



# SCOTTISH FARMING LEADER



## Publication Information and Advertisement Rates 2018

Scottish Farming Leader is NFU Scotland's flagship membership magazine which goes to our members as well as other stakeholder groups we work with on a day to day basis. The title gives the Union's members key information about all that's happening in their industry and what the Union does for them, both here in Scotland and further afield. NFU Scotland celebrated its Centenary year,



interest in the organisation and boost in awareness of the general public about what we do. The changes in the farming industry since the Union started out are evident, with farmers facing difficult times and now, more than ever, the agricultural industry needs a strong voice going forward to represent its 9,000+ members as a joint force to fight for what we stand for.



## SUPPLEMENTS & SPECIAL FEATURES 2018

**JANUARY**  
Financial tax and legal services

**FEBRUARY**  
NFUS Affinities Partners

**MARCH**  
Motors

**APRIL**  
Best Show guide for 2018

**MAY**  
Land and property sales

**JUNE**  
Royal Highland Show

**JULY**  
New farm machinery guide

**AUGUST**  
Harvest special

**SEPTEMBER**  
Motoring

**OCTOBER**  
Professional agricultural services

**NOVEMBER**  
Agriscot

**DECEMBER**  
Livestock and equipment guide

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# ADVERTISEMENT RATES AND DIMENSION SPECIFICATION

## DOUBLE PAGE SPREAD - £1,500

Type: 263mm (h) x 396mm (w)  
Trim: 297mm (h) x 420mm (w)  
Bleed: 303mm (h) x 426mm (w)

## FULL PAGE - £850

Type: 263mm (h) x 181mm (w)  
Trim: 297mm (h) x 210mm (w)  
Bleed: 303mm (h) x 216mm (w)

## SPECIAL POSITIONS

Back Cover - £1,130  
Inside Back - £1,030

## HALF PAGE - £510

129mm (h) x 181mm (w)

## QUARTER PAGE - £310

129mm (h) x 88mm (w)

## EIGHTH PAGE - £185

62mm (h) x 88mm (w)

## CLASSIFIED SCC - £8.50

## INSERT RATES

Weight of insert	Scotland	Scotland & England
Up to 5g	£65	£50
Up to 10g	£75	£60
Up to 15g	£85	£70
Up to 20g	£95	£80
Up to 25g	£105	£90
Up to 30g	£115	£100
Up to 35g	£125	£110
Up to 40g	£135	£120

Minimum fee for inserts: £585

\*Scottish Farming Leader and British Farming & Grower combined



## PUBLICATION SCHEDULE AND DEADLINES

ISSUE	BOOKING DEADLINE	COPY DEADLINE	INSERTS BOOKING DEADLINE	INSERTS DELIVERY	WITH MEMBERS
Jan-18	28-Nov-17	30-Nov-17	06-Dec-17	12-Dec-17	23-Dec-17
Feb-18	27-Dec-18	3-Jan-18	03-Jan-18	08-Jan-18	18-Jan-18
Mar-18	30-Jan-18	01-Feb-18	07-Feb-18	12-Feb-18	22-Feb-18
Apr-18	27-Feb-18	01-Mar-18	07-Mar-18	12-Mar-18	22-Mar-18
May-18	03-Apr-18	05-Apr-18	11-Apr-18	16-Apr-18	26-Apr-18
Jun-18	01-May-18	03-May-18	09-May-18	14-May-18	24-May-18
Jul-18	05-Jun-18	07-Jun-18	13-Jun-18	18-Jun-18	28-Jun-18
Aug-18	03-Jul-18	05-Jul-18	11-Jul-18	16-Jul-18	26-Jul-18
Sep-18	07-Aug-18	09-Aug-18	15-Aug-18	20-Aug-18	31-Aug-18
Oct-18	04-Sep-18	06-Sep-18	12-Sep-18	17-Sep-18	27-Sep-18
Nov-18	02-Oct-18	04-Oct-18	10-Oct-18	15-Oct-18	25-Oct-18
Dec-18	30-Oct-18	01-Nov-18	07-Nov-18	12-Nov-18	22-Nov-18
Jan-19	27-Nov-18	29-Nov-18	05-Dec-18	10-Dec-18	22-Dec-18



