



ZimmNews – February 2008

ZimmComm Blog/Podcast Community

We're pretty proud of the ZimmComm farm blog/podcast community. The greatest value in what we can offer you via these new media mechanisms is the *community atmosphere* that offers some great benefits to companies that want to advertise or sponsor them. Of course we also help companies and organizations create their own communities as well! We're currently conducting online surveys with each site to obtain some demographic data beyond the simple audience measurements. In fact, if you haven't visited AgWired to [take our survey](#) and get yourself entered into the contest to win an **iPod Nano** then please do so. It'll really help us out.

We've been publishing our farm news blogs for between 2 and 3 years each now without doing any advertising or promotion other than word of mouth or online discovery via search engines but we're working on a promotional budget/plan. We've got good traffic statistics (see below). Being seen as a sponsor or advertiser not only generates impressions but a positive feeling on the part of the community participants for helping support their community. Additionally, these are highly search engine optimized mechanisms that make finding you much easier for people looking for you or what you have to offer. Our sponsors and supporters are often amazed when our sites will show up even higher than their own website on keyword searches.

All three of our sites are accepting advertising and we'll be happy to work with you on specific plans/ideas. The most common form of sponsor support to date has been for event coverage but we are hoping to develop more display advertising and have three or more rotator positions on each site. You can find the rate cards for ZimmComm sites using the following links: [AgWired](#), [World Dairy Diary](#) and [Domestic Fuel](#). Keep our [AgNewsWire](#) service in mind too when you're planning to distribute your next news release and want to target ag journalists. We specialize in Talking News Releases (containing multimedia content).

Current ZimmComm Monthly Web Stats

Traffic statistics are an average of the last 3 months.

AgWired (www.agwired.com):

unique visitors – 7,700, visits – 14,000, page views – 85,000
subscribers to rss feed (not measured in traffic) - 200

Domestic Fuel (www.domesticfuel.com):

unique visitors – 11,000, visits – 17,000, page views – 92,000
subscribers to rss feed (not measured in traffic) - 226

World Dairy Diary (www.worlddairydiary.com):

unique visitors – 6,000, visits – 9,000, page views – 24,000
subscribers to rss feed (not measured in traffic) - 107

If you were to run a display ad on all three sites you'd be reaching a collective community of over 25,000 people!

ZimmCast:

Some episodes of the ZimmCast have been downloaded over 2,000 times and others that have only been downloaded 100 times. The download numbers generally increase over time due to the fact that they're archived and people continue to find them and listen. The average number of downloads for the ZimmCast over the last couple weeks is about 200 per episode.

Flickr – 11,574 photos uploaded into 78 event sets – 79,000 views

YouTube – 111 video clips uploaded, 177,000 views, 30 subscribers

We are currently managing 15 client blog sites in addition to our own and 6 client podcasts in addition to 3 of our own.

Where have we been lately? The winter meeting season is in high gear and we've already been to the [Beltwide Cotton Conference](#), [National Biodiesel Conference](#) and [Cattle Industry Convention](#). Check out our coverage including [multiple event photo albums](#). Thanks to organizations like [BASF](#), [Cattlemen's Beef Board](#) and the [National Biodiesel Board](#) for making it possible! Besides these public events we've also conducted training/consulting sessions for several clients.

Where are we going? The week it's off to the National Farm Machinery Show followed by the National Ethanol Conference and then Commodity Classic. Keep your eye on all of our sites to see the latest. Besides our own we're generally cross posting onto client sites as well.

Online event coverage/Sponsorship Opportunities: There are a number of event opportunities available to take advantage of our unique way to increase your online exposure while creating great custom content for you. Some of them include the NAMA convention, Ag Media Summit, IFAJ Congress, NAMA Agribusiness Forum and NAFB Convention. Just give us a call or [email Chuck](#) for a quote today.

Till next time ... stay AgWired!

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Publishers of:

[AgWired](http://www.agwired.com) – www.agwired.com
[Domestic Fuel](http://www.domesticfuel.com) – www.domesticfuel.com
[World Dairy Diary](http://www.worlddairydiary.com) – www.worlddairydiary.com
[AgNewsWire](http://www.agnewswire.com) – www.agnewswire.com- Your national agricultural news release distribution service featuring Talking News Releases

New Media Consultants- Blogging and Podcasting

Remember to send your news & announcements to news@agwired.com