



# FertilizerDaily

## MEDIA KIT 2025

© 2014-2025 DigitalTree LLC  
All rights reserved.

[www.fertilizerdaily.com](http://www.fertilizerdaily.com)



# ABOUT

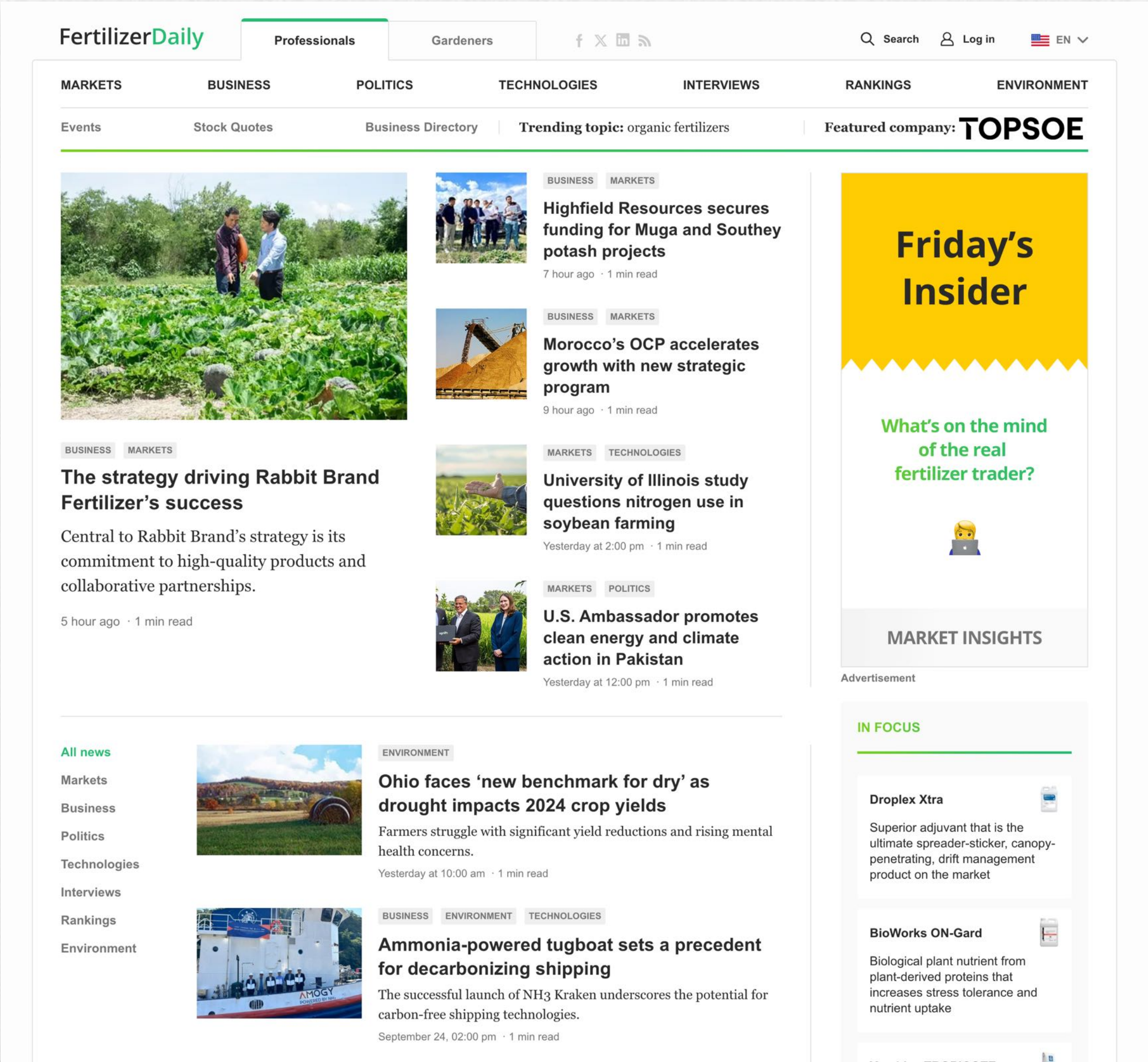
Fertilizer Daily is the leading industrial media and discussion platform focused on covering efficient farming and plant cultivation practices on both domestic and industrial scales.

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.

4,250  
published stories

350  
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.

