

Advertise with the Uganda Agriculture, Food Market, & Farming Weather Report

Connect your brand with over 17,000 engaged Ugandan farmers through IDEA's trusted Weekly Agriculture, Food Market, & Farming Weather Report. This media kit outlines how your business can reach Uganda's most active agricultural decision-makers through our established communication channels that deliver critical farming intelligence directly to rural communities every week.

Brought to you by **IDEA**,
the **I**nternational **D**evelopment **E**xtension **A**gency. We
specialize in empowering farmers, Ministries of Agriculture,
and INGOs throughout the world with field-proven and
impact-driven strategies that improve food security.



IDEA

INTERNATIONAL DEVELOPMENT EXTENSION AGENCY

Trusted Rural Intelligence, Rooted in Purpose

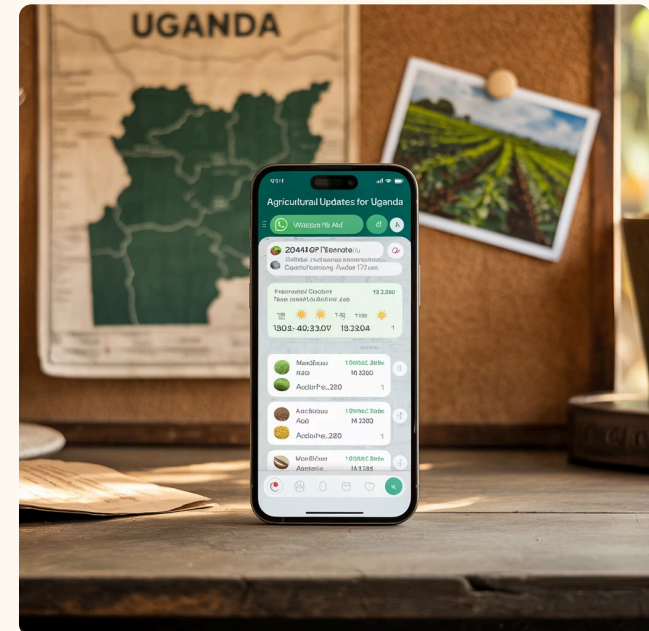
IDEA empowers smallholder farmers across Uganda with timely, actionable information that strengthens rural economies and improves livelihoods. For over two years, our Weekly Agriculture Report has become an essential resource that farmers, extension officers, and agricultural stakeholders rely on to make informed decisions about planting, harvesting, and selling their crops.

The report delivers comprehensive coverage of food market prices, detailed weather forecasts, regional planting stage updates, and practical agricultural tips directly to users via WhatsApp, email, PDF downloads, and through our extensive partner networks. Our information reaches even the most remote farming communities, bridging critical knowledge gaps that often prevent smallholders from maximizing their productivity and profits.

By aligning with core development priorities including food security, climate resilience, and smallholder empowerment, IDEA has established itself as a trusted source of agricultural intelligence throughout Uganda. Our report doesn't just deliver information—it builds capacity, connects markets, and strengthens the entire agricultural value chain.

"The weekly reports help me know when to plant and what prices to expect at market. This information has increased my income by almost 30% in just one season."

— Sarah Nambozo, Smallholder Farmer, Mbale District



Reach Uganda's Most Engaged Farmers and Ag Leaders

Our Weekly Agriculture Report reaches over 17,000 active readers across Uganda, providing your brand with unparalleled access to a targeted audience of agricultural decision-makers and influencers.

17,000+	32+	65%	180+
Weekly Readers	Districts	Smallholder Farmers	WhatsApp Group
Active and engaged audience that consistently uses our information for critical farming decisions	Comprehensive coverage across Uganda's major agricultural regions	Direct access to the backbone of Uganda's agricultural economy	Leveraging Uganda's most popular messaging platform for maximum reach

Audience Profile



Our audience represents the complete ecosystem of Uganda's agricultural sector:

- **Smallholder Farmers** (65%) - The core of our audience, actively seeking information to improve yields and income
- **Agricultural Extension Officers** (5%) - Government and NGO representatives who amplify our information
- **Church and Community Leaders** (24%) - Trusted local influencers who share agricultural knowledge
- **Project Coordinators** (3%) - Representatives from agricultural development initiatives
- **Government Stakeholders** (2%) - District agricultural officers and ministry representatives
- **Input Suppliers** (1%) - Local agricultural business owners and service providers

Get Seen Where Decisions Are Made—In the Field

What makes advertising with IDEA's Weekly Agriculture Report different from other marketing channels? Our unique position at the intersection of trusted information, local relevance, and direct delivery creates exceptional value for brands targeting Uganda's agricultural sector.

