examples

- [News Story 1 →](#)
- [News Story 2 →](#)
- [News Story 3 →](#)

Platform

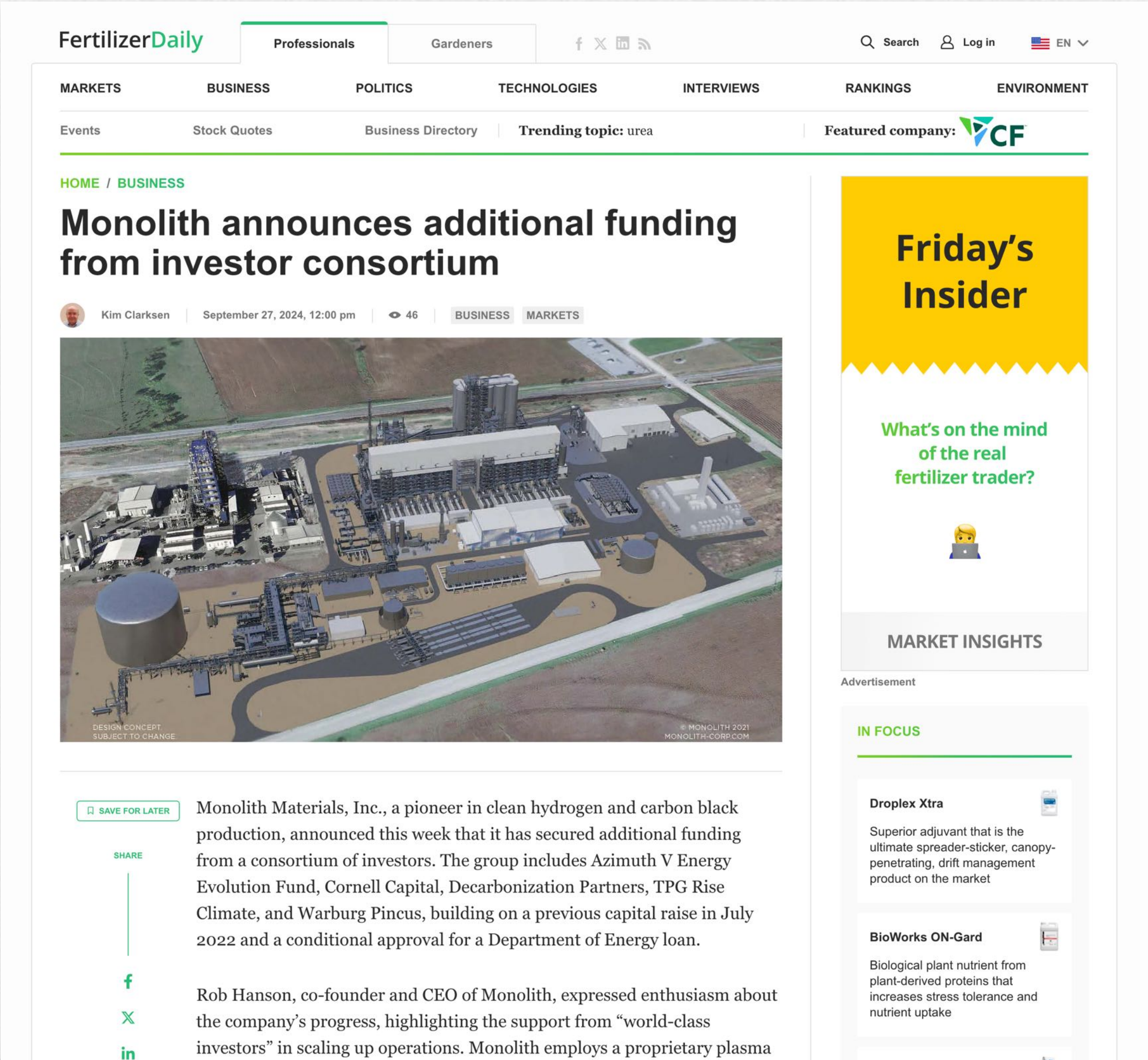
Desktop + Mobile

Placement type

Website, social media, Google News, and Bing News.

Tech specs

Text up to 500 words.



SOLUTIONS

Format

Feature Story

Statistics

600 — 2,000

Views

Examples

- [Feature Story 1 →](#)
- [Feature Story 2 →](#)
- [Feature Story 3 →](#)

Platform

Desktop + Mobile

Placement type

Website, social media, Google News, and Bing News.

