



Built by a farmer. Used by Irish farmers.

Media Kit 2026

The independent Irish farming platform for real, farmer-reported cattle prices — and everything around them.

Web	irelandcattleprice.com
Email	brendan.kennedy@irelandcattleprice.com
Phone	087 764 8186 · Brendan Kennedy, Founder

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, in one place:

Factory prices

Mart prices

Farmer-reported prices

Milk Price Watch

Kill figures

Market news

Farm calculators

CAP information

Bord Bia tools

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

Verified audience

Real numbers only — no inflated reach, no bought followers.

WEBSITE & FARMER REPORTS

6,500-7,000

GENUINE MONTHLY
PAGEVIEWS

2,700+

GA4 TRACKED USERS

33

VERIFIED FARMER
REPORTS

21

COUNTIES
REPRESENTED

SOCIAL REACH

1,495

TIKTOK FOLLOWERS

1,325

FACEBOOK
FOLLOWERS

20,900+

LINKEDIN MONTHLY
IMPRESSIONS

Growing

EMAIL LIST &
ORGANIC SEARCH

Verified. Website figures from Vercel analytics and GA4; farmer reports counted from the live price database; social figures from each platform's own dashboard. Updated 14 July 2026.

Who uses ICP

A concentrated, hard-to-reach Irish farming audience — the people your business already wants in front of.

- Beef farmers
- Suckler farmers
- Mart customers
- Young farmers
- Dairy farmers
- Store cattle buyers
- Agricultural contractors
- Rural businesses

Advertising options

Direct advertising, sold by ICP — clean, clearly labelled, and never in the way of the prices farmers come for.

A Website Sponsor Banner

Your brand on a tidy sponsor strip across approved pages — homepage, news, calculators and information pages.

- ✓ Clearly labelled as a sponsor · one banner per page
- ✓ Desktop and mobile · click and view reporting

Never shown on: Report Price, Mart Watch, Factory Prices, Milk Price Watch or Kill Figures. Those pages stay neutral.

B Sponsored News Feature

A written feature in the ICP news feed, clearly labelled as sponsored, put in front of an engaged farming readership and 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 for quotes, paid prices and kill figures — a “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 email update sent straight to subscribers' inboxes as the mailing list grows. Opening up now — early partners first.

Introductory rates are opening soon. Register your interest now for first option on placements and rates — early partners get the best positions.

Editorial independence. Advertising supports the operation of IrelandCattlePrice.com. Advertisers do not control ICP price data, farmer reports, mart rankings, factory comparisons or editorial conclusions.



irelandcattleprice.com

Real prices, reported by farmers

Reach Irish farmers where they check the price.

Co-ops, marts, machinery dealers, feed and genetics companies, vets, insurance and agri finance — if your customers are Irish farmers, they are already here.

Tell us what you want to promote and we'll come back to you within 24 hours.

Email brendan.kennedy@irelandcattleprice.com

Phone 087 764 8186

Register your interest — irelandcattleprice.com/advertise