



IrelandCattlePrice.com

Built by a farmer. Used by Irish farmers.

MEDIA KIT 2026

Real prices, reported by farmers.

irelandcattleprice.com

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087 764 8186

Brendan Kennedy · North Tipperary



About · Verified audience

About IrelandCattlePrice.com

IrelandCattlePrice.com is an independent Irish farming platform that brings the whole market onto one screen — so farmers stop negotiating blind and alone. It pulls together factory prices, mart prices, farmer-reported prices, Milk Price Watch, kill figures, market news, farm calculators, CAP information and Bord Bia tools.

Built for farmers, by a working beef farmer in North Tipperary. Free to use — and funded so it stays that way.

Verified audience

Real numbers only — no inflated reach, no bought followers. ICP's core audience is Irish farmers.

WEBSITE — 16 JUNE – 16 JULY 2026

21,478

pageviews last 30 days

9,044

unique visitors last 30 days

40

verified farmer reports

21

counties represented

EMAIL COMMUNITY · SOCIAL

152

farmers get the ICP Market Report by email

1,584

TikTok followers

1,500

Facebook followers

25,087

LinkedIn impressions (90 days)

9,559

LinkedIn members reached

3,599

TikTok likes

560

LinkedIn followers

70%

impressions from outside my network

Verified Netlify Web Analytics, 16 June – 16 July 2026. Website pageviews and unique visitors from Netlify Web Analytics; farmer reports from the live price database; email from the ICP mailing list; social figures from each platform's own dashboard (LinkedIn last 90 days). Updated 16 July 2026.



Why ICP · Advertising options

Why IrelandCattlePrice.com

ICP reaches farmers at the moments that matter — when they are:

- Selling cattle
- Checking factory quotes
- Comparing mart prices
- Reading CAP updates
- Comparing milk prices
- Planning farm business decisions

Advertising is shown only on approved pages. Core market-price pages remain completely independent.

Advertising options

A · Website Sponsor Banner

A clearly-labelled sponsor strip on approved pages — homepage, news, calculators, info pages. Never on Report Price, Mart Watch, Factory Prices, Milk Price Watch or Kill Figures.

B · Sponsored News Feature

A written, clearly-labelled feature in the ICP news feed, shared across ICP social channels. Evergreen — stays live and searchable.

C · Thursday Market Report Sponsor

Put your name to the weekly market summary farmers rely on. "Brought to you by ..." placement on the busiest reading day of the week.

D · Email / Newsletter Sponsor

A single clean sponsor slot on the ICP Market Report — emailed to 152 farmers and growing.

Introductory rates opening soon — register your interest for first option on placements and rates.

Editorial independence: advertisers do not control ICP price data, farmer reports, mart rankings or editorial conclusions.



Top pages — last 30 days

PAGE	PAGEVIEWS
Homepage	14,472
Mart Prices	1,421
Factory Prices	1,097
Today's Prices	909
Weekly Kill Figures	445
Advertise	224
CAP Proposal	200

Reach Irish farmers where they check the price

Co-ops, marts, machinery, feed, genetics, vets, insurance and agri finance —
tell us what you want to promote.

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