

Countryside

ADVERTISING MEDIA INFORMATION 2024



From the editor



If you love the British countryside, its people and glorious landscapes, its animals and the farmers who produce our world-beating food, then *Countryside* magazine is the one for you. Published by the National Farmers'

Union and written by knowledgeable professionals working within the rural environment, each magazine contains news and views, regular features, topical themes and high-profile interviews, as well as campaigning articles on key rural matters.

Our readers are typically aged 45 and over and have a taste for the finer things in life, with the majority living or working in a rural environment. They have a high disposable income to invest in goods and services.

Countryside has a monthly circulation of 34,441* and can also be purchased as a subscription, or as a stand-alone purchase through newsagents, supermarkets and online via Mags Direct. It's also distributed to 4 and 5-star hotels, estate agents and leisure venues. Plus, the magazine is also available digitally at Readly, giving great exposure to a broad readership.

Martin Stanhope
Editor

*Source Audit Bureau of Circulation Jan to Dec 2022



Circulation
34,441
abc

Shortlisted
for cover of the year
**PPA Independent
Publisher
Awards 2023**

Our readers

Who reads *Countryside* and what are their interests? Surveys of our readership have provided some very useful statistical insights into their lives and their relationship to the magazine.

Profile

45/55

Male / Female

78%

Live in a rural area

60%

Own or manage an acre or more of land

62%

Own a dog

More than

80%

have been members for more than

10 YEARS

Facts

89%

Would recommend *Countryside* to a friend

76%

Regularly use practical advice that they read in the magazine

84%

Read a copy of *Countryside* more than once every month

90%

Respond to advertisements and make an enquiry

68%

Placed and order from an advertisement

Interests



96%

Gardening



78%

Visit county or regional shows



92%

Food & cookery



98%

Rural skills



98%

Support British farming



87%

Travel & events



82%

Wildlife



49%

Equestrian

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National Farmers' Union, Agriculture House, Stoneleigh Park, Stoneleigh, Warwickshire CV8 2TZ

Themes - 2024

Every edition of *Countryside* is structured around a topic relating to British food, farming and rural affairs. Here is a guide to our themes for 2024.

JANUARY

Skills and courses

From dry-stone walling and land management to foraging and gardening, we'll look at how to broaden your horizons and learn a new skill.

MAY

Travel

Whether you want a holiday that's calm and quiet or dramatic and challenging, the beautiful British Isles has something for everyone to enjoy.

SEPTEMBER

Equine

The joys and challenges of owning a horse with practical advice, new products and rider interviews.

FEBRUARY

Smallholding

Which animals should you keep? Which crops are best for a small plot? Can you make money? We take an in-depth look into the challenges of running a smallholding.

JUNE

Made in Britain

Join us to celebrate the rural businesses flying the flag for Britain and producing some amazing products and services.

OCTOBER

Back British Farming

Our special edition focuses on the work of our farmers and growers, from environmental projects to harvest, and highlights their crucial role in feeding the nation.

MARCH

Property

Restorations and renovations – take a peek behind closed doors to reveal a treasure trove of property innovation and design.

JULY

Then and Now

We reflect on our countryside's rich history – the crafts and traditions – and how these still have a place in modern rural life.

NOVEMBER

Working animals

Whether they're rounding up livestock or providing companionship, we discover how working animals are vital to everyday rural life.

APRIL

The Great British Garden

This edition is packed full of great ideas to inspire and transform your garden, whatever its size, as well as top tips on what to plant and when.

AUGUST

Wildlife and adventure

Immerse yourself in our glorious countryside with tips and ideas on how to make the most of the natural world on our doorstep.

DECEMBER

Christmas

Let's celebrate everything that is great about Christmas – locally-sourced food, turkey tips, festive recipe ideas, a gift guide, a diary of events – all packed into one celebratory edition.

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Regular features

Our regular features cover a whole spectrum of subjects and interests, here's a quick guide to our monthly content.

The seeds of a great idea

Farming productively while caring for wildlife gives Fay Johnson a lot of satisfaction, as Emma Hopley discovers during a visit to the Leicestershire family farm



By Emma Hopley
Fay Johnson is a woman who knows her seeds. She's a farmer, a wildlife enthusiast and a woman who's passionate about her land. She's also a woman who's passionate about her family. She's a woman who's passionate about her life. She's a woman who's passionate about her future. She's a woman who's passionate about her world.

Powered wheelbarrows and small trailers

Discover the latest in garden machinery, from powered wheelbarrows to small trailers, and how they can help you get the most out of your garden.



By James
A green powered wheelbarrow is a great way to get around the garden. It's easy to use, and it can carry a lot of stuff. It's also a great way to get around the garden. It's easy to use, and it can carry a lot of stuff. It's also a great way to get around the garden. It's easy to use, and it can carry a lot of stuff.

Small trailers

Discover the latest in garden machinery, from small trailers to wheelbarrows, and how they can help you get the most out of your garden.



By James
A red wheelbarrow is a great way to get around the garden. It's easy to use, and it can carry a lot of stuff. It's also a great way to get around the garden. It's easy to use, and it can carry a lot of stuff. It's also a great way to get around the garden. It's easy to use, and it can carry a lot of stuff.

Small trailers

Discover the latest in garden machinery, from small trailers to wheelbarrows, and how they can help you get the most out of your garden.



By James
A black trailer is a great way to get around the garden. It's easy to use, and it can carry a lot of stuff. It's also a great way to get around the garden. It's easy to use, and it can carry a lot of stuff. It's also a great way to get around the garden. It's easy to use, and it can carry a lot of stuff.

