

DISPLAY & NEWSLETTERS RATES

2025

| OUR DISPLAY SOLUTIONS



12

websites



14

newsletters



11 millions

pages views / month

Advertising on NGPA websites :



CPM
**GENERAL
ROTATION***



CPM
CONTEXTE*



GEOLOCALISATION**



FLAT RATE***

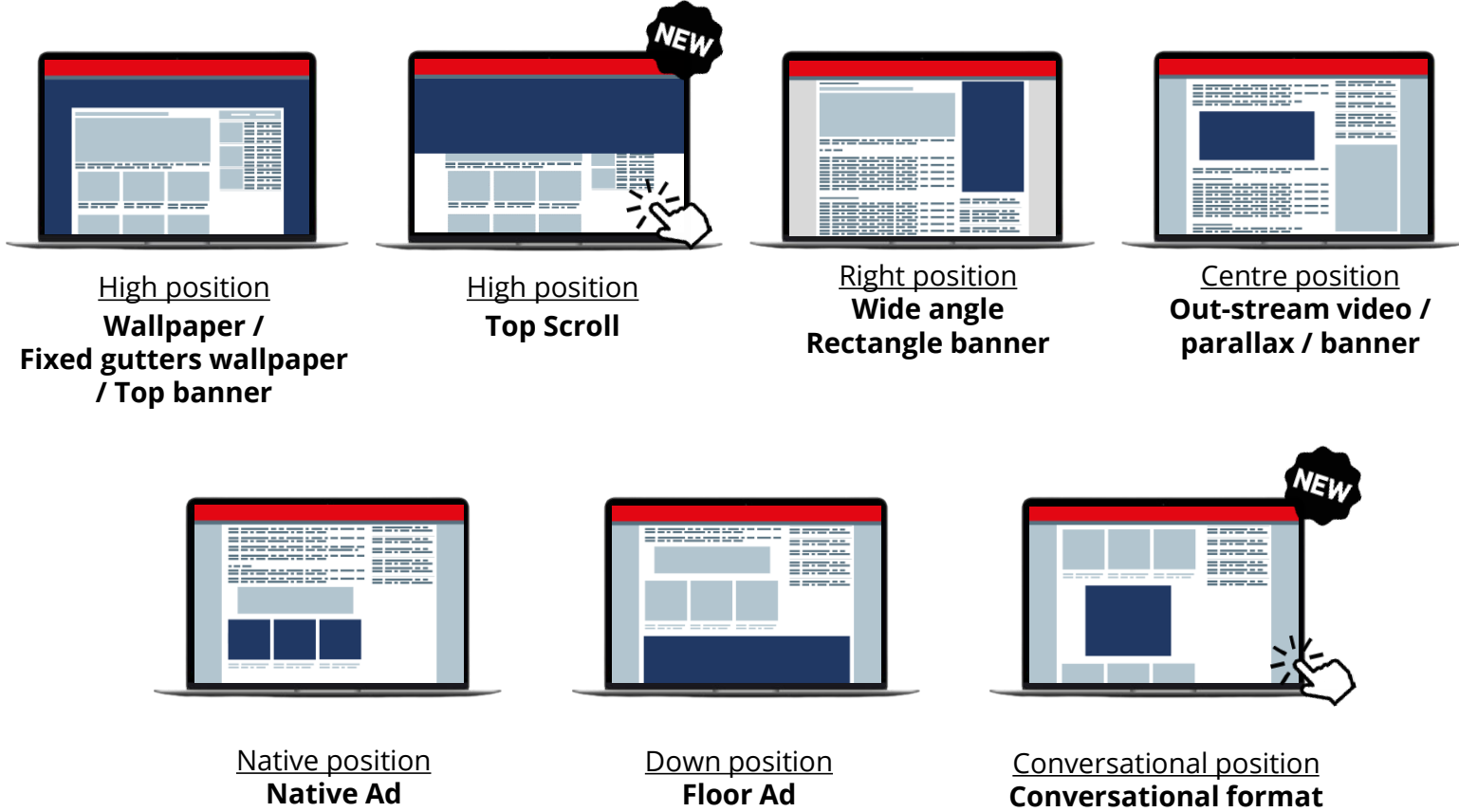
*LaFranceAgricole.fr, Terre-net.fr, Terre-Net-Occasions.fr, Web-Agri.fr

