TURN INDUSTRY EXPERTISE INTO MARKET IMPACT.

Independent market intelligence, competitive analysis, customer insights and strategic communication for the global farm machinery and ag-tech industry.

Understand the market. Anticipate change.
Strengthen your competitive position. Communicate with authority.

2027 INTELLIGENCE & PARTNERSHIP PORTFOLIO

WHO WE ARE & INDUSTRY CREDENTIALS

WE KNOW THE INDUSTRY BECAUSE WE ANALYSE IT EVERY DAY.

aginsights.blog is an independent market intelligence platform focused on global farm machinery and ag-tech. We track markets, technologies, OEM strategies, products and competitive dynamics across Europe, North America, India, China, Latin America and emerging markets.

English is our primary editorial language. Partnership projects can be developed, adapted and localised in multiple languages for specific markets and audiences.

AUTHORITY STARTS INSIDE THE INDUSTRY.

Our predominantly industry-based LinkedIn community demonstrates strong professional reach across the global farm machinery industry.

3,000+	~700	~1,000	750+
LINKEDIN FOLLOWERS	DIRECTOR, VP & C-LEVEL	SALES & BUSINESS DEVELOPMENT	AT COMPANIES WITH 10,000+ EMPLOYEES

LinkedIn follower count: November 11, 2026. Demographic export through November 7, 2026.

OUR CONTENT PERFORMANCE — LAST 90 DAYS

85,000+	3,100+	4.5%	100%
ORGANIC LINKEDIN IMPRESSIONS	CONTENT CLICKS	ENGAGEMENT RATE	ORGANIC IMPRESSIONS

LinkedIn content analytics: August 13 – November 10, 2026.

OUR WEBSITE — LAST 30 DAYS

7,000+
WEBSITE VISITORS

Latest 30-day snapshot, November 12, 2026.

Platform-wide performance figures; not guaranteed results for individual partner content.

MARKET COMMUNICATION

THE FORMAT FOLLOWS THE OBJECTIVE.

We turn products, technologies, people and expertise into authoritative market-facing content, designed for the audiences that matter.

SPONSORED WHITE PAPERS

6–8+ page analytical papers connecting market context and industry trends with company technologies, products or strategic themes.

EXECUTIVE VISIBILITY

Interviews, podcasts and expert conversations giving executives, engineers, product specialists, dealers and partners a credible voice.

OEM EDITORIAL PUBLISHING

Selected OEM-authored or supported articles and expert viewpoints published on aginsights.blog, clearly identified and subject to editorial standards.

EVENT CONTENT PLATFORM

Integrated programmes combining pre-event White Papers and interviews, on-site conversations and roundtables, and post-event articles, podcasts and derivative content.

MULTI-MARKET CONTENT

Development, adaptation and localisation across languages, markets, dealer networks and communication channels.

EXECUTIVE ROUNDTABLES

Structured listening with selected farmers, dealers, experts and other stakeholders. Topic design, moderation and a synthesis of perspectives and signals.

EVENT CONTENT PLATFORM: BEFORE → DURING → AFTER

White Papers Executive interviews	Conversations Roundtables	Articles · Podcasts Derivative content

From industry to market. From market to industry.

MARKET & EXECUTIVE INTELLIGENCE

BEYOND COMMUNICATION. INTELLIGENCE THAT SUPPORTS DECISIONS.

Custom research and proprietary intelligence for OEMs, senior executives and industry professionals.

AGINSIGHTS FARMER BENCHMARK™

A proprietary research and benchmarking framework covering farm profiles, machinery fleets, mechanisation, operating efficiency, digital and energy readiness, and investment intentions. OEM customer-network research produces individual farmer peer-benchmark reports and confidential aggregated intelligence for the OEM.

AGINSIGHTS FARM MACHINERY RATING™

A client-commissioned, evidence-based assessment of current competitive strength, future capability and momentum against a client-defined peer group. AGINSIGHTS independently controls methodology and scoring. Designed for strategic and board-level decisions.

AGINSIGHTS MONTHLY EXECUTIVE INTELLIGENCE™

Confidential monthly executive briefings translating global industry developments into competitive implications, emerging risks and opportunities, and executive-ready narratives. Designed for senior leadership.

AGINSIGHTS GLOBAL FARM MACHINERY MARKET BOOK™

An annual reference combining a structured industry database, statistics and editorial overview of products, technologies, OEM moves, investments and partnerships across markets. Contact us for availability.

DIRECT ENGAGEMENT

Farmer Benchmark, Farm Machinery Rating and Monthly Executive Intelligence are tailored engagements. Scope, confidentiality, deliverables and commercial terms are discussed directly. The Market Book is a separate annual research product, with availability and access conditions on request.

INDICATIVE PARTNERSHIP PRICING

A SIMPLE STARTING POINT.

Projects are tailored to objectives, research depth, markets, languages and distribution requirements.

Sponsored White Paper	**EUR 5,500+**	Research, market analysis, writing and professional layout (6–8+ pages).
Executive Interview / Podcast	**EUR 1,500+**	Preparation, interview, editorial development and publication-ready content.
Executive Roundtable	**EUR 1,500+**	Topic design, moderation and structured insight summary.
OEM Editorial Publishing	**EUR 750+**	Selected content published in English; 7 days of homepage visibility, permanent article URL and LinkedIn amplification. Clearly identified sponsored/partner content, subject to editorial standards.
Event Content Platform	**Custom quote**	Integrated before / during / after event programme.
Multi-Market / Multilingual Programme	**Custom quote**	Development, adaptation and localisation across markets and languages.

Extended homepage visibility, additional social amplification, content production and localisation can be quoted separately. Final quotations depend on agreed scope.

Advanced intelligence and custom research: direct contact required. Market Book: availability on request.

WHY PARTNER WITH AGINSIGHTS

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 project should support. We will build the right format around it.

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

ONE IDEA. MANY LIVES.

Create once. Adapt across markets, languages, channels and audiences.

Website · Sales force · Dealer networks · Trade shows · Media relations · LinkedIn · Executive presentations · Recruitment · Podcasts · Print / VIP · Local markets

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