

Media Kit 2021

You have the knowledge, we spread it



Photo: Ron Tzur

IsraelAgri.com



About IsraelAgri.com

IsraelAgri.com is the leading English-only agriculture website and premier online publication from Israel with very wide international exposure.

Focusing on Israeli agricultural technology and innovation, **IsraelAgri.com** provides valuable information about all aspects of the agricultural lifecycle, from seeding and growing technologies, through food technology and smart farming, to greenhouses and packaging.

IsraelAgri.com connects between all the players in the agricultural industry: between companies that develop innovative technologies and farmers; between agricultural research institutions and companies; and between entrepreneurs and quality content.

IsraeliAgri.com provides the tools and knowledge that turn dreams into reality. We also publish a bimonthly newsletter, participate in sector-related conferences and exhibitions, and provide a wide range of services to the industry.



Vision and Mission

IsraelAgri.com was established in 2013 with the vision of spreading knowledge and innovations in the agricultural fields.

We believe that knowledge is power, and that more knowledge about agriculture technology can increase the amount of food produced in the world and reduce hunger.

This year, due to the COVID-19 crisis and the lockdowns imposed around the world, local production and food security have become

paramount. Since many places in the world **IsraelAgri.com's** mission is to propagate our knowledge to those areas and help them grow their own food.

Throughout the years, IsraelAgri.com have cooperated with large agricultural organizations like The Volcani Center (ARO); the Ministry of Agriculture; IA (Irrigation Association); the Fruit Growers Association; the Flower Growers Association; the Water Works Association; Agrexco, ICA, and others.

Editorial Board

- **Nurit Levy** – Chief Editor and entrepreneur, more than 30 years' experience creating and distributing content to the local and global agriculture sectors
- **Elisha Shalgi** – Copyeditor, graduate of the Faculty of Agriculture, Rehovot, Israel
- **Limor Israelof** – Graphic Designer
- **Roy Abramovich and Esther halac** – translation and editing
- **Michal Levy** – Social-Media Manager



900
Visitors per day



men **70%** women **30%**
Demographics



70%
Visitors age

IsraelAgri.com in Numbers

- **Number of visitors per day:** 900
- **Demographics:** 70% men, 30% women; 70% of visitors are 25-55 years of age
- **Geographies:** visitors come from 140 countries; most visits are from France, Israel, India, North America, the Netherlands, Canada, UAE, the United Kingdom, the Philippines, Turkey, Australia, Kenya, Italy, Malaysia, and Germany
- **Social-media exposure:** 17,500 followers



140
Countries



17,500
Followers





Photo: Irit Ben Zvi

Editorial Content

IsraelAgri.com is very well known in the agricultural industry thanks to its professional and quality content. The publication provides information in a variety of subjects, from technological innovations from companies around the world to results of breakthrough studies from research institutes.

IsraelAgri.com is trusted by farmers, producers, distributors, researchers, and enterprises, and is an excellent source of knowledge and data about global agriculture.