** LaFranceAgricole.fr, Terre-net.fr, Terre-net-occasions.fr, Web-Agri.fr, MaterielAgricole.info, Agrizone.net

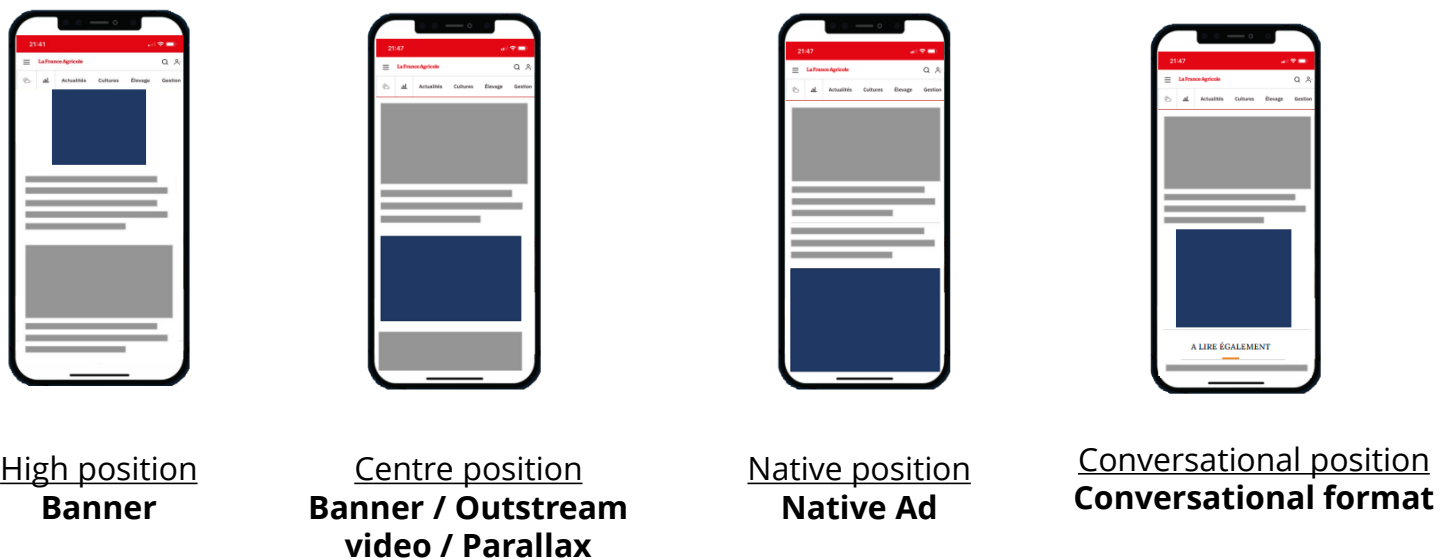
***MaterielAgricole.info

FORMATS

DESKTOP



MOBILE



CPM –General rotation

La France Agricole

Terre-net

Terre-net
occasions
NOUVELLE GÉNÉRATION

Web-agri

Gross rates

General rotation	LaFranceAgricole.fr Terre-net.fr Terre-net-occasions.fr Web-agri.fr
Wallpaper	50 €
First Look wallpaper NEW	60 €
Wallpaper + companion format (300x600) NEW	70 €
Fixed gutters wallpaper NEW	60 €
Top scroll NEW	60 €
Top banner	30 €
Wide angle	40 €
Native Ad	30 €
Parallax	40 €
Banner	30€
Outstream video	50 €
Floor Ad	46 €
Conversational format* NEW	40 €

*Technical costs: 250 €



For your information :

The **conversational format** is an advertising integration that identifies an audience receptive to the message.

Questions create an opportunity to direct the arguments.

Powerful engagement following a "find out more" click



Exclusive device targeting option: desktop/tablet or mobile > **+10%** surcharge

| CPM – Context pack







■ Pack details



AGRICULTURAL MACHINERY

Terre-net.fr machinery section
 LaFranceAgricole.fr machinery section
 Web-agri.fr machinery section
 Terre-net-occasions.fr
 MaterielAgricole.info



AGRICULTURAL CROPS

Terre-net.fr in general rotation
 LaFranceAgricole.fr crops section



HOMEPAGE

Terre-net.fr homepage
 LaFranceAgricole.fr homepage
 Web-agri.fr homepage



BREEDING

Web-agri.fr in general rotation
 LaFranceAgricole.fr breeding section
 EleveurLaitier.fr



AGRICULTURAL WEATHER

Terre-net.fr weather section
 LaFranceAgricole.fr weather section
 Web-agri.fr weather section



AGRICULTURAL MARKET

Web-agri.fr markets section
 LaFranceAgricole.fr markets section
 Terre-net.fr markets section

CPM – Context packs

La France Agricole
Terre-net
Terre-net
 occasions
NOUVELLE GÉNÉRATION
Web-agri
Materiel
AGRICOLE MAGAZINE