**14,500**  
views

**2:10**  
time per visit

**8,400**  
visitors

**1.7**  
pages per visit

## E-mail Newsletter

Statistics from MailerLite.

**1,080**  
subscribers

**36-48%**  
open rate

The example of our weekly newsletter:

[Newsletter example →](#)

## Social Media

Total audience of our social media channels.

**6,500**  
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

FertilizerDaily

## Format & Pixels

Banner, 300 x 600

## Statistics

2,8000.18%

Views  
per week

Average  
CTR

## Place & Platform

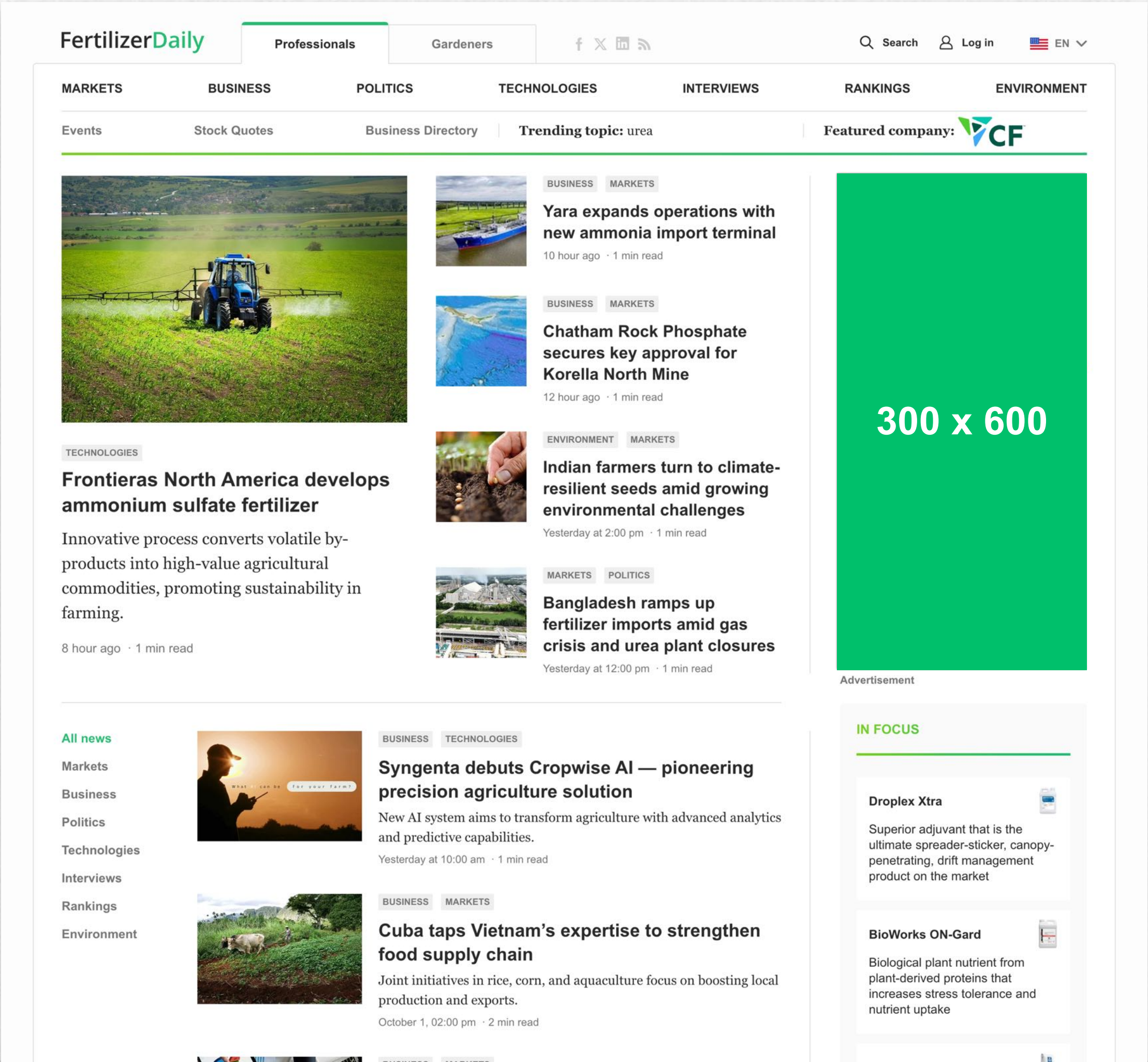
All pages / Desktop

## 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

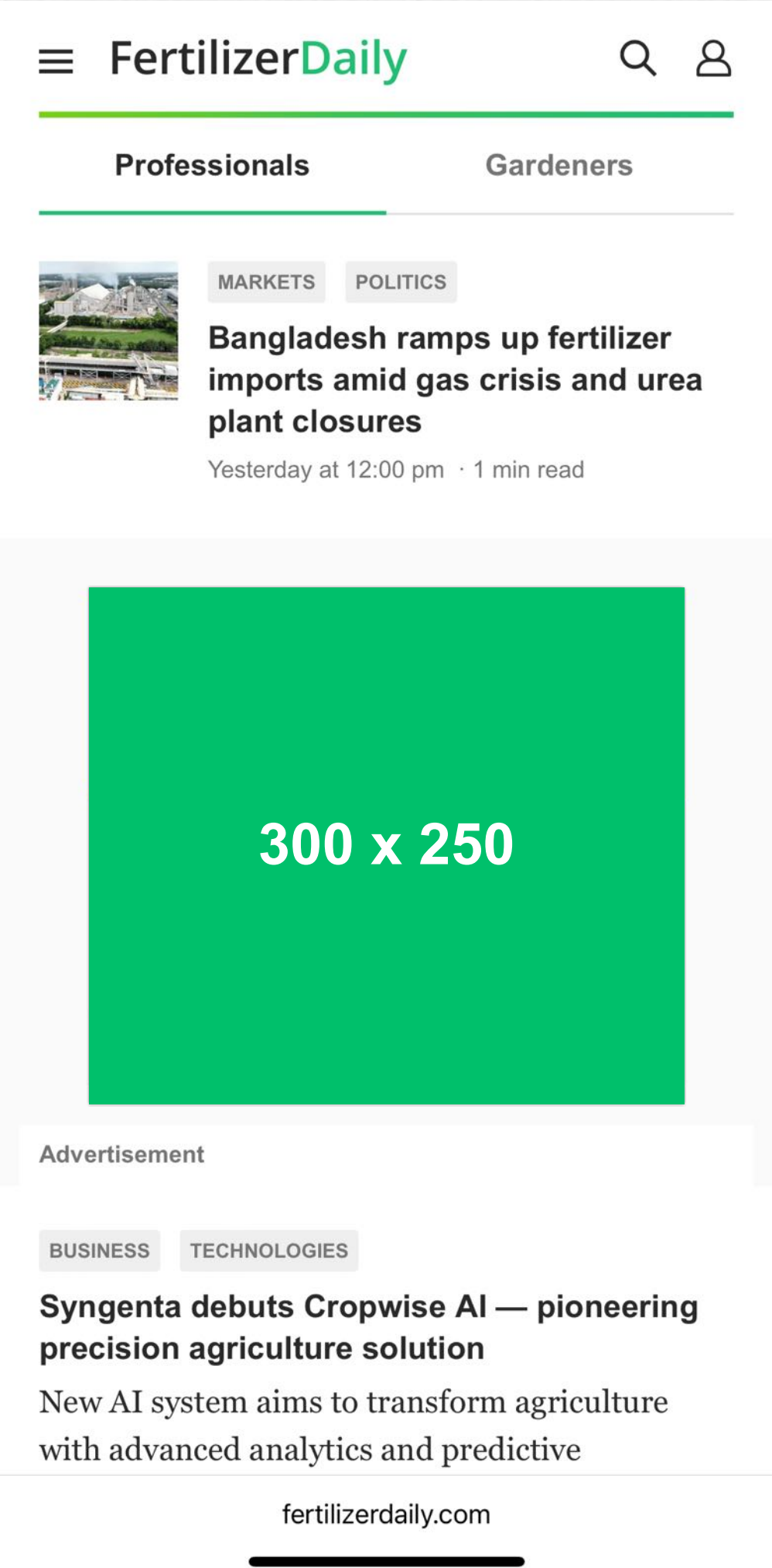
News list / Mobile

## 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

710 x 300

