

# — GET TO KNOW —

ZIMM  COMM  
NEW MEDIA



  
**AgNewsWire**  
YOUR VIRTUAL AG NEWSROOM



**AGWIRED**  
NEWS FROM THE WORLD OF AGRIBUSINESS

## AGRICULTURAL MEDIA CONTENT

CREATION

DISTRIBUTION

PUBLICATION



**ZimmComm, AgWired and AgNewsWire** have been coloring outside the lines of agribusiness marketing, communications and media since we were founded in 2004.

**ZimmComm New Media**, was started as a production and communications agency specializing in agribusiness. The name was changed in 2005 from ZimmComm Marketing and Communications to ZimmComm New Media to reflect our growing expertise in the very new field of social media.

**AgWired** was first started as the ZimmComm company website, but quickly became a popular industry publication and grew to include specialty areas in biofuels, animal agriculture, and precision agriculture that are all under the AgWired banner.

**AgNewsWire** was developed as a news release service for agriculture and became the place to post content from agricultural events, podcasts, and other audio interviews and press conferences. The service includes a constantly growing archive of agriculture-related audio and photos dating back to 2005.



# ZIMM COMM

NEW MEDIA



— WE CREATE CONTENT —



What we do best at ZimmComm is create multi-media assets and content that can be used in a variety of ways by our clients – who include advertising and public relations agencies, agribusiness companies, media companies and agricultural member organizations.

## CONTENT PRODUCTION SERVICES INCLUDE:



### AUDIO

All types of digital audio recording and production. Podcast production is a specialty since ZimmComm pioneered "FarmPodcasting" and started the industry's first podcast "The ZimmCast" in 2005. We can also supply the voices for radio commercials and voice-overs for presentations.



### PHOTOGRAPHY

Digital hi-res photography, photojournalism style on-location, uploaded immediately to Flickr, simple fee structure with no copyright restrictions. Company head shots and group shots done on-site at events. Web quality video interviews and presentations recorded on-site.



### SOCIAL MEDIA

We provide management and consulting services for setting up and maintaining social media accounts and designing social media campaigns.



### WRITING

News releases, newsletters, sponsored content articles, blog posting, social media posts – we write for you.



### GRAPHIC DESIGN

Website and ad design, social media image creation, infographics, photo edits and other project-based creative.



ZimmComm has become well known for our Gold Microphones, which have attended hundreds of industry events around the world and interviewed thousands of people. We literally set the gold standard when it comes to digital audio recording/editing of interviews/presentations, by phone or on-location. This audio is used for online news publication, radio commercial production and podcasting.

**Examples:**

- 200 farmers interviewed for Bayer's Liberty Link Real Yield Radio campaign.
- Inventing term "farm podcasting," over 550 weekly episodes of the ZimmCast - What's New in Agricultural Marketing and The Ethanol Report for RFA since 2008.



Companies like New Holland, BASF, Bayer, John Deere, National Biodiesel Board, Syngenta, NCGA, Southern Peanut Growers and many more have contracted us to take high quality photos on-location at nearly every major ag organizational meeting since 2006. We have archived these photos into a vast online library free of royalties or restrictions. You have probably seen many of our photos in magazines, newsletters, social media and websites.



ZimmComm is the pioneer when it comes to all forms of social media in the ag sector. This includes blogs, podcasts, Twitter and Facebook. Chuck, the @AgriBlogger, has been dubbed the "Godfather of Ag Social Media." We consult, train, and lead by example to help clients maximize their digital exposure.



# THE AGWIRED NETWORK

NEWS FROM THE WORLD OF AGRIBUSINESS



ONLINE PUBLICATIONS IN THE AGRIBUSINESS SPACE  
OWNED AND OPERATED BY ZIMMCOMM



## AgWired.com

Our flagship is the premiere agricultural news blog, started in 2004 to focus on what's new in the world of agribusiness, targeting agricultural marketing & communications professionals. AgWired was ranked in the Top Ten Best Agriculture Blogs on the Planet in 2016.



## Animal.AgWired

Our space for the animal agriculture business including cattle, pork, poultry, horses, sheep, and other livestock. Started in 2005 as WorldDairyDiary.com.



## Precision.AgWired

Focusing on the latest agricultural innovations to make farming more productive and profitable. Started in 2007 as PrecisionPays.com.