Direct Access to Farmers' Phones

Unlike traditional advertising that struggles to reach rural communities, our WhatsApp delivery method puts your message directly into the hands of farmers. Our messages achieve a remarkable 92% open rate, ensuring your brand receives maximum visibility.

Trusted Weekly Publication

Our report has been consistently delivered for over two years, building exceptional brand loyalty and reader retention. When your advertisement appears alongside our trusted content, it inherits the credibility we've established with our audience.

Local Relevance & Contextual Targeting

Your advertisement appears alongside hyper-relevant local agricultural information, creating perfect contextual alignment. When farmers see your seed products next to planting advice for their specific region, the impact is significantly amplified.

Multi-Channel Distribution

Beyond WhatsApp, your advertisement reaches users through email, downloadable PDFs, partner websites, and physical printouts shared in rural communities, maximizing exposure across digital and traditional channels.

The Weekly Agriculture Report is ideal for agricultural input suppliers, seed and fertilizer distributors, agricultural insurance and finance providers, NGOs with agricultural campaigns, and government agricultural initiatives seeking to reach Uganda's rural farming communities.

Flexible Sponsorships. Local Impact.

We offer a range of advertising options to accommodate different budgets and marketing objectives. All placements are designed to maximize visibility while maintaining the integrity and trust of our agricultural information service.

Ad Type	Slots / Week	Rate (USD)	Details
Title Page Sponsor	1	\$1,000/week	Premium full-width banner placement with tagline on the cover page of the report
Weather Section Sponsor	1	\$250/week	Branded weather data section with logo integration, our most viewed section
Crop Stage Sponsor	4 Regions & 2 Sub-Regions	\$100/week	Regional planting/harvest stage update with branding for specific district
Full Page Ad	3	\$200/week	A4-size standalone advertisement with complete creative control
Half Page Ad	4	\$100/week	Shared placement with one other advertiser, high visibility position
Quarter Page Ad	8	\$50/week	Cost-effective option shared with three other advertisers
WhatsApp Direct Ad	1	\$250/week	Special message posted directly to all WhatsApp groups for maximum engagement



Volume Discounts

We offer significant discounts for multi-month bookings:

- 3-month commitment: 5% discount
- 6-month commitment: 10% discount
- 12-month commitment: 15% discount

All advertising packages include performance metrics reporting, providing you with data on distribution reach, engagement rates, and click-through statistics where applicable. Our minimum booking is one month (4 or 5 weekly issues) to ensure consistent messaging and maximize impact with our audience.

Easy Booking. Prompt Support.

Submit Inquiry

[Click here to complete our simple inquiry form](#) with your contact information, preferred ad format, and campaign timeframe. Our team will review your request within 24 hours.

Submit Ad Materials

Upload your advertisement materials through our secure portal. Our team will review your submission to ensure it meets our technical specifications and aligns with our content guidelines.

Our dedicated advertising support team is available to assist you throughout the entire process. We understand the unique challenges of creating effective messaging for rural Ugandan audiences and can provide guidance on optimizing your advertisement for maximum impact with our readers.

Receive Confirmation & Invoice

We'll confirm availability for your requested dates and send a detailed invoice outlining your selected advertising package, placement details, and payment options including mobile money, bank transfer, or credit card.

Watch Your Brand Go Live

Your advertisement will be integrated into the next scheduled weekly report. We'll provide you with a preview before publication and confirmation once distribution begins.