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

## Format & Pixels

Banner, 540 x 280

## Statistics

90012%

SubscribersAverage CTR

## Examples

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

## Place & Platform

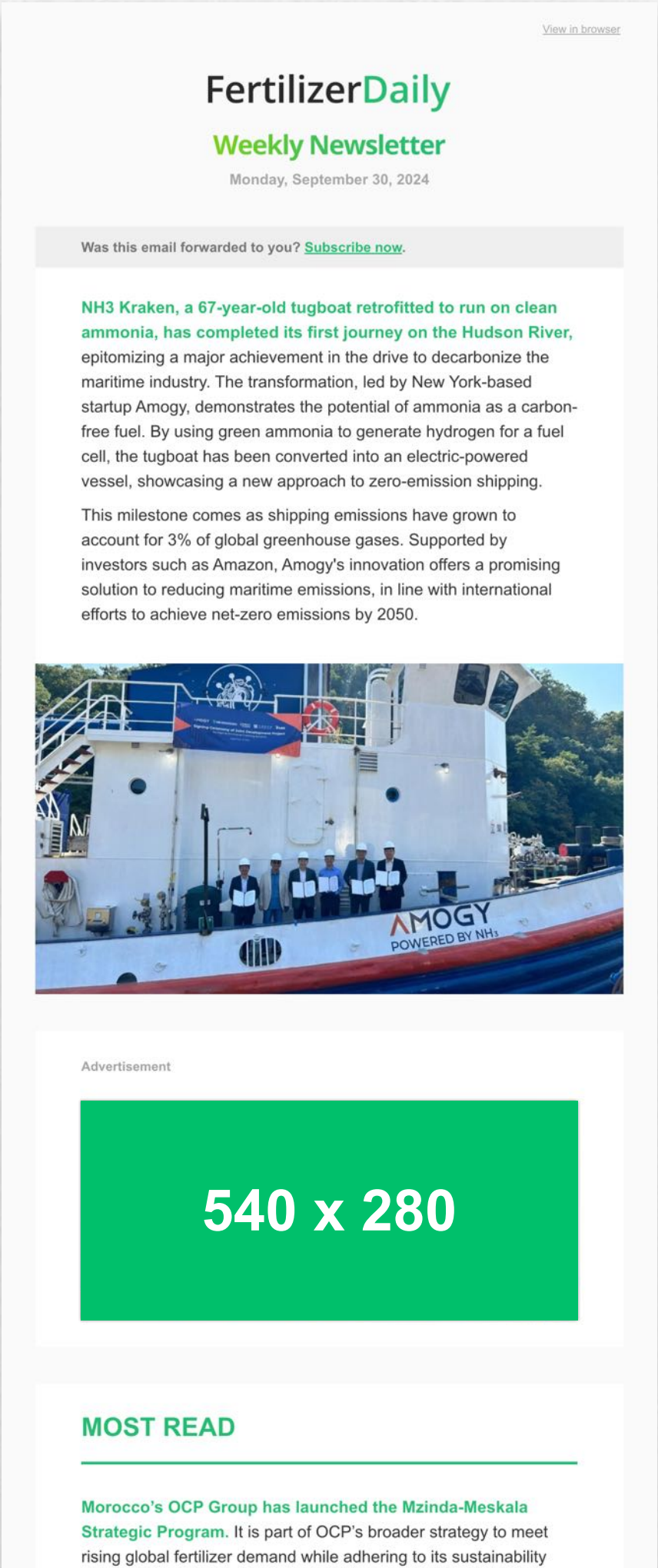
Weekly e-mail newsletter

## Placement type

Static banner, newsletter issue.

## Tech specs

Image (JPG, PNG).