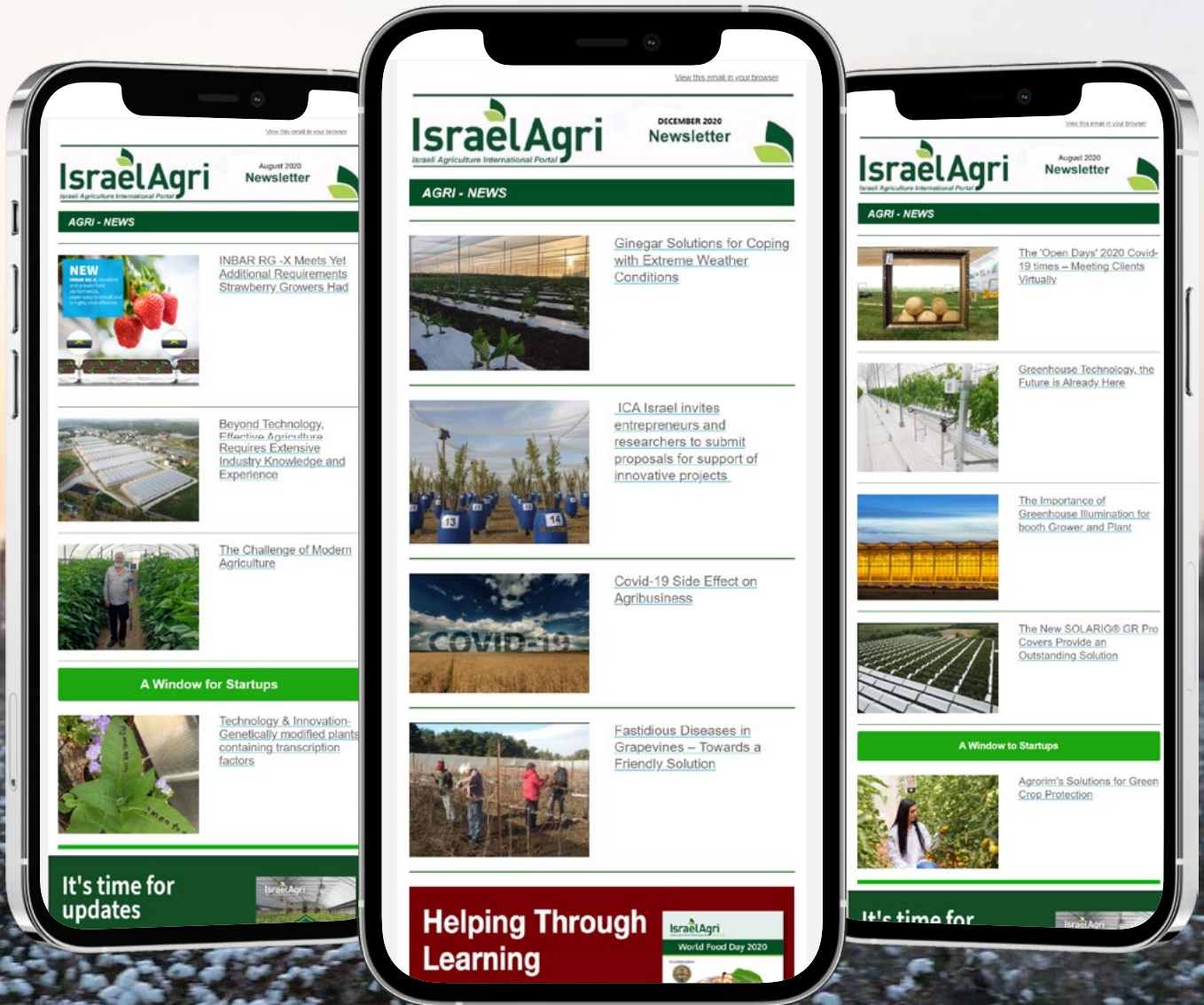
Photo: Eyal Bribram

Why Should You Advertise with Us?

- Because of our professionalism and high-quality content
- Because of our exposure to a global audience
- Because digital media is virtually the only way today to get your message across
- Because Israel is a known hub for Agri knowledge, technology and innovation
- **And because of Google – IsraelAgri.com consistently ranks high in Google searches with keywords like 'agriculture companies', 'precision irrigation', or 'greenhouse technology'**

Newsletter

In addition to the latest news and high-quality content, **IsraelAgri.com** pushes agricultural knowledge via a bimonthly newsletter that is sent to a constantly growing distribution list (8,000 subscribers and counting). This list was built over the years and includes customers, producers, experts, and other stakeholders we met in conferences, exhibitions, or via social-media channels.





Social-Media Channels

In recent years, social media has become the main digital channel for creating connections and distributing information to professional audiences.

The same holds true for agriculture. **IsraelAgri.com** was one of the first to understand the importance of social media in the distribution of high-quality content to customers and professionals in the sector.

We are active in all channels and upload new content consistently. We also establish ongoing relationships with a wide range of businesses in the agricultural sector and provide them with original content that is appropriate for their business and geographic area, or for the technology they are interested in.

The online publication has 17,500 followers in Facebook; in LinkedIn; and Instagram.



Photo: Ofir Weiss

By Professionals, for Professionals

Over the years, our mission has been (and continues to be) writing professional, quality content for the agriculture sector.

This includes digital magazines that we publish several times a year with dedicated content covering a specific technology, region, innovation or similar.

International Events & Exhibitions

We participate in and partner with various worldwide leading exhibition and event producers where we showcase our content and innovations. At these events, we make new contacts, write about innovations, and promote our channels.

