



MEDIA PACK · 2026

Where Asia's agribusiness decisions are made.

Advertising, content & lead-generation solutions across the agri value chain — from seed to shelf, across Pan-Asia and the world.

850K+

PAGE VIEWS / MO

400K+

USERS / MO

350K+

EDM REACH

95K

NEWSLETTER

WHO WE ARE

The agribusiness intelligence platform for a region that feeds the world.

AgroSpectrum Asia is a leading digital-first publication covering the latest happenings, trends and innovations shaping agricultural business across Asia and beyond. From crop science, agrochemicals and biotechnology to machinery, supply chain, livestock and agri-finance, we help decision-makers stay informed and act with confidence.

An always-on newsroom

Daily reporting, executive interviews, white papers, statistical outlooks and a fast-growing podcast — published across web, newsletter, email and social. Our editorial covers every link in the chain, from the field trial to the boardroom.

Part of a trusted network

AgroSpectrum Asia is published by MM Activ Singapore Pte. Ltd., the team behind **BioSpectrum Asia** and **NUFFOODS Spectrum** — giving advertisers cross-portfolio reach across life sciences, food and agriculture.

Why brands partner with us

Pure B2B audience

Growers, agri-input makers, processors, investors, policymakers & researchers — no consumer waste.

Pan-Asia + global desks

A genuinely international readership spanning Asia, the Americas, Europe, Africa & Oceania.

Full-funnel formats

Display, newsletter, eDM, sponsored content, webinars, vodcasts, white papers & print.

Editorial credibility

Independent, analytical journalism that earns reader trust — and lends authority to partners.

THE REACH

One platform. Five channels. A region of decision-makers.

Every month, AgroSpectrum Asia connects brands with a high-intent agribusiness audience across owned web, email and event channels.

850,000+

PAGE VIEWS / MONTH

400,000+

UNIQUE USERS / MONTH

350,000+

EDM DATABASE (OPT-IN)

95,000

NEWSLETTER SUBSCRIBERS

400+

REGISTRATIONS / WEBINAR

20+

EDITORIAL VERTICALS

Owned-channel ecosystem

- Web** — 850K+ views & 400K+ users monthly
- Newsletter** — 95K subscribers, daily & weekly
- eDM** — 350K+ opt-in, segmentable database
- Webinars** — 400+ registrations per event
- Vodcast & social** — LinkedIn, X, YouTube, Facebook

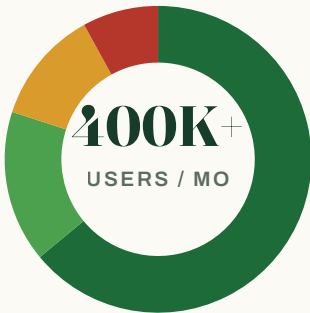
High-intent, hard to reach

Our readers are the people who specify, approve and buy: founders and MDs, R&D and technical heads, category and procurement leads, investors and policymakers. Advertising here means a conversation with the people who move budgets — not a scroll past a casual reader.

WHERE OUR READERS ARE

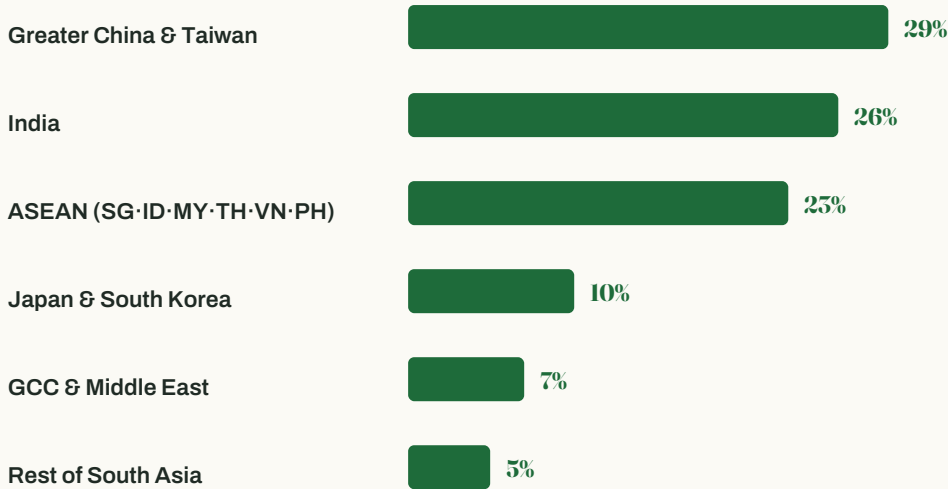
Pan-Asia at the core — global in reach.

Our 400,000+ monthly users span four world regions. Asia anchors the audience, with substantial, advertiser-grade readership across North America, Europe and emerging agri markets.