## 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

FertilizerDaily

## Format

Featured Company

## Statistics

5,5000.12%

Views  
per week

Average  
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

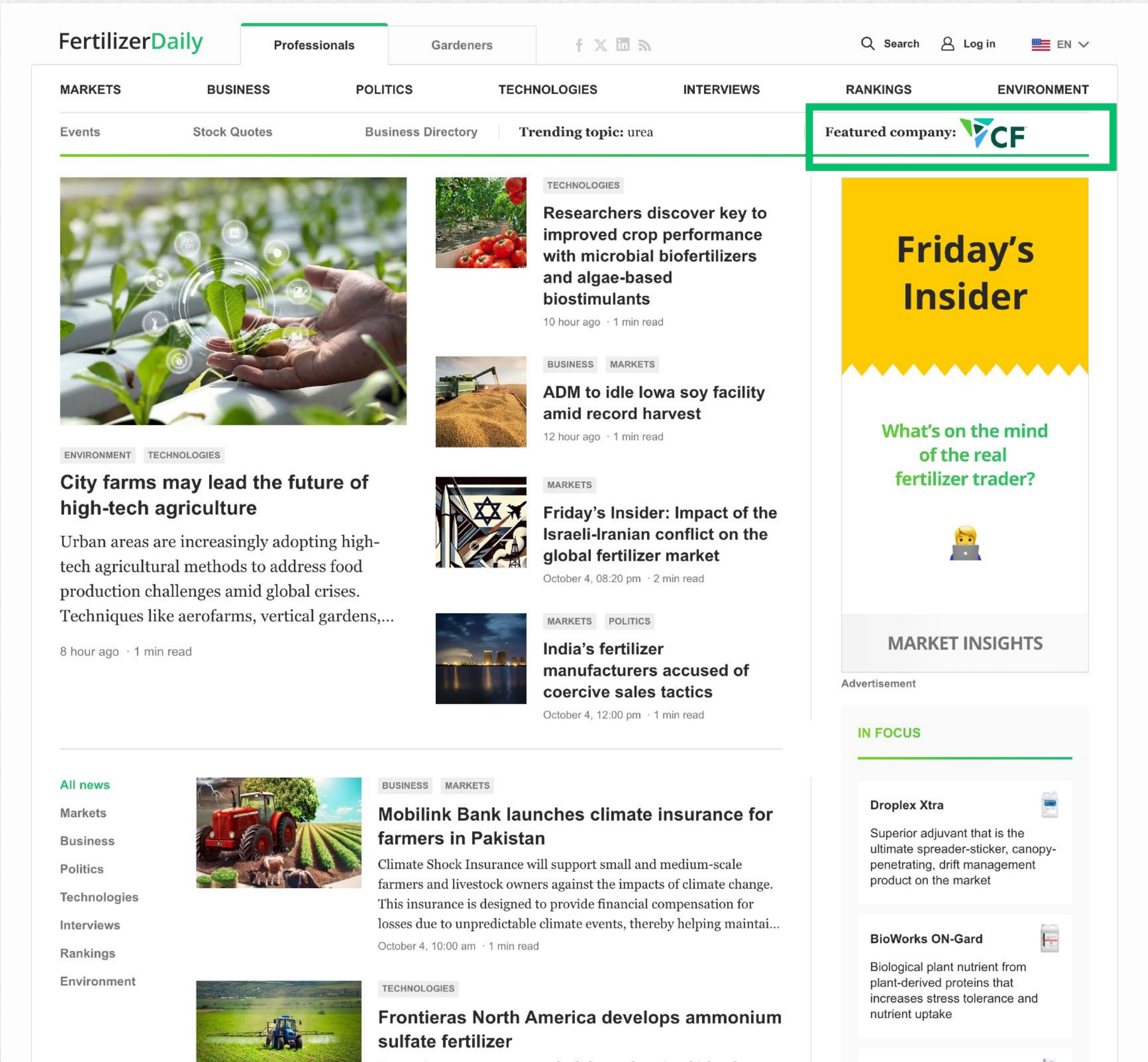
All pages / Desktop + Mobile

## Placement type

Static, month.

## Tech specs

Company logo (SVG, JPG, PNG).





# SOLUTIONS

## Format

Trending Topic

## Statistics

5,5000.10%

Views per weekAverage 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.

FertilizerDaily


ProfessionalsGardeners

fXin

SearchLog inEN

MARKETSBUSINESSPOLITICSTECHNOLOGIESINTERVIEWSRANKINGSENVIRONMENT

EventsStock QuotesBusiness DirectoryTrending topic: ureaFeatured company: CFCF




ENVIRONMENTTECHNOLOGIES

City farms may lead the future of high-tech agriculture

Urban areas are increasingly adopting high-tech agricultural methods to address food production challenges amid global crises. Techniques like aerofarms, vertical gardens,...

8 hour ago · 1 min read


TECHNOLOGIES



Researchers discover key to improved crop performance with microbial biofertilizers and algae-based biostimulants

10 hour ago · 1 min read


BUSINESSMARKETS



ADM to idle Iowa soy facility amid record harvest

12 hour ago · 1 min read


MARKETS



Friday's Insider: Impact of the Israeli-Iranian conflict on the global fertilizer market

October 4, 08:20 pm · 2 min read


MARKETSPOLITICS



India's fertilizer manufacturers accused of coercive sales tactics

October 4, 12:00 pm · 1 min read

All newsMarketsBusinessPoliticsTechnologiesInterviewsRankingsEnvironment




BUSINESSMARKETS

Mobilink Bank launches climate insurance for farmers in Pakistan

Climate Shock Insurance will support small and medium-scale farmers and livestock owners against the impacts of climate change. This insurance is designed to provide financial compensation for losses due to unpredictable climate events, thereby helping maintai...