Tech specs

Extended material with subsections and/or illustrations.

FertilizerDaily

ProfessionalsGardeners

f x in

SearchLog inEN


MARKETSBUSINESSPOLITICSTECHNOLOGIESINTERVIEWSRANKINGSENVIRONMENT

EventsStock QuotesBusiness DirectoryTrending topic: ureaFeatured company: VCF

HOME / BUSINESS

Morocco's OCP accelerates growth with new strategic program

Elena ShalashnikovaSeptember 26, 2024, 10:00 am103BUSINESSMARKETS



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Morocco's OCP Group, one of the world's top phosphate producers, has launched the Mzinda-Meskala Strategic Program. Announced in December 2022, this initiative aims to significantly increase fertilizer production capacity in the Mzinda-Safi and Meskala-Essaouira regions. It is part of OCP's broader strategy to meet rising global fertilizer demand while adhering to its sustainability targets, including achieving carbon neutrality by 2040.

Boosting capacity and sustainability

Friday's Insider


What's on the mind of the real fertilizer trader?




MARKET INSIGHTS

Advertisement

IN FOCUS

Droplex Xtra

Superior adjuvant that is the ultimate spreader-sticker, canopy-penetrating, drift management product on the market

BioWorks ON-Gard

Biological plant nutrient from plant-derived proteins that increases stress tolerance and nutrient uptake

SOLUTIONS

Format

Interview

Statistics

800 — 4,000

Views

Examples

[Interview 1 →](#)

[Interview 2 →](#)

[Interview 3 →](#)

Platform

Desktop + Mobile

Placement type

Website, social media, Google News, and Bing News.

Tech specs

Direct dialogue with a top manager of a company, a government official, or an independent expert.

FertilizerDaily

ProfessionalsGardeners

fXin

SearchLog inEN


MARKETSBUSINESSPOLITICSTECHNOLOGIESINTERVIEWSRANKINGSENVIRONMENT

EventsStock QuotesBusiness DirectoryTrending topic: ureaFeatured company: VCF

HOME / INTERVIEWS

Exclusive: GreenField’s Clint Brauer on robots and regenerative agriculture

FD EditorsFebruary 15, 2024, 10:00 am675INTERVIEWS TECHNOLOGIES



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Robots out in the field? Ten years ago that might have sounded somewhat outlandish, but, due to the latest advances in AI and computer vision, autonomous machines are quickly becoming an indispensable tool for smart, sustainable farming. And, importantly, they can help crop growers to save money on fertilizer and expensive chemicals.

Now, one of the companies spearheading the development of these technologies is GreenField Robotics. It is on a mission to make regenerative farming more efficient and more cost effective. We recently had the privilege of speaking to GreenField’s CEO, Clint Brauer, to find out about how the

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MARKET INSIGHTS

Advertisement

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SOLUTIONS

Format

Case Study

Statistics

800 — 4,000

Views

Examples

[Case Study 1 →](#)

Platform

Desktop + Mobile

Placement type

Website, social media, Google News, and Bing News.

Tech specs

Expanded material covering the use of certain product/technology.

FertilizerDaily

ProfessionalsGardeners

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SearchLog inEN


MARKETSBUSINESSPOLITICSTECHNOLOGIESINTERVIEWSRANKINGSENVIRONMENT

EventsStock QuotesBusiness DirectoryTrending topic: ureaFeatured company: CF

HOME / MARKETSB

Case Study: Safe Conveyor Equipment Design by Martin Engineering

Alexei RezvanovAugust 18, 2023, 8:00 pm286MARKETSTECHNOLOGIES



SAVE FOR LATER

SHARE

fX

Conveyors are among the most dynamic and potentially dangerous equipment in bulk handling. The operational basics of belt conveyor systems regarding the hardware installed and the performance required from the components are too often a mystery to many employees. This knowledge gap also creates a safety gap. Since personnel is the most critical resource of any industrial operation, it is crucial to meet workplace safety standards. The consensus among safety professionals is to design the hazard out of the component or system, which historically yields more cost-effective and durable results.