## 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

## ACCEPTABLE FILES

PDF, TIFF, JPEG, EPS  
- all 320dpi CMYK high resolution formats

## SENDING FILES

Please email files as attachments to:  
nfus@atgraphicsuk.com  
T: 01733 362 700/701

## REGIONAL ROUND-UP

Welcome to the pages where your regional manager reports on all the news in your area

### AVONSHIRE

CHRISTIE GUTHBERTSON  
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01753 888 500

#### MPs meet on farm

Avonshire members met Dr Phillip Mitchell MP from Bristol and Dr David Davies MP MP for Barnstaple, Devon, on the farm of Andrew Gutteridge, Farming Group. Several members of the Farming Group were present. The meeting was held on the farm of Andrew Gutteridge, Farming Group. Several members of the Farming Group were present. The meeting was held on the farm of Andrew Gutteridge, Farming Group. Several members of the Farming Group were present.

#### TACKLING RURAL ANTISOCIAL BEHAVIOUR

Avonshire members met Dr Phillip Mitchell MP from Bristol and Dr David Davies MP MP for Barnstaple, Devon, on the farm of Andrew Gutteridge, Farming Group. Several members of the Farming Group were present. The meeting was held on the farm of Andrew Gutteridge, Farming Group. Several members of the Farming Group were present.

#### On Their Bikes!

Avonshire members met Dr Phillip Mitchell MP from Bristol and Dr David Davies MP MP for Barnstaple, Devon, on the farm of Andrew Gutteridge, Farming Group. Several members of the Farming Group were present. The meeting was held on the farm of Andrew Gutteridge, Farming Group. Several members of the Farming Group were present.

### ORKNEY & SHETLAND

IAN WILSON  
ian.wilson@nfus.org.uk  
01753 888 500

#### MPs meet on farm

Orkney & Shetland members met Dr Phillip Mitchell MP from Bristol and Dr David Davies MP MP for Barnstaple, Devon, on the farm of Andrew Gutteridge, Farming Group. Several members of the Farming Group were present. The meeting was held on the farm of Andrew Gutteridge, Farming Group. Several members of the Farming Group were present.

#### TACKLING RURAL ANTISOCIAL BEHAVIOUR

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#### On Their Bikes!

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### LOTHIAN & BORDER

LENNY CLARKE  
lenny.clarke@nfus.org.uk  
01753 888 500

#### SUM WES

The Lothian & Border members met Dr Phillip Mitchell MP from Bristol and Dr David Davies MP MP for Barnstaple, Devon, on the farm of Andrew Gutteridge, Farming Group. Several members of the Farming Group were present. The meeting was held on the farm of Andrew Gutteridge, Farming Group. Several members of the Farming Group were present.

#### Show time

Lothian & Border members met Dr Phillip Mitchell MP from Bristol and Dr David Davies MP MP for Barnstaple, Devon, on the farm of Andrew Gutteridge, Farming Group. Several members of the Farming Group were present. The meeting was held on the farm of Andrew Gutteridge, Farming Group. Several members of the Farming Group were present.

#### HIGHLANDS

Highlands members met Dr Phillip Mitchell MP from Bristol and Dr David Davies MP MP for Barnstaple, Devon, on the farm of Andrew Gutteridge, Farming Group. Several members of the Farming Group were present. The meeting was held on the farm of Andrew Gutteridge, Farming Group. Several members of the Farming Group were present.

### TRANSITION TO A NEW AGRICULTURAL SUPPORT SETTLEMENT AND THE NEED FOR MANAGED CHANGE

There are many reasons for the current situation in agriculture. The need for managed change is essential for the future of the sector. The transition to a new support settlement is a complex process that requires careful planning and implementation. The need for managed change is essential for the future of the sector.

### GETTING TO A NEW SUPPORT SETTLEMENT FOR SCOTTISH AGRICULTURE

The Scottish Government has announced a new support settlement for Scottish agriculture. This is a significant step towards ensuring the long-term viability of the sector. The new settlement will provide a more stable and predictable environment for farmers and growers. This is a significant step towards ensuring the long-term viability of the sector.



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