October 4, 10:00 am · 1 min read



TECHNOLOGIES

Frontieras North America develops ammonium sulfate fertilizer

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

14



# SOLUTIONS

## Format

News Story

## Statistics

450 — 1,500

Views

## Examples

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

## Platform

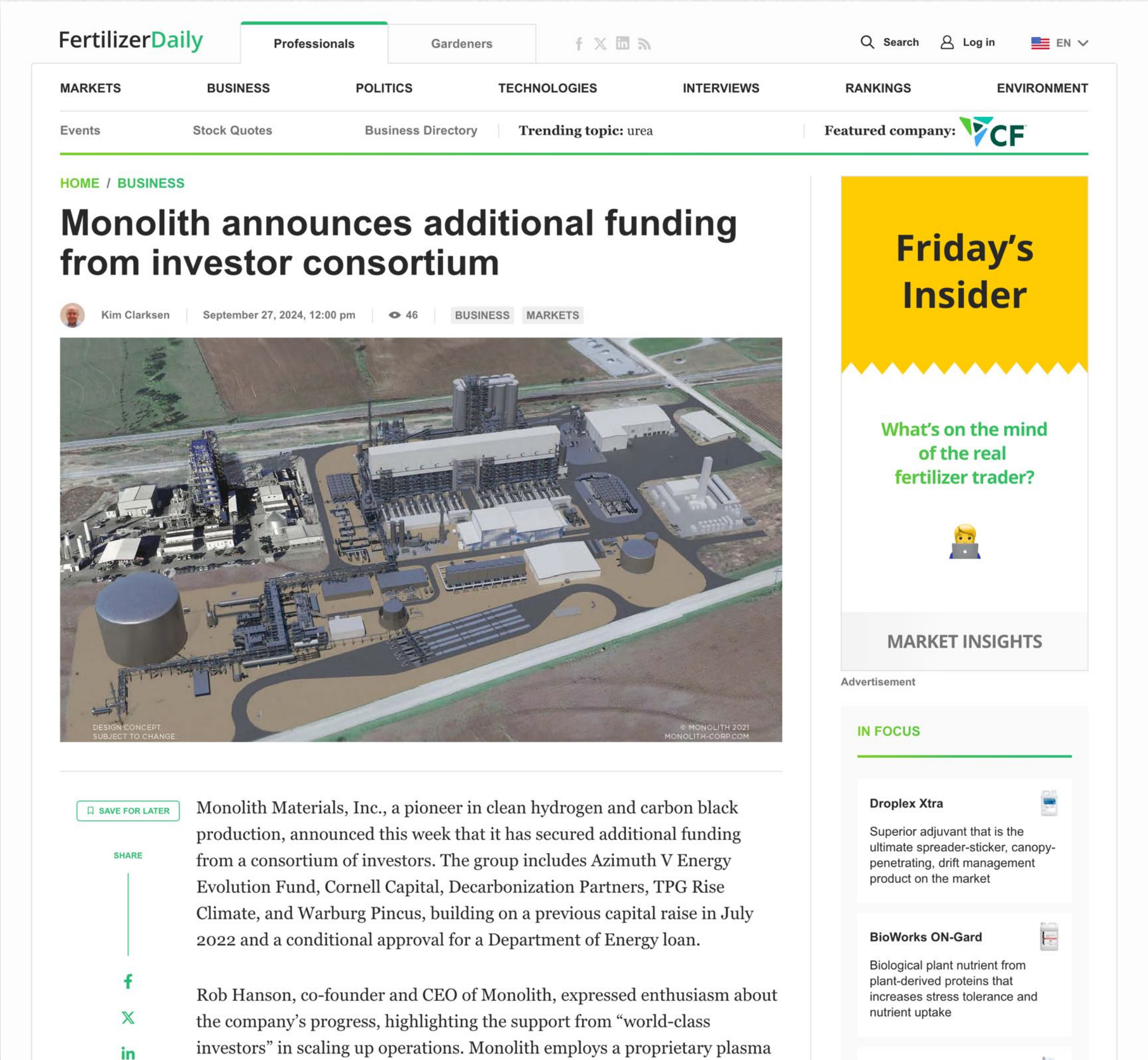
Desktop + Mobile

## 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



SAVE FOR LATER

SHARE


f x in

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



SAVE FOR LATER

SHARE


fXin

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

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

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

fXin

SearchLog inEN


MARKETSBUSINESSPOLITICSTECHNOLOGIESINTERVIEWSRANKINGSENVIRONMENT

EventsStock QuotesBusiness DirectoryTrending topic: ureaFeatured company: CF

HOME / MARKETSBUSINESS

### Case Study: Safe Conveyor Equipment Design by Martin Engineering

Alexei RezvanovAugust 18, 2023, 8:00 pm286MARKETSTECHNOLOGIES



SAVE FOR LATER

SHARE

fXin

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

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

Ranking

## Statistics

5,000+

Views

## Examples

[Ranking 1 →](#)

[Ranking 2 →](#)