## Energy.AgWired

Renewable fuel news and information including ethanol, biodiesel, and advanced biofuels. Started in 2005 as DomesticFuel.com.

All AgWired websites are associated with active social media accounts and are registered with Google News, making posts highly search engine optimized.

# STATISTICS

## AUDIO DOWNLOADS

### Libsyn

ZimmComm interviews & event audio  
- 12,000/month average

ZimmCast - 8,200

The Ethanol Report - 3,800

## VIDEO

### Youtube

900 videos viewed 3.1 million times  
- average views/video - 3,444

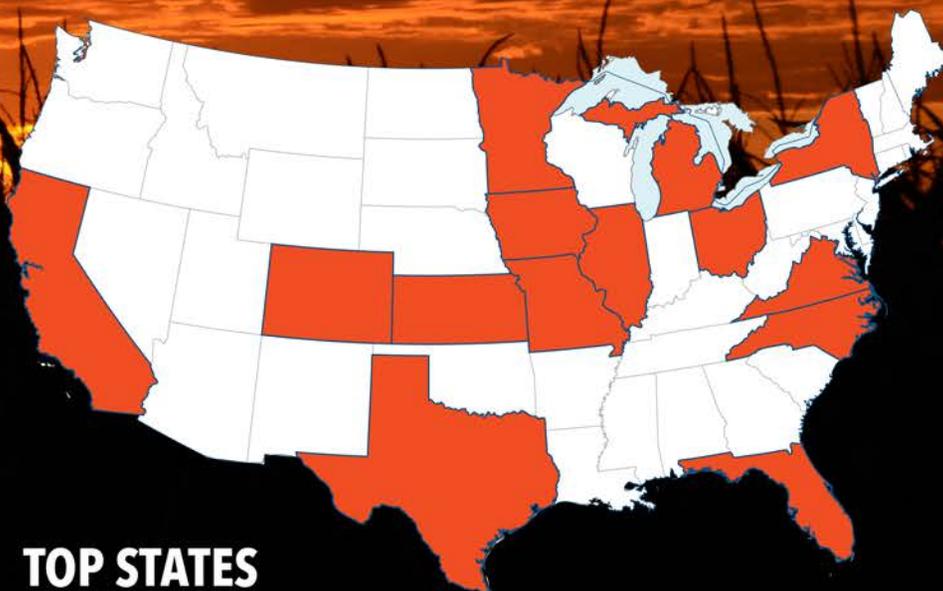
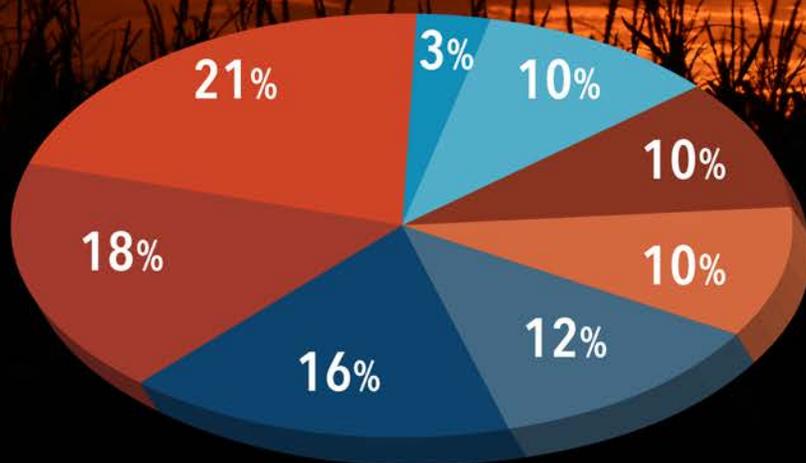
## PHOTOS

### Flickr

166,000 photos as of July 2017 in  
Flickr albums dating back to 2005  
Total views - 19,000,000  
Average view per photo - 114

## AGWIRED AUDIENCE

Overall total average (2017 YTD) impressions/page views: 384,800. The AgWired network of websites and social media accounts generates on average almost 400,000 monthly impressions from all channels involved.