REGION	USERS / MO	PAGE-VIEW SHARE
Pan-Asia	256,000	64%
North America	61,000	16%
Europe	48,000	12%
Rest of World	52,000	8%

Pan-Asia — country clusters (share of Asian users)



Beyond Asia

Australia & New Zealand
Oceania agri & livestock hubs

Africa
AfDB, CGIAR & food-security beat

Latin America
Brazil, Mexico agri-input markets

Audience figures are platform analytics averages presented as directional planning estimates for media-planning purposes; regional and country shares are rounded. Detailed, campaign-specific delivery is reported post-flight.

WHO READS AGROSPECTRUM

The buyers, builders and backers of agribusiness.

Seniority mix

C-Suite · Founders · Managing Directors **22%**

VP · Director · Department Heads **28%**

Managers · Category & Brand Specialists **51%**

Scientists · R&D · Technical Leads **12%**

Academia · Government · Media **7%**

Industry sectors we reach

Agri-Inputs

Seeds · Agrochemicals · Fertilizers · Biostimulants

AgriTech & Digital Ag

Precision · Drones · AI · Farm software

Food & Agro-Processing

Plant-based · Ingredients · Refining

Livestock & Aqua

Dairy · Poultry · Aquaculture · Animal health

Machinery & Equipment

Tractors · Irrigation · Post-harvest

Supply Chain & Cold Chain

Logistics · Warehousing · Packaging

Research & Academia

CGIAR · Universities · Field trials

Finance, Trade & Policy

Investors · Banks · Government · Commodities

What this means for advertisers

Half of our readers sit at director level or above — the people who set budgets, specify suppliers and approve partnerships. Whether you sell seeds or software, machinery or microbials, you are reaching the decision-makers who can say yes, inside the editorial environment they already trust.

CONTENT ENVIRONMENT

Ten pillars across the entire value chain.

Align your brand with the beats that matter most to your buyers. Every pillar is a context for advertising, sponsored content and lead generation.

<p>Industry Commodities, agrochemicals, bio-fertilizer, agri-tech, machinery, digital tech, biotechnology, biostimulants & plant-based.</p>	<p>Agri-Business SME, product launches, start-ups, M&A, trade, manufacturing & production.</p>
<p>Livestock Aquaculture, dairy, animal husbandry, poultry & apiculture.</p>	<p>Finance Funding, investment & grants across the agri value chain.</p>
<p>R&D Agrigenomics, agrotech, innovation, agro-ecology, academic & field trials.</p>	<p>Supply Chain Warehousing, logistics, cold storage, import/export & packaging.</p>
<p>Sustainability Climate-smart agriculture, biodiversity, water & circular systems.</p>	<p>Market Analytics Outlooks, statistical reports & AgroSpectrum analysis.</p>
<p>Opinion Interviews, white papers, analysis & expert outlook.</p>	<p>Global & Country Pan-Asia, Europe, Africa, Americas & Oceania desks.</p>

ADVERTISING SOLUTIONS — 01

Digital display & newsletter sponsorship.

Website display (run-of-site unless noted)

PLACEMENT	DIMENSIONS	BASIS	RATE (USD)
Homepage Masthead / Billboard	970 × 250	Per month	\$5,500
Top Leaderboard (Run-of-Site)	728 × 90 / 970 × 90	Per month	\$2,500
Medium Rectangle (MPU)	300 × 250	Per month	\$1,800
Half-Page Skyscraper	300 × 600	Per month	\$2,600
In-Article Native Unit	Responsive	Per month	\$2,000
Mobile Banner	320 × 50 / 300 × 100	Per month	\$1,200
Homepage Takeover / Roadblock	Full page	Per week	\$4,800
Welcome / Interstitial	Full screen	Per week	\$5,200

Newsletter — 95,000 subscribers

PLACEMENT	BASIS	RATE (USD)
Top Leaderboard Banner	Per month	\$2,200
Medium Rectangle (MPU)	Per month	\$1,600
Sponsored Story Slot	Per edition	\$1,400
Solus / Sole Sponsorship	Per edition	\$5,500

All rates are indicative rate-card values in USD, net of taxes, and are negotiable for multi-month and annual commitments. Geo- and sector-targeting available on select inventory.

ADVERTISING SOLUTIONS — 02

Dedicated email & thought leadership.

— Electronic Direct Mailer (eDM) — 350,000+ opt-in

PRODUCT	BASIS	RATE (USD)
Solo Dedicated eDM — Full Database (350,000+)	Per send	\$1,800
Targeted eDM — Region / Sector Segment	Per send	\$2,900
Co-Branded eDM	Per send	\$5,600
eDM + Bespoke Landing Page Bundle	Package	\$6,500

— Content & thought leadership

PRODUCT	RATE (USD)
Sponsored Article / Advertorial — editorial-produced, 12-mo hosting + promotion	\$5,800
Client-Supplied Sponsored Content — hosted + promoted	\$2,600
Executive Interview / Q&A — produced & edited	\$1,200
Expert Byline / Thought-Leadership Column	\$2,800
White Paper — gated lead-gen hosting + multi-channel promotion	\$6,500
Case Study Production	\$1,500
Vodcast / Video Interview Episode — produced + distributed	\$5,800
Press Release Publication — single	\$600
Press Release Pack — five releases	\$2,500

Editorial-produced content is created by our journalists to house style and clearly labelled as partner content. Production timelines: 5–7 working days for articles; 2–3 weeks for interviews, case studies and vodcast episodes.

