



# SCOTTISH FARMING LEADER



## Publication information and advertisement rates 2016

Scottish Farming Leader is NFU Scotland's flagship magazine which goes to our 8,500 members as well as other stakeholder groups, we work with on a daily 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. In 2013, NFU Scotland celebrated its centenary year, which in turn raised the organisation's profile and boosted the general public's awareness about what we do. The changes in the farming industry since the Union started out are more evident, now, more than ever and the agricultural industry needs a strong voice going forward. NFU Scotland lobbies for its 8,500 members at a Scottish, UK and a European level as a joint force to fight for what we stand for.

**Ruth McClean**  
*Editor*



## SUPPLEMENTS & SPECIAL FEATURES 2016

**JANUARY 2016**  
Precision Farming/ Innovation

**FEBRUARY 2016**  
Farm Buildings & Storage

**MARCH 2016**  
Alternative Farm Enterprise/ Diversification

**APRIL 2016**  
Energy Efficiency

**MAY 2016**  
Training & Education

**JUNE 2016**  
Royal Highland Show

**JULY 2016**  
Farm Machinery & ATVs

**AUGUST 2016**  
Waste Management

**SEPTEMBER 2016**  
Health & Wellbeing

**OCTOBER 2016**  
Rural Security & Crime Prevention

**NOVEMBER 2016**  
AgriScot

**DECEMBER 2016**  
Energy Efficiency







# 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	£60	£45
Up to 10g	£70	£55
Up to 15g	£80	£65
Up to 20g	£90	£75
Up to 25g	£100	£85
Up to 30g	£110	£95
Up to 35g	£120	£105
Up to 40g	£130	£115

Minimum fee for inserts: £540

\*Scottish Farming Leader and British Farming & Grower combined



## PUBLICATION SCHEDULE AND DEADLINES

ISSUE	BOOKING DEADLINE	COPY DEADLINE	INSERTS BOOKING DEADLINE	INSERTS DELIVERY DEADLINE	WITH MEMBERS
Jan-16	24-Nov-15	26-Nov-15	02-Dec-15	08-Dec-15	19-Dec-15
Feb-16	30-Dec-15	04-Jan-16	06-Jan-16	12-Jan-16	21-Jan-16
Mar-16	26-Jan-16	28-Jan-16	03-Feb-16	09-Feb-16	18-Feb-16
Apr-16	23-Feb-16	25-Feb-16	02-Mar-16	08-Mar-16	19-Mar-16
May-16	29-Mar-16	31-Mar-16	06-Apr-16	12-Apr-16	21-Apr-16
Jun-16	26-Apr-16	28-Apr-16	04-May-16	10-May-16	19-May-16
Jul-16	31-May-16	02-Jun-16	08-Jun-16	14-Jun-16	23-Jun-16
Aug-16	28-Jun-16	30-Jun-16	06-Jul-16	12-Jul-16	21-Jul-16
Sep-16	02-Aug-16	04-Aug-16	10-Aug-16	16-Aug-16	25-Aug-16
Oct-16	30-Aug-16	01-Sep-16	07-Sep-16	13-Sep-16	22-Sep-16
Nov-16	27-Sep-16	29-Sep-16	05-Oct-16	11-Oct-16	20-Oct-16
Dec-16	25-Oct-16	27-Oct-16	02-Nov-16	08-Nov-16	17-Nov-16



## 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



### ROY POWER

Media Sales  
02476 858 958  
roy.power@nfus.org.uk

### ALAN BROWN

Group Sales Manager  
02476 858 955  
alan.brown@nfus.org.uk

### RUTH MCCLEAN

Editor, Scottish Farming Leader  
0131 472 4000  
editor@nfus.org.uk

Visit us at [www.nfus.org.uk](http://www.nfus.org.uk)