### TOP STATES

- |                         |              |                    |
|-------------------------|--------------|--------------------|
| 1. Missouri             | 6. Florida   | 11. Minnesota      |
| 2. District of Columbia | 7. Virginia  | 12. Ohio           |
| 3. New York             | 8. Iowa      | 13. North Carolina |
| 4. California           | 9. Illinois  | 14. Kansas         |
| 5. Texas                | 10. Michigan | 15. Colorado       |



# AgNewsWire

YOUR VIRTUAL AG NEWSROOM





# AgNewsWire

YOUR VIRTUAL AG NEWSROOM

Started in 2005, AgNewsWire is the virtual newsroom for agriculture, featuring news releases and content distribution, posts linking to audio of interest, and pages for agricultural events that include links to photos and audio. All content posted on AgNewsWire is open source and can be used without any fees or registration requirements.

AgNewsWire is a source of agricultural media content for reporters, companies, organizations and individuals seeking high quality photos and audio from around 50 industry events each year. A good example of one organization that has used AgNewsWire to increase its reach to media is the American Seed Trade Association.

AgNewsWire also serves as a source for multi-media content relating to current issues, such as interviews with lawmakers or audio from press conferences. Anyone can subscribe to the RSS feed which sends email alerts when new content is added and updated daily. AgNewsWire distributes news releases, audio news alerts, and a weekly newsletter to over 2,500 industry communicators with a 23% open rate, and also promotes content through social media.

**In short, AgNewsWire is an agricultural content service for those who have ag news and want to get it distributed, and for those who need ag news content for programs and publications.**

# EVERY JOB IS DIFFERENT, HERE ARE SOME RATES

## • ON-LOCATION AUDIO/PHOTOGRAPHY/VIDEO PRODUCTION:

- \$1,800/day plus expenses. This includes one ZimmComm representative equipped with digital SLR, audio recorder and web video camera.

## • SOCIAL MEDIA CONSULTING:

- Most projects will be priced using our \$175/hour rate with a quote issued on the estimated number of hours to complete.

## • PODCAST PRODUCTION:

- Starting at \$500 per episode, with a \$750 set up fee.

## • ADVERTISING:

- Advertising and promotional opportunities are available on all AgWired online publications.

## • NEWS RELEASE DISTRIBUTION:

- Standard Text-only News Release: \$500.00. Word format, no length restriction. Image files can be included for no additional fee.
- Talking News Release: \$900.00. Includes audio production and web-hosting of audio files.

## • VIRTUAL NEWSROOM:

- Can include content materials produced on-site or sent to AgNewsWire for hosting. Rates range from \$900 for provided materials to \$1800 per day for on-site content production.

## CONTACT CHUCK ZIMMERMAN FOR MORE INFORMATION:

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WYFFELS  
HYBRIDS

# OUR TEAM



## **Chuck & Cindy Zimmerman - Co-Founders and Partners**

@AgriBlogger & @FarmPodcaster

The duo founded ZimmComm in 2004 based on a long career in agricultural communications starting with Florida Farm Bureau in 1984. Both have broadcasting degrees from the University of Florida, they co-founded what is now known as Southeast Agnet in Florida with partner Gary Cooper and both worked for Brownfield Network. They work together well because they have complimentary skills - Chuck is the technical side while Cindy is the creative. They also have three beautiful daughters and three adorable grandchildren.



## **Jamie Johansen - Vice President of Content**

@JamieDJohansen

Jamie is a Missouri native who joined the ZimmComm team in 2012 as a freelance contributor and now has her own business with her sister, Joanna, Honey Creek Media. She jumps on the agri-blogging highway covering different agricultural events, directs our social media endeavors and develops content. She received her BS and MS in agricultural communications and education at Missouri State University and has a strong background in animal agriculture, primarily in the beef industry. She lives in Lebanon, Missouri with her husband, Kevin and their daughter, Harper.



## **Joanna Wilkinson - Creative Director**

@oneofthejoannas

Joanna recently moved back to Missouri with her husband Neal after living in Tennessee for seven years. She received her BS in Commercial Art Graphic Design at Southwest Baptist University. She has gained clients through word of mouth due to her graphic and video production skills and has been working freelance since 2008. While working freelance in 2010 she moved from Missouri to Tennessee to continue her education and received a Master of Arts in Youth Ministry at Memphis Theological Seminary in 2013. She works closely with her sister, Jamie, to grow their business, Honey Creek Media, while teaming up with ZimmComm.