Ad Material Requirements

To ensure your advertisement appears correctly across all our distribution channels and maintains the professional quality of our report, please adhere to the following technical specifications when submitting your materials:

File Formats & Specifications

- **Image Files:** High-resolution PDF, PNG, or JPG format (300 DPI minimum)
- **Logo Files:** Vector format preferred (AI, EPS) or high-resolution PNG with transparent background
- **WhatsApp Audio Ads:** MP3 format, maximum 30 seconds length, clear audio quality
- **File Size:** Maximum 5MB for all file types to ensure proper delivery via WhatsApp
- **Dimensions:** Full page (A4: 210 × 297mm), Half page (210 × 148mm), Quarter page (105 × 148mm)

Content Guidelines

- **Text Length:** 100-150 words maximum for quarter/half-page ads
- **Languages:** English primary, with optional translation to major Ugandan languages
- **Contact Information:** Include clear call-to-action and contact method (phone, WhatsApp, email, website)
- **Claims:** All agricultural or ministry performance claims must be substantiated
- **Cultural Sensitivity:** Content should be appropriate for diverse rural audiences



Submission Deadlines

All advertising materials must be submitted at least 3 business days before publication. Our report is distributed every Friday, so final materials should be received by Tuesday at 5:00 PM EAT.

Content Restrictions

To maintain the trust of our audience, we do not accept advertisements for:

- Unregistered agricultural inputs or chemicals
- Products with unsubstantiated performance claims
- Political campaigns or controversial messaging
- Products unrelated to agriculture, food security, or rural development

Join the Movement to Strengthen Uganda's Rural Economy

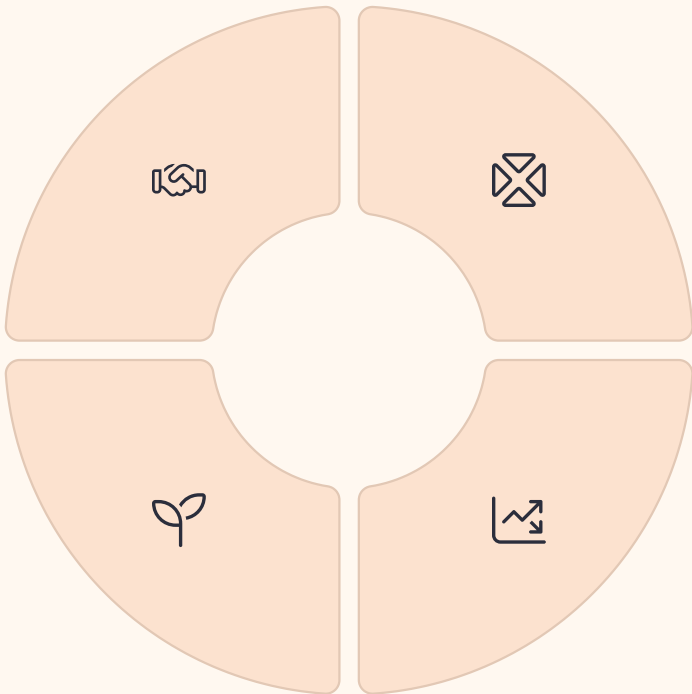
By advertising with IDEA's Weekly Agriculture Report, you're doing more than just promoting your brand—you're becoming part of a trusted information ecosystem that empowers farmers, strengthens food security, and builds climate resilience across Uganda.

Partner with Purpose

Align your brand with IDEA's mission to elevate rural markets and empower smallholder farmers with critical information.

Grow Together

As our audience continues to expand, your brand's visibility and influence within Uganda's agricultural sector will grow too.



Reach Your Exact Audience

Connect directly with over 17,000 engaged agricultural stakeholders making real-time farming decisions.

Measure Your Impact

Receive detailed analytics on your advertisement's performance across multiple distribution channels.

Ready to Get Started?

Contact our advertising team today to secure your spot in Uganda's most trusted agricultural information resource:

Website: www.idea.ag/uganda-ag-report

Book Your Spot Now

"Let's build something that feeds people, empowers our country, and grows your brand."



Meet IDEA



The International Development Extension Agency (IDEA) empowers global food security and sustainable agricultural development. We deliver proven, impact-driven strategies through robust program design, field-tested assessments, expert consultation, and targeted educational resources that benefit your stakeholders. **[Contract IDEA to increase your impact.](https://www.idea.ag)**