



Media Kit



Connecting brands with key decision-makers across the dairy industry.

DairyLando is a specialized digital platform covering technical information, market analysis, and industry trends.

Since 1997, it has served dairy producers, business leaders, professionals, and industry stakeholders in Argentina and abroad.



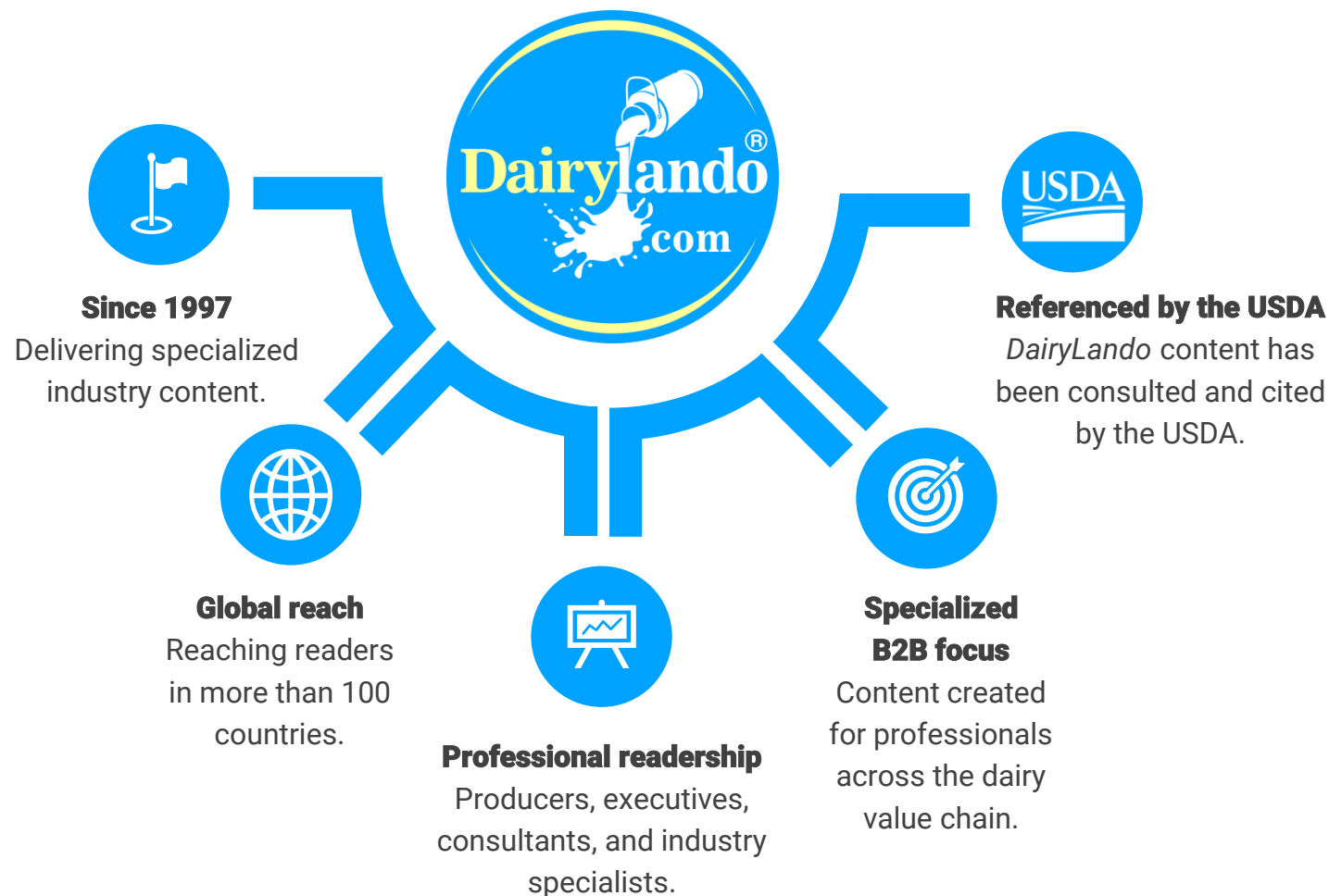
A specialized audience.
A more relevant way to communicate.



A trusted voice in the dairy sector

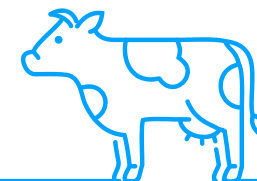
DairyLando provides specialized content for professionals and organizations across dairy production, processing, technology, and industry services.

Its long-standing sector focus has made it a trusted source of information for companies, specialists, and institutions.