In preparation for the work ahead, here's the list of topics we plan to cover in 2021:

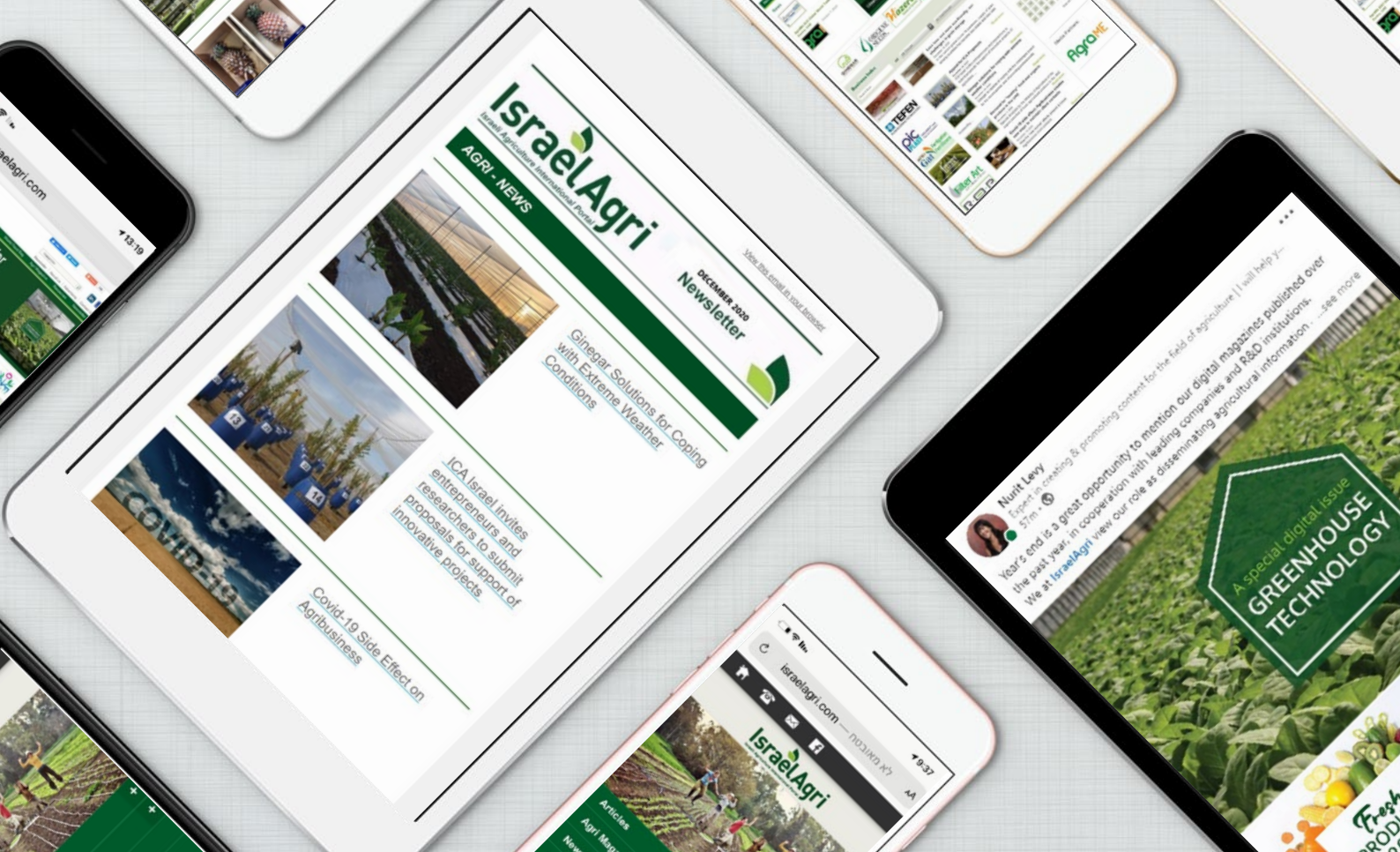
February - Precision Agriculture

April - Cannabis

June - Agriculture in Desert Conditions
(for the Dubai Show)

August - Greenhouses & Indoor Farming

October - FoodTech (for World Food Day)



Our Services

Our vast experience in the agriculture industry and in-depth knowledge of digital media enable us to provide readers and advertisers with additional services that we will be pleased to put at your disposal:



Matching Israeli companies to international projects



Content writing



Newsletter creation



Producing digital magazines



Social-media pages



Organizing events

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 <https://www.instagram.com/israelagri2>