

Media Kit 2026 **UTILAJE TERRA**

The Platform for Agriculture and Construction
Professionals in Romania

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1. About UTILAJE TERRA

UTILAJE TERRA is a media platform dedicated to news, technical analyses, and presentations of agricultural and construction machinery. The platform connects manufacturers and dealers with farmers, entrepreneurs, and technical specialists who make real investment decisions. Editorial content includes:

- **Agricultural machinery**
- **Construction machinery**
- **Modern technologies for agriculture**
- **Equipment for construction sites**
- **Spare parts and service solutions**

The platform provides industry companies with direct access to a niche audience genuinely interested in purchasing professional equipment.

2. Farmer Profile

A significant portion of UTILAJE TERRA readers are farmers and agricultural managers who continually invest in technology:

- **Owners of small and medium-sized farms**
- **Decision-makers in agricultural machinery purchases**
- **Interested in modern technologies and productivity**
- **Investing in tractors, harvesters, and other agricultural equipment**

3. Construction Professionals Profile

UTILAJE TERRA also attracts professionals from the construction sector, involved in infrastructure, civil, and industrial projects:

- **Contractors and construction companies**
- **Project managers and site coordinators**
- **Heavy machinery operators**
- **Fleet managers**

Main interests: purchasing or renting heavy machinery, optimizing site costs, maintenance, and spare parts.

4. Audience in Numbers – December 2025

UTILAJE TERRA has shown accelerated audience growth, confirming interest in technical content about machinery:

- **15,673 unique visitors**
- **30,408 page views**
- **17,534 sessions**
- **Average session duration: 1:43**
- **Pages per session: 1.73**
- **Bounce rate: 68%**

5. Why Advertise on UTILAJE TERRA

- **Niche audience of professionals**
- **Audience with genuine purchase intent**
- **Relevant technical editorial context**
- **Direct visibility to farmers and construction professionals**

6. Advertising Formats

- **Display banners**
- **Advertorials and product presentations**
- **Machinery launch campaigns**

Contact for Advertising

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