Why it matters

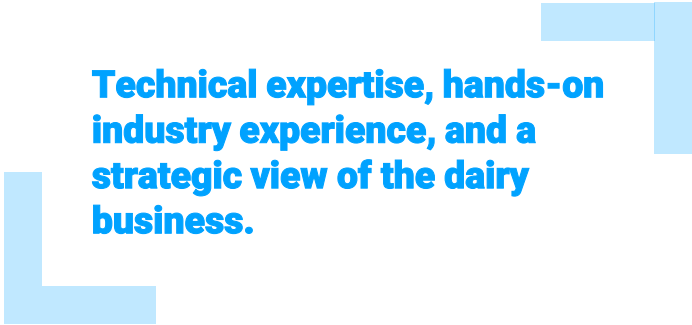
A focused editorial environment where brands can connect with an informed, highly relevant audience across the dairy industry.



Industry expertise behind the content

DairyLando was founded and is led by **Marcos Snyder**, an agricultural engineer with more than 35 years of experience in dairy production and farm economics.

- Advisor to CREA groups for 24 years.
- Director of the Buenos Aires Provincial Dairy Program.
- Institutional Coordinator at AACREA.
- Former General Manager of APYMEL.
- Dairy industry consultant, speaker, and columnist.

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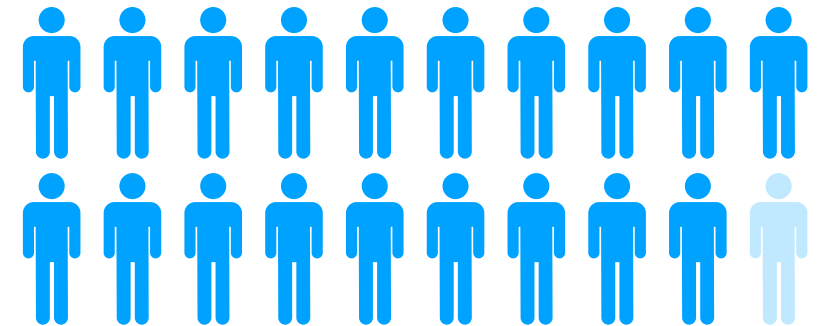
Technical expertise, hands-on industry experience, and a strategic view of the dairy business.

DairyLando reaches professionals and decision-makers across dairy production, processing, technology, and industry services.



A highly specialized professional audience

- Medium and large dairy producers.
- Executives and managers from dairy companies.
- Leaders of cooperatives and industry associations.
- Technical consultants and production advisors.
- Agricultural technology and service providers.
- Agribusiness investors and professionals.
- Institutions and organizations connected to the dairy sector.



95%

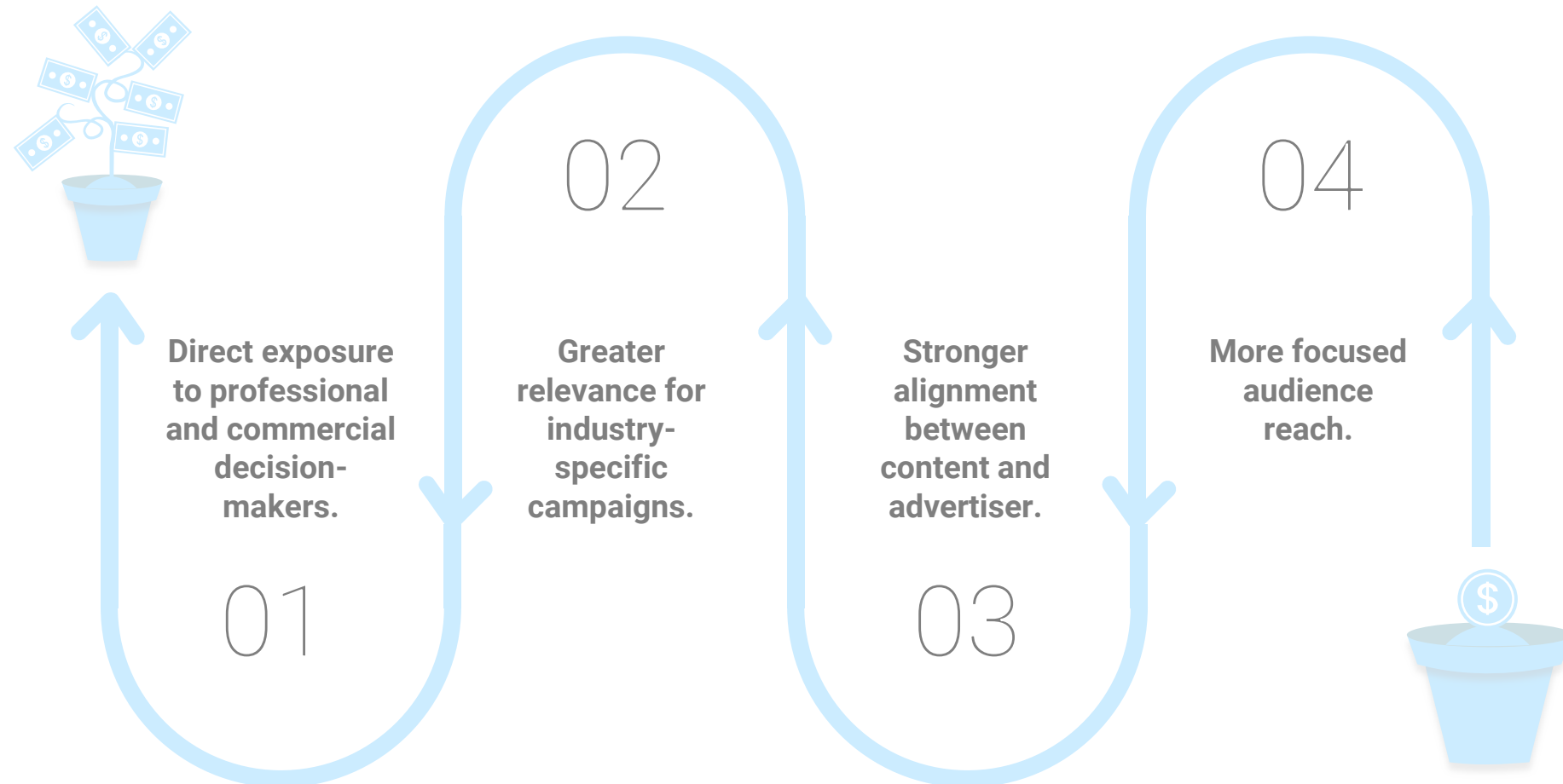
of the audience is professionally connected to the dairy industry.