Tested: gardening kit

Charlotte Heather tests out some of the kit and plants to try in your garden in 2023.



By Charlotte Heather
A gardening kit is a great way to get started in your garden. It's easy to use, and it can help you get the most out of your garden. It's also a great way to get started in your garden. It's easy to use, and it can help you get the most out of your garden.

Great British food

With Miranda Gore Browne



By Miranda Gore Browne
Great British food is a great way to get started in your garden. It's easy to use, and it can help you get the most out of your garden. It's also a great way to get started in your garden. It's easy to use, and it can help you get the most out of your garden.

5 WAYS to cook lamb

Discover five different ways to cook lamb, from roasting to grilling, and how they can help you get the most out of your garden.



By James
Five different ways to cook lamb is a great way to get started in your garden. It's easy to use, and it can help you get the most out of your garden. It's also a great way to get started in your garden. It's easy to use, and it can help you get the most out of your garden.

Climate-friendly farming
Discover how British farmers are looking to the future

Great British food
With chef Miranda Gore Browne

In pictures
Visual stories from David Edmund-Jones

Tried & tested
Products in the spotlight

Buyer's guide
The latest machinery

Equestrian review
The latest products for horse lovers

Nature Magpie
Focus on the natural world

Food reviews
Cheese and beer in the recommendations

Diary dates
Our monthly event guide

Feathered Focus
Our regular guide to all things poultry

Gardening with Pippa Greenwood
Topical green-fingered advice

Three things I can't live without
Rural celebs tell us what's essential to their lives

Advertising rates and specifications

Double Page Spread: **£4,000**

TYPE AREA: 266mm (h) x 396mm (w)

TRIM: 290mm (h) x 420mm (w)

BLEED: 296mm (h) x 426mm (w)

Single Page: **£2,320**

*Cover page position 25% premium

TYPE AREA: 266mm (h) x 182mm (w)

TRIM: 290mm (h) x 210mm (w)

BLEED: 296mm (h) x 216mm (w)

Half Page Horizontal: **£1,230**

129mm (h) x 182mm (w)

Half Page Vertical: £1,230

263mm (h) x 88mm (w)

Quarter Page Vertical: **£645**

129mm (h) x 88mm (w)

Eighth Page: **£335**

62mm (h) x 88mm (w)

Classified SCC: **£25**

1 column: 43mm (w)

2 column: 88mm (w)

4 column: 182mm (w)

Inserts

As an addition to advertising, why not consider inserts? Price per thousand inserts. Rates available for other weights on request.

| Weight of Insert | Rate |
|------------------|------|
| Up to 5g | £70 |
| Up to 10g | £80 |
| Up to 15g | £90 |
| Up to 20g | £100 |
| Up to 25g | £110 |

Deadlines and publication schedule 2024

| Issue | Advert booking deadline | Advert copy deadline | Insert booking deadline | Inserts delivery | With members from | on sale date |
|--------------|-------------------------|----------------------|-------------------------|------------------|-------------------|--------------|
| January 24 | 14 Nov 23 | 15 Nov 23 | 16 Nov 23 | 21 Nov 23 | 01 Dec 23 | 07 Dec 23 |
| February 24 | 8 Dec 23 | 12 Dec 23 | 13 Dec 23 | 18 Dec 23 | 05 Jan 24 | 11 Jan 24 |
| March 24 | 16 Jan 24 | 17 Jan 24 | 18 Jan 24 | 23 Jan 24 | 02 Feb 24 | 08 Feb 24 |
| April 24 | 13 Feb 24 | 14 Feb 24 | 15 Feb 24 | 20 Feb 24 | 01 Mar 24 | 07 Mar 24 |
| May 24 | 19 Mar 24 | 20 Mar 24 | 21 Mar 24 | 26 Mar 24 | 05 Apr 24 | 11 Apr 24 |
| June 24 | 23 Apr 24 | 24 Apr 24 | 25 Apr 24 | 30 Apr 24 | 10 May 24 | 16 May 24 |
| July 24 | 21 May 24 | 22 May 24 | 23 May 24 | 28 May 24 | 07 Jun 24 | 13 Jun 24 |
| August 24 | 18 Jun 24 | 19 Jun 24 | 20 Jun 24 | 25 Jun 24 | 05 Jul 24 | 11 Jul 24 |
| September 24 | 23 Jul 24 | 24 Jul 24 | 25 Jul 24 | 30 Jul 24 | 09 Aug 24 | 15 Aug 24 |
| October 24 | 20 Aug 24 | 21 Aug 24 | 22 Aug 24 | 27 Aug 24 | 06 Sep 24 | 12 Sep 24 |
| November 24 | 17 Sep 24 | 18 Sep 24 | 19 Sep 24 | 24 Sep 24 | 04 Oct 24 | 10 Oct 24 |
| December 24 | 15 Oct 24 | 16 Oct 24 | 17 Oct 24 | 22 Oct 24 | 01 Nov 24 | 07 Nov 24 |
| January 25 | 12 Nov 24 | 13 Nov 24 | 14 Nov 24 | 19 Nov 24 | 29 Nov 24 | 05 Dec 24 |

Sending files

Please send all files to:
 t: 01733 362700/701
 e: countryside@atgraphicsuk.com

Acceptable files

PDF (preferred format)
 TIFF, JPEG, EPS – all 320dpi CMYK high resolution formats.
 Please refer to www.pass4press.com for guidance on supplying artwork

Typefaces, fonts and images:

Please ensure that all fonts are either embedded or outlined. All picture/graphic files should be scanned at a resolution of 320 dpi and converted to CMYK format.

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