



TURN INDUSTRY EXPERTISE INTO MARKET IMPACT.

We help farm machinery companies communicate with farmers, dealers, media and industry professionals - through specialist content built on market intelligence and industry expertise.

2027 PARTNERSHIP & MEDIA KIT

FROM OEM EXPERTISE TO MARKET IMPACT.

aginsights.blog helps farm machinery companies turn their products, technologies, people and expertise into authoritative market-facing content - and bring it to the audiences that matter.

Our combination of farm machinery expertise, market intelligence and industry credibility helps OEMs communicate more effectively with farmers, contractors, dealers, media and the wider agricultural community.

FARMERS & CONTRACTORS	DEALERS & DISTRIBUTION	MEDIA & INDUSTRY INFLUENCERS	INDUSTRY PROFESSIONALS & TALENT
Brand awareness Lead generation Business generation	Dealer engagement Dealer management Network development	Thought leadership Brand authority Executive visibility	Employer branding Recruitment Talent attraction

EXPERTISE > AUTHORITY > AUDIENCE > BUSINESS IMPACT



WHY AGINSIGHTS.BLOG

WE KNOW THE INDUSTRY BECAUSE WE ANALYSE IT EVERY DAY.

aginsights.blog is an independent market intelligence platform focused on the global farm machinery and ag-tech industry.

Our news, market analysis and forward-looking research cover the global market and its major regions, from Europe and North America to India, China and Latin America. We continuously follow products, technologies, OEM strategies, competitive dynamics and changing market demand.

That expertise allows us to understand the story behind a product or technology - and translate it into content that is relevant beyond the company that created it.

English is the primary editorial language of aginsights.blog, reflecting the international nature of our audience and coverage. Partnership projects can be developed and adapted in multiple languages to support specific markets, dealer networks and local audiences.

MACHINERY	MARKETS	TECHNOLOGY	STRATEGY
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THE FORMAT FOLLOWS THE OBJECTIVE.

White Papers, interviews, OEM-contributed editorials, podcasts and event programmes are different ways of turning specialist knowledge into credible market-facing communication.

SPONSORED WHITE PAPERS	EXECUTIVE VISIBILITY
6-8+ page analytical papers connecting market context and industry trends with the company's technologies, products or strategic themes.	Interviews, podcasts and expert conversations that give executives, engineers, product specialists, dealers and partners a credible voice in the market.
OEM EDITORIAL PUBLISHING	EVENT CONTENT PLATFORM
Publication on aginsights.blog of relevant OEM-authored or OEM-supported articles, expert viewpoints and technical or strategic content, clearly identified and aligned with our editorial standards.	An integrated programme around a major industry event, potentially combining a Sponsored White Paper and executive interviews before the show, on-site conversations or roundtables during the event, and articles, podcasts and derivative content afterwards.
MULTI-MARKET & MULTILINGUAL CONTENT	CONTENT ADAPTATION & REUSE
Content developed in English as the primary language and adapted or localised for different markets, languages, dealer networks, local audiences and communication channels.	Existing research and editorial assets can be reworked for websites, dealer communication, trade shows, presentations, LinkedIn, podcasts and other formats.

ONE IDEA. MANY LIVES.

The value of a strong content project should extend far beyond its first publication. We create assets that companies can use throughout the customer, dealer, media and talent journey.

WEBSITE	LEAD GENERATION	DEALERS
SALES FORCE	TRADE SHOWS	MEDIA RELATIONS
LINKEDIN	EXECUTIVE PRESENTATIONS	RECRUITMENT
PODCASTS	PRINT / VIP	LOCAL MARKETS

CREATE ONCE. ADAPT ACROSS MARKETS, LANGUAGES, CHANNELS AND AUDIENCES.

A single research and content platform can support brand awareness, dealer engagement, lead generation, executive visibility, employer branding and recruitment. English can serve as the international master version, with localised content developed for specific countries and audiences.

LISTEN BEFORE YOU COMMUNICATE.

Communication also works in the opposite direction. aginsights.blog can help companies bring external perspectives into the organisation through focused Executive Roundtables and structured industry conversations.

Selected farmers, dealers, experts, universities and other relevant stakeholders can be brought together around questions involving automation, productivity, technology adoption, digitalisation or changing customer expectations.

1	SELECT THE QUESTION	Define the market, customer or technology issue that needs external perspective.
2	BRING THE RIGHT VOICES TOGETHER	Create a focused conversation with selected stakeholders relevant to the topic.
3	TURN CONVERSATION INTO INSIGHT	Produce a structured synthesis of the perspectives, tensions and signals emerging from the discussion.

The objective is not necessarily publication. It is structured listening.

OUR INDUSTRY CREDENTIALS

AUTHORITY STARTS INSIDE THE INDUSTRY.

Our LinkedIn community is predominantly industry-based. These figures are not presented as farmer reach. They are evidence that aginsights.blog is read and followed by professionals working inside the industry we analyse.

2,900+	51.8%	394	6,100+
LINKEDIN FOLLOWERS	SENIOR / LEAD / EXPERT LEVEL OR ABOVE	IDENTIFIABLE PROFESSIONALS ACROSS NINE MAJOR OEM GROUPS	WEBSITE VISITORS IN THE LATEST 30 DAYS

LinkedIn followers: 2,900+ as of September 24th, 2026.

OUR INDUSTRY AUDIENCE IS EVIDENCE OF OUR AUTHORITY.

Our expertise is what enables us to create content capable of speaking credibly to the wider market.

Seniority and OEM penetration figures are based on the latest analysed professional audience dataset. Website figure: latest 30-day snapshot. No claim is made regarding the professional composition of website visitors.

A SIMPLE STARTING POINT.

Projects are tailored to scope, research depth, number of markets, languages and distribution requirements. The figures below are indicative starting points for planning purposes.

SPONSORED WHITE PAPER	from EUR 5,500	Flagship offer: 6-8+ pages including research, market analysis, writing and professional layout.
EXECUTIVE INTERVIEW / PODCAST	from EUR 1,500	Preparation, interview, editorial development and publication-ready content.
EXECUTIVE ROUNDTABLE	from EUR 1,500	Topic design, moderation and structured insight summary.
OEM EDITORIAL PUBLISHING	from EUR 750	Publication of selected OEM-authored or OEM-supported content on aginsights.blog. Includes 7 days of homepage visibility, a permanent article URL, LinkedIn amplification and English-language publication. Subject to editorial standards and clearly identified.
EVENT CONTENT PLATFORM	CUSTOM QUOTATION	Integrated before / during / after event programme, potentially including White Paper, interviews, roundtables, podcasts and derivative content.
MULTI-MARKET / MULTILINGUAL PROGRAMME	CUSTOM QUOTATION	Development, adaptation and localisation of content across markets, languages, dealer networks and local communication needs.

Final quotations are defined after agreement on objectives, deliverables, markets, languages and distribution requirements. Extended homepage visibility, additional social amplification, content production and localisation can be quoted separately.



LET'S TURN YOUR EXPERTISE INTO MARKET IMPACT.

Tell us what you need the market to understand, who you need to reach and what business objective the content should support. We will build the right format around it - internationally or market by market.

BRAND AWARENESS	DEALER MANAGEMENT
LEAD & BUSINESS GENERATION	EXECUTIVE VISIBILITY
EMPLOYER BRANDING	RECRUITMENT

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