Friday's Insider

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MARKET INSIGHTS

Advertisement

IN FOCUS

Droplex Xtra

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SOLUTIONS

FertilizerDaily

Format

Ranking

Statistics

5,000+

Views

Examples

[Ranking 1 →](#)

[Ranking 2 →](#)

Platform

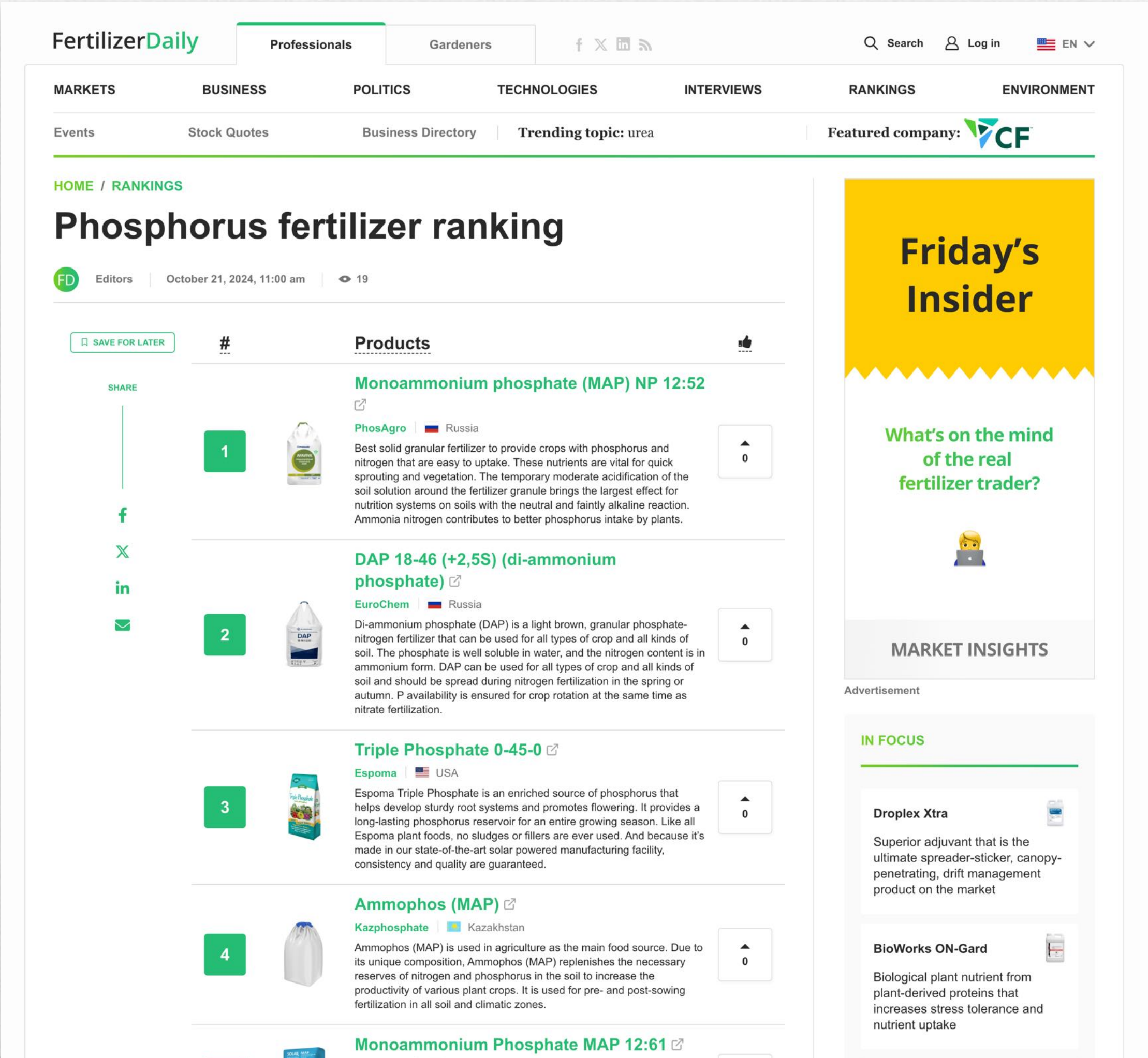
Desktop + Mobile

Placement type

Website, social media,
possible promotion with
website banners.

Tech specs

Product ranking with
user voting.