ADVERTISING SOLUTIONS — 03

Webinars, events & the e-magazine.

Webinars & virtual events — 400+ registrations / event

PRODUCT	RATE (USD)
Sole-Sponsored Webinar — full production, promotion, moderation & lead delivery	\$14,000
Co-Sponsored Webinar — shared platform	\$8,000
Speaking / Expert Panel Slot	\$5,000
Virtual Roundtable — curated, closed-door	\$9,500
Lead-Generation Guarantee — add-on	\$from 60 / lead

Print & e-magazine (special editions)

POSITION	RATE (USD)
Double-Page Spread	\$5,000
Full Page (ROP)	\$5,000
Half Page	\$1,800
Inside Front Cover	\$4,000
Inside Back Cover	\$5,600
Back Cover	\$4,500
Front Cover Strip / Belly Band	\$On request

Webinar packages include landing page, multi-channel promotion, registration management, live moderation, on-demand hosting and qualified-lead delivery. Lead-gen guarantees available on request.

BUNDLED & DISCOUNTED

Annual partnership tiers.

Build always-on presence and save versus à-la-carte. Every tier is customisable — mix display, content, eDM and events to match your goals.

<p>BRONZE ENTRY PRESENCE</p> <p>\$12,000/yr</p> <ul style="list-style-type: none"> ● Run-of-site MPU — 3 months ● Newsletter MPU — 3 months ● 2 × press releases ● 1 × sponsored article 	<p>SILVER ALWAYS-ON VISIBILITY</p> <p>\$28,000/yr</p> <ul style="list-style-type: none"> ● Leaderboard + MPU — 6 months ● Newsletter sponsorship — 6 months ● 1 × targeted eDM / quarter ● 2 × sponsored articles ● 6 × press releases 	<p>GOLD CATEGORY LEADERSHIP</p> <p>\$55,000/yr</p> <ul style="list-style-type: none"> ● Always-on display suite — 12 months ● Newsletter solus — monthly ● Monthly targeted eDM ● 4 × sponsored articles + 1 interview ● 1 × sole-sponsored webinar ● 1 × white paper lead-gen 	<p>PLATINUM EXCLUSIVE PARTNER</p> <p>\$95,000/yr</p> <ul style="list-style-type: none"> ● Category exclusivity ● Full always-on display + takeovers ● Newsletter + eDM headline sponsor ● 2 × webinars + vodcast series ● White paper + premium content slate ● Dedicated account & campaign team
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Indicative annual investment in USD, net of taxes. Tiers are fully customisable; category exclusivity is reserved for Platinum partners and is subject to availability. Talk to us about bespoke, multi-title programmes across BioSpectrum Asia and NUFOODS Spectrum.

PLAN & DELIVER

Technical specs & editorial calendar.

Creative specifications

- **Formats:** JPG, PNG, GIF, HTML5 (clickTag) & MP4 for video units
- **Max file size:** 150 KB static · 1 MB animated / HTML5
- **Animation:** 30s max, up to 3 loops
- **eDM:** client HTML or build service; due 7 working days pre-send
- **Display creative:** due 5 working days before go-live
- **Sponsored content:** 800–1,200 words + 2–3 images
- **Resolution:** supply @2x for retina sharpness

2026 editorial themes

- Q1** Seeds & Agri-Inputs · Precision Ag · Budget & Policy Outlook
- Q2** Sustainability & Climate-Smart · Water & Irrigation · Biologicals
- Q3** Livestock, Dairy & Aqua · Supply Chain & Cold Chain · AgriTech
- Q4** Food Systems & Processing · Investment & M&A · Year-Ahead Outlook

Lead times

Display & newsletter — 1 week · eDM — 1–2 weeks · Sponsored content — 1–2 weeks · Webinars — 6–8 weeks · White papers — 3–4 weeks.

Editorial themes are indicative and may evolve with the news agenda. Bespoke content series and supplements can be commissioned around your campaign window.



Let's grow your brand across Asian agribusiness.

Tell us your objectives — awareness, lead generation, thought leadership or product launch — and we'll build a tailored plan across the channels that reach your buyers.

ADVERTISING & PARTNERSHIPS

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CONNECT

LinkedIn · X @SpectrumAgro · YouTube · Facebook

850K+

PAGE VIEWS / MO

400K+

USERS / MO

350K+

EDM REACH

95K

NEWSLETTER

400+

PER WEBINAR

AgroSpectrum
ASIA
Empowering Future | Updating Present

A MM Activ Singapore Pte. Ltd. publication
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