Direct access to a relevant, high-value B2B audience.

Direct reach into the dairy industry

DairyLando specialized editorial environment allows brands to communicate with an audience already engaged in dairy production, innovation, markets, and business development.

A focused platform for brands that want to be part of the dairy conversation.

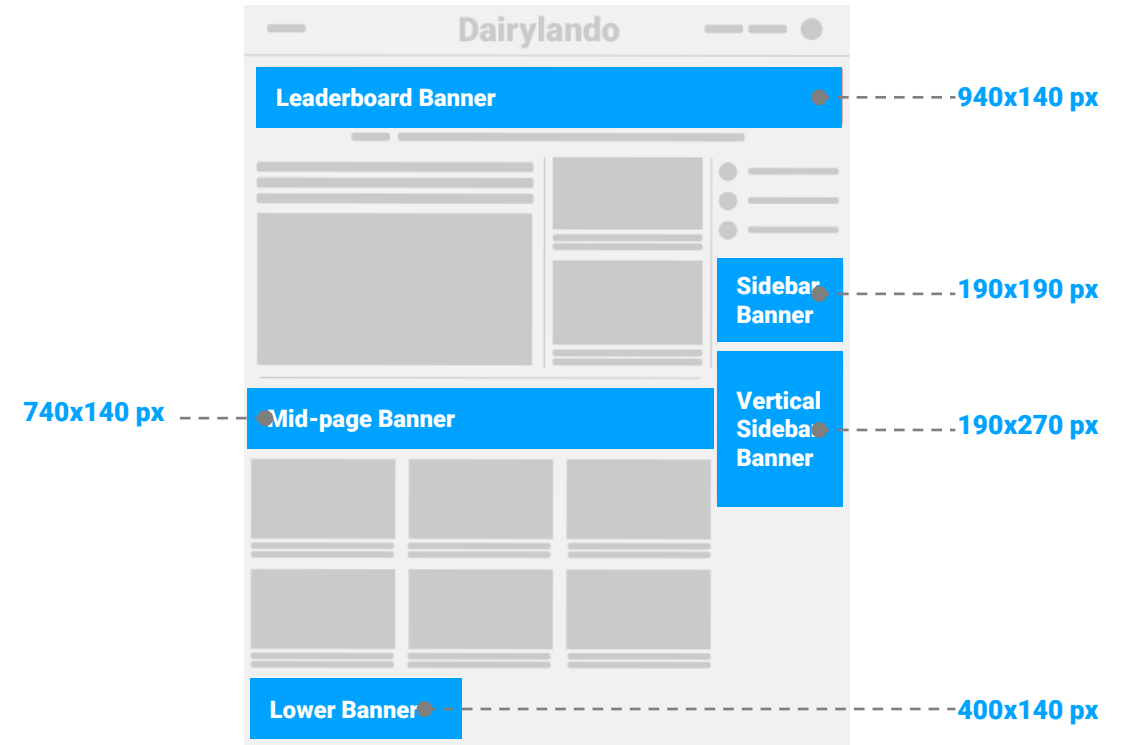


Flexible advertising placements designed to build visibility within DairyLando's editorial environment.

Advertising formats

- Leaderboard Banner: 940 × 140 px
- Mid-page Bbanner: 740 × 140 px
- Lower Banner: 400 × 140 px
- Sidebar Banner: 190 × 190 px
- Vertical Sidebar Banner: 190 × 270 px

Campaigns can be tailored to support brand awareness, product launches, market positioning, or lead generation.



Brand visibility in a highly relevant industry context.

Let's connect your brand with the dairy industry

We can develop an advertising proposal based on your objectives, target audience, and campaign timeframe.

Contact

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Shaping the conversation in dairy.