

STEP INTO THE NEXT GENERATION OF FARMERS

# STUDENTFARMER

The magazine for young farmers

2024



**MEDIA  
PACK  
2024**

## Farming needs you

Published three times a year, #studentfarmer wants agricultural students to know that the NFU is right behind them and that farming is the right choice for their future career. It's all about showing how dynamic and innovative agriculture can be, and showcasing the young people within it along the way.

**STUDENTFARMER** is delivered to agricultural colleges three times a year in January, April and September, straight to students, considering their next step.

Also published as an e-edition  
online at  
[issuu.com/studentfarmer](https://issuu.com/studentfarmer)



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# TECHNICAL INFORMATION

## Advertisement rates

|              |       |
|--------------|-------|
| DPS          | £2000 |
| BACK COVER   | £1250 |
| INSIDE BACK  | £1130 |
| FULL PAGE    | £1030 |
| HALF PAGE    | £620  |
| QUARTER PAGE | £340  |
| EIGHTH PAGE  | £180  |

## Publication schedule 2024

| Issue    | Ad booking deadline | Ad copy deadline | Distribution to Colleges | With members from |
|----------|---------------------|------------------|--------------------------|-------------------|
| Jan 24   | 11-Dec-23           | 14-Dec-23        | 16-Jan-24                | 19-Jan-24         |
| April 24 | 02-Apr-24           | 04-Apr-24        | 23-Apr-24                | 26-Apr-24         |
| Sept 24  | 23-Aug-24           | 29-Aug-24        | 17-Sep-24                | 20-Sep-24         |

## Ad dimensions and specifications

### DOUBLE PAGE SPREAD

Type: 263mm (h) x 396mm (w)  
Trim: 297mm (h) x 420mm (w)  
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Type: 263mm (h) x 181mm (w)  
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### HALF PAGE VERTICAL

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### QUARTER PAGE VERTICAL

129mm (h) x 88mm (w)

### EIGHTH PAGE

62mm (h) x 88mm (w)

### ACCEPTABLE FILES

PDF, TIFF, JPEG, EPS – all 320dpi  
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### 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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**WHAT KIND OF FARMER DO YOU WANT TO BE?**

There are loads of things you can farm – the world is your oyster and each industry is as important as the next. Cut out the poster above and take a picture of yourself with your chosen sector. Don't forget to tweet the picture to @studentfarmer or post on our Facebook wall and we'll share them!