SOLUTIONS

Format

Contest / Activation

Statistics

15,000+

Views

Place & Platform

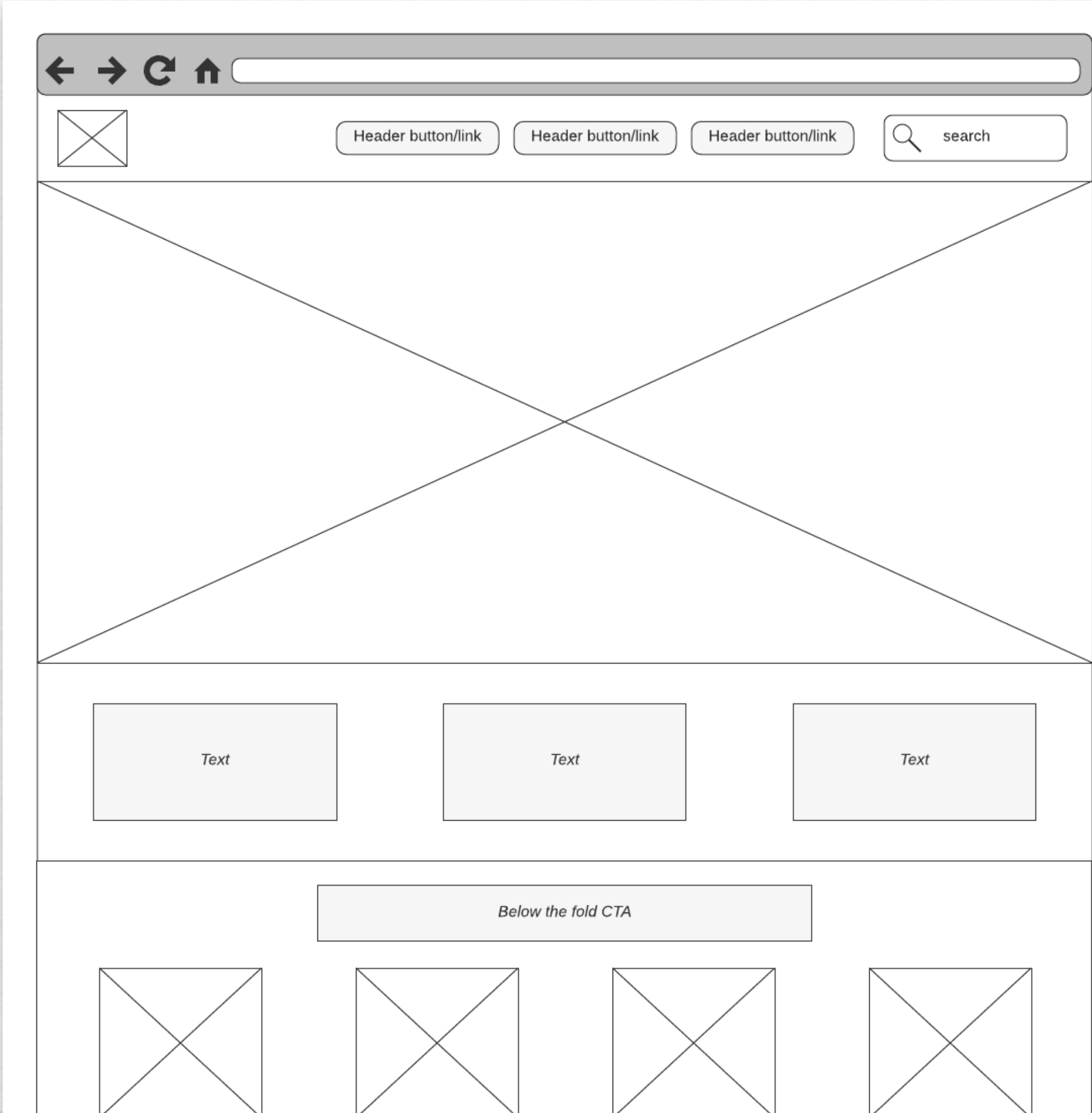
Landing Page / Desktop
+ Mobile

Placement type

Extended cross-channel
activation.

Tech specs

A custom-made landing
page with agreed
functionality.



CONTACTS

FertilizerDaily

For advertisement and partnership opportunities, please reach out to partnership@fertilizerdaily.ru

An aerial photograph of a vast agricultural landscape. The foreground and middle ground are filled with a patchwork of green fields, some of which are divided into smaller plots by roads or ditches. The fields are surrounded by dense green forests and trees. In the background, there are rolling hills and mountains under a dramatic, cloudy sky. The overall color palette is dominated by various shades of green, with the sky adding some grey and blue tones.

FertilizerDaily

LET'S CHANGE FARMING TOGETHER!