



**mecardo**  
EXPERT MARKET ANALYSIS

## Get a jump on the rest by distributing Mecardo

**Mecardo delivers independent market analysis and outlook for wool, livestock and grain markets.**

Opportunities exist for agribusiness services providers to value-add existing client service and target new business. Mecardo also provides an independent source of market analysis to reinforce their own market intelligence.

### Mecardo does the heavy lifting

Mecardo makes it very easy to understand what is going across all major commodity markets.

Mecardo's information assists service providers in their client discussions. This allows them to cement their position as the key source of information for their clients.

- ✓ **Cattle, sheep, wool and grain markets**
- ✓ **Market drivers, outlook and trading strategies**
- ✓ **Webinars and online training**
- ✓ **Email alerts to information relevant to you**
- ✓ **"Analyst in your pocket"**

### Partner benefits

- ✓ Value-add existing client service
- ✓ Target new business
- ✓ Reinforce position as primary information provider
- ✓ Brand exposure to current and potential clients
- ✓ Targeted advertising

## Why is Mecardo different?

**We explain what's driving the market, we help you understand what's important and what it means for you.**

- ✓ Mecardo filters what's important from the 'noise'
- ✓ All major commodities in the one place
- ✓ Focus on 'What does this mean?' and market outlook
- ✓ Short articles communicated simply
- ✓ Delivered to your inbox

## Distributing Mecardo

Agribusiness service providers can distribute Mecardo to new and existing client networks. Benefits of this partnership include:

- ✓ **Brand exposure – logo displayed on all Mecardo pages viewed by clients (as ‘Mecardo, brought to you by...’)**
- ✓ **Complimentary access to Mecardo – 1 for every 10 Premium client subscriptions**
- ✓ **Targeted advertising opportunities**
- ✓ **Reinforce position as key information provider for their clients**

## Mecardo Subscriptions

Mecardo offers two subscriptions:

- **Basic (free)** – free market commentary and analysis, invitations to market outlook webinars and general information on markets. All new Basic subscriptions receive one month of Premium access for free.
- **Premium** – all the above information, plus in-depth market analysis and focus papers, longer-term market outlook, trading strategies, exclusive webinars and online training. Premium subscribers also have direct access to Mecardo analysts. All for just \$25 / month or \$270 / year (+GST)

## How to get started

Contact Jenianne Hall, Business Development Manager at [jhall@mecardo.com.au](mailto:jhall@mecardo.com.au) or on 0438 624 154 to advise of your interest or for further information.