## Platform

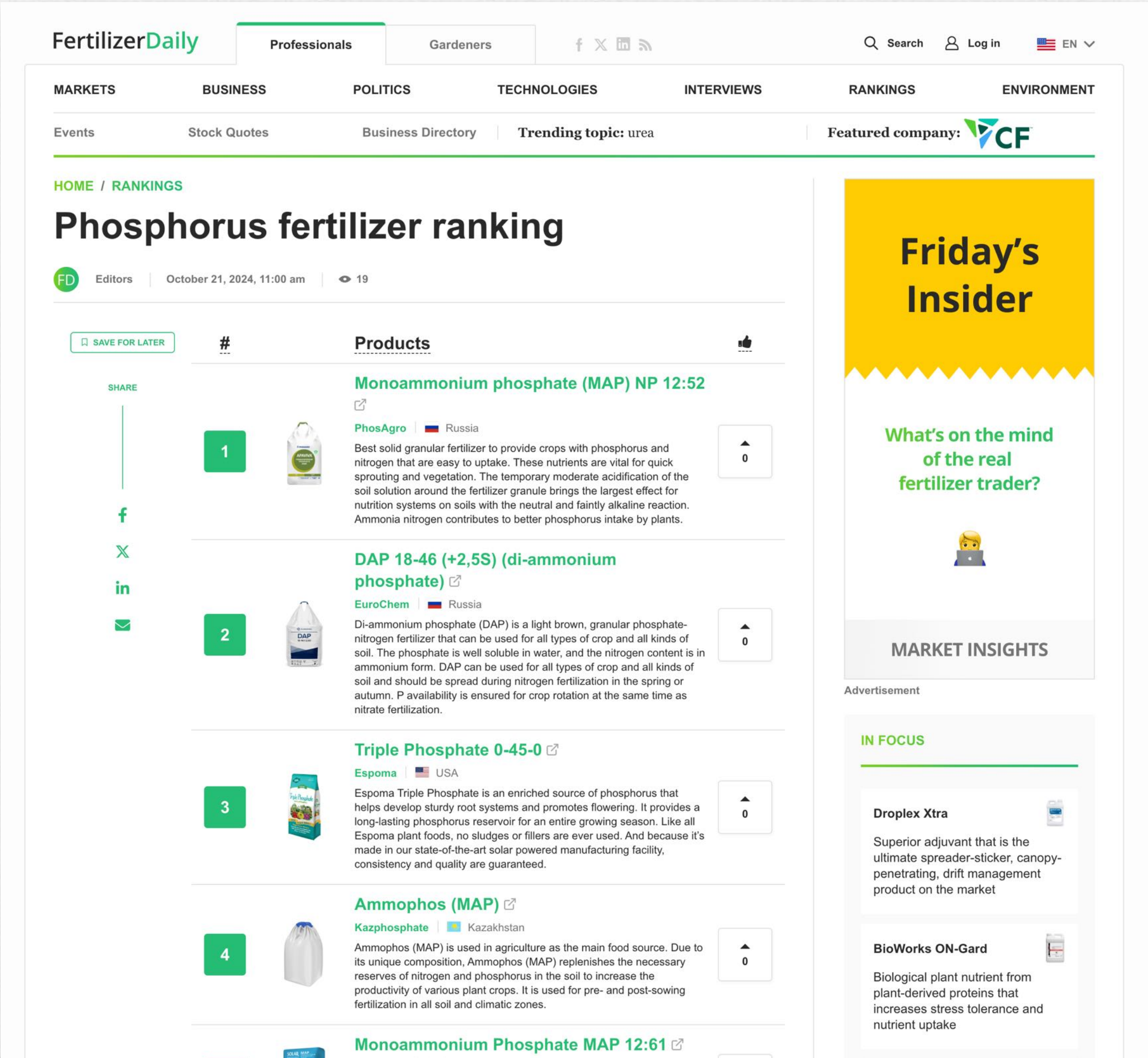
Desktop + Mobile

## 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

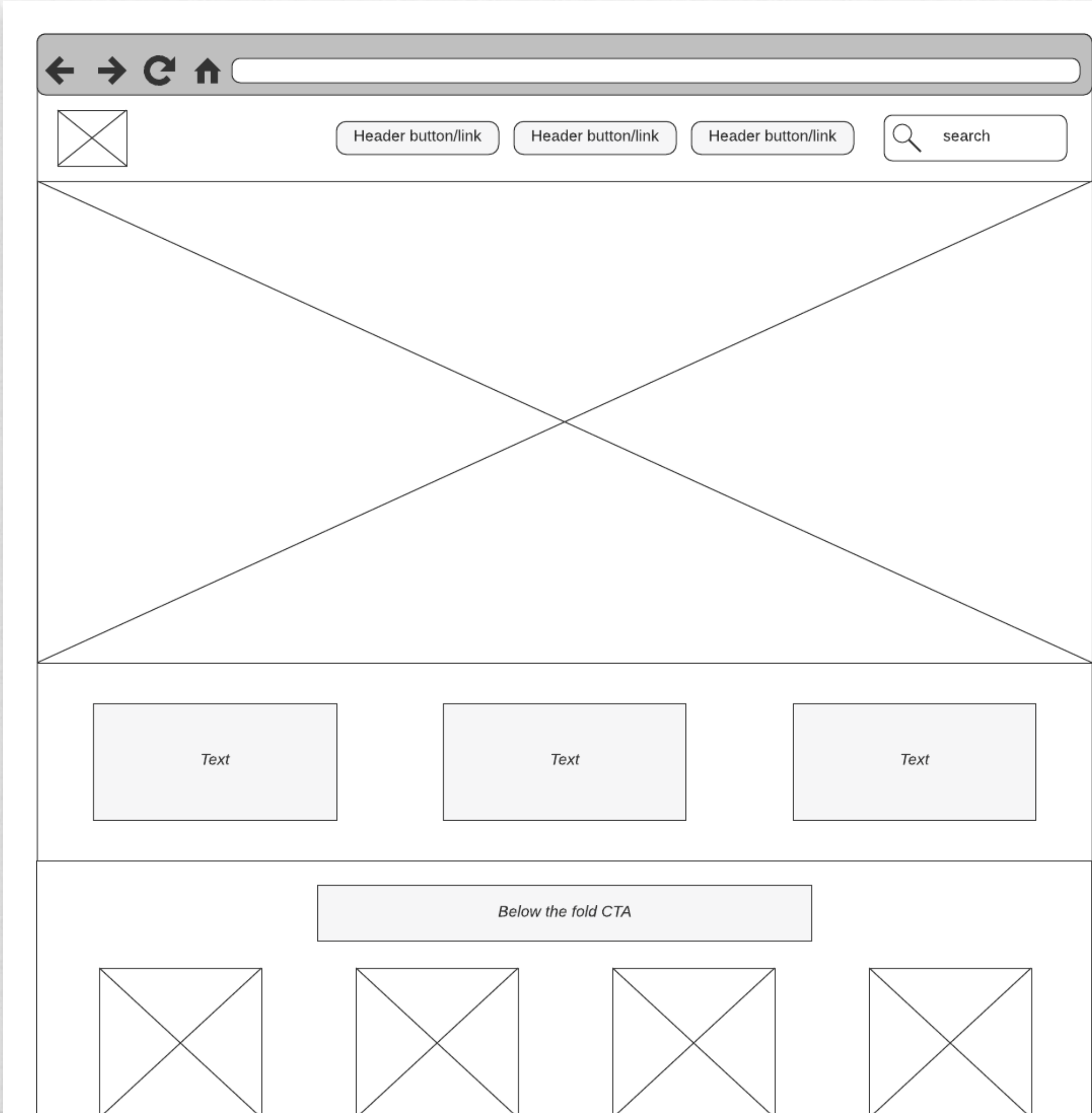
Landing Page / Desktop + Mobile

## 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](mailto: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 rolling hills. In the background, a range of mountains is visible 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!**