

# FARMING NEEDS YOU

STEP INTO  
THE THE NEXT  
GENERATION  
OF FARMERS



## ADVERTISE IN #STUDENT FARMER

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. It is also published as an e-edition online at [issuu.com/studentfarmer](http://issuu.com/studentfarmer)

**Call Alan Brown  
on 02476 858 955**



# FARMING

# NEEDS YOU

## Technical information

### Advertisement rates

|                     |              |
|---------------------|--------------|
| <b>DPS</b>          | <b>£2000</b> |
| <b>BACK COVER</b>   | <b>£1250</b> |
| <b>INSIDE BACK</b>  | <b>£1130</b> |
| <b>FULL PAGE</b>    | <b>£1030</b> |
| <b>HALF PAGE</b>    | <b>£620</b>  |
| <b>QUARTER PAGE</b> | <b>£310</b>  |
| <b>EIGHTH PAGE</b>  | <b>£155</b>  |

### Publication schedule 2017

| Issue   | Ad booking deadline | Ad copy deadline | Distribution to Colleges |
|---------|---------------------|------------------|--------------------------|
| Jan-17  | 05-Dec-16           | 08-Dec-16        | 13-Jan-17                |
| Apr-17  | 10-Apr-17           | 13-Apr-17        | 15-May-17                |
| Sept-17 | 21-Aug-17           | 24-Aug-17        | 11-Sep-17                |

### Ad Dimensions and specifications

#### DOUBLE PAGE SPREAD

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

#### FULL PAGE

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

#### HALF PAGE HORIZONTAL

129mm (h) x 181mm (w)

#### HALF PAGE VERTICAL

263mm (h) x 88mm (w)

#### QUARTER PAGE HORIZONTAL

62mm (h) x 181mm (w)

#### QUARTER PAGE VERTICAL

129mm (h) x 88mm (w)

#### EIGHTH PAGE

62mm (h) x 88mm (w)

#### ACCEPTABLE FILES

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

#### 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.

#### Sending files

Please email files as attachments to Seema Parmar:  
seema.parmar@nfu.org.uk  
T: 02476 858 974



WHAT KIND OF FARMER DO YOU WANT TO BE?

There are loads of things you can farm in the world to your system 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!



To advertise

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