■ Gross prices

PACKS	Agricultural crops	Breeding	Agricultural machinery	Agricultural market	Agricultural weather	HP
Wallpaper 	60 €	60 €	60 €	60 €	60 €	60 €
Wallpaper + companion format	80 €	80 €	80 €	80 €	80 €	80 €
Fixed gutters wallpaper 	70 €	70 €	70 €	70 €	70 €	70 €
Top scroll 	70 €	70 €	70 €	70 €	70 €	70 €
Wide angle	50 €	50 €	50 €	50 €	50 €	50 €
Banner	40 €	40 €	40 €	40 €	40 €	40 €
Outstream video	60 €	60 €	60 €	60 €	60 €	60 €
Parallax	50 €	50 €	50 €	50 €	50 €	50 €
Native Ad	40 €	40 €	40 €	40 €	40 €	40 €
Floor Ad	56 €	56 €	56 €	56 €	56 €	56 €
Conversational format* 	50 €	50 €	50 €	50 €	50 €	50 €

*Technical costs: 250 €

FLAT RATE

■ Weekly (gross rates) **Materiel**
AGRICOLE MAGAZINE

Fornightly package (gross rates) **AGRO**
DISTRIBUTION

General rotation	Weekly MaterielAgriculture.info	Fornightly package AgroDistribution.fr
Wallpaper	3 900 €	2 600 €
Wallpaper + companion format NEW	5 460 €	3 640 €
Fixed gutters wallpaper NEW	4 680 €	3 120 €
Top Scroll NEW	4 680 €	3 120 €
Top banner	1 900 €	1 300 €
Banner	1 900 €	1 500 €
Wide angle	2 700 €	1 300 €
Native Ad	2 700 €	1 600 €
Parallax	2 700 €	1 600 €
Outstream video	3 900 €	2 600 €
Floor Ad	2 700 €	1 600 €
Conversational format* NEW	1 900 €	1 300 €

*Frais technique: 250 €

Possibility of device targeting : desktop/tablet or mobile > +10%

| GEOLOCATION

La France Agricole
Terre-net

 Terre-net
occasions
NOUVELLE GÉNÉRATION
Web-agri
Materiel
AGRICOLE MAGAZINE

■ General rotation in multidevice

For 2 weeks :

FORMAT	IMPRESSIONS	RATE
Wallpaper	10 000	425€ / département
Top Scroll, Fixed gutters wallpaper	10 000	700 € / département
Parallax, Outstream video, Floor ad, Native ad, Banner	15 000	425€ / département
Wide angle, Top banner	25 000	425€ / département

NEWSLETTERS FORMATS



Premium

480 x 170 px



Native Ad

480 x 170 px



Classic

480 x 90 px

NEWSLETTERS

Newsletters		Number of sending	PREMIUM	CLASSIC	NATIVE AD
 La France Agricole Aujourd'hui Nouveautés machinisme La France Agricole Top 10	Daily	1 mailing	1 250 €	1 000 €	800 €
	Daily	5 consecutive	5 000 €	3 500 €	4 500 €
	Bi-monthly	1 mailing	1 500 €	1 200 €	1 000 €
	Weekly	1 mailing	1 350 €		
 Décisions machinisme & réseaux	Bi-monthly	1 mailing	800 €	700 €	600 €
	Bi-monthly	2 mailings	1 300 €	1 200 €	
 Le mel agricole La Pomme de Terre française & Terre-net	Weekly	1 mailing	1 250 €	1 000 €	800 €
	Monthly	1 mailing	1 000 €	800 €	600 €
 Le mel Agricole des éleveurs Newsletter Santé Newsletter Alimentation	Weekly	1 mailing	1 000 €	800 €	650 €
	Monthly	1 mailing	1 800 €	1 400 €	1 200 €
	Monthly	1 mailing	1 800 €	1 400 €	1 100 €
 L'Éleveur Laitier	Weekly	1 mailing	1 000 €	1 000 €	850 €

NEWSLETTERS

Newsletters		Number of sending	PREMIUM	CLASSIC	NATIVE AD
 Matériel Agricole Matériel Agricole TOP 10 Matériel Agricole TOP 5 Matériel Agricole Essai	Weekly	1 mailing	1 200 €	1 000 €	800 €
	Monthly	1 mailing	1 200 €	1 000 €	800 €
	Monthly	1 mailing	1 200 €	1 000 €	800 €
	Monthly	1 mailing	1 200 €		
 Terre-net Occasions	Weekly	1 mailing	1 200 €		
 AgroDistribution Stratégies AgroDistribution Terrain AgroDistribution Emploi AgroDistribution Top 10	Weekly	1 mailing	1 800 €	1 400 €	1 200 €
	Weekly	1 mailing	1 800 €	1 400 €	1 200 €
	Monthly	1 mailing	1 800 €	1 400 €	1 200 €
	Monthly	1 mailing	1 800 €	1 400 €	1 200 €
	Monthly	10 consecutive	7 500 €	6 000 €	6 000 €