

BRITISH

FARMER & GROWER



**The Voice
of British
Farming**

Media pack // 2017

RATES

*All the information you need to know
to advertise in our magazine and online*

STATISTICS

*An insight into our core
audience and readership*

PUBLISHING SCHEDULE

*Advertising deadlines
and publication dates*

BRITISH FARMER & GROWER

The award winning British Farmer & Grower is the NFU's flagship publication, and is guaranteed to reach **48,586** farming businesses every month.

Acting as one of the many voices of the union, *BF&G* aims to tell members about news that directly affects their businesses, and what the NFU is doing on behalf of them in return for their membership. It's the one guaranteed point of contact the union has on a monthly basis, so the content within it is vital.

Farming is a forward-thinking, dynamic and innovative industry, and our members are driving it forward through their businesses – the farming landscape is changing, and our members need to be up to date with the changes within their industry.

Farming faces many challenges in the future. Predictions show that by 2050, the farming industry will need to feed over nine billion people, so the importance that agriculture plays cannot be underestimated. This means that if we're to reach that goal, the farming industry needs a strong, united voice for the future – that's where *BF&G* comes in.

The magazine covers the key news stories that have broken in farming over the previous month, and shares wins and successes that the union has been involved in. And we're also on hand to provide readers with up-to-date technical and practical advice on topics that are integral to their businesses and livelihoods.

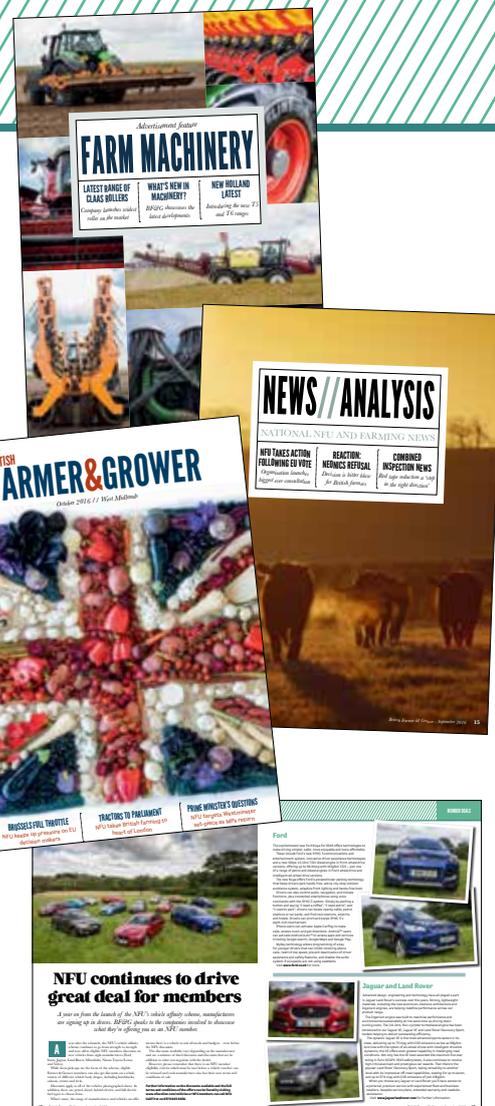
However, it's the small team of regional editors on the ground that sets *BF&G* apart from any other farming magazine on the

market. The regional section at the back of the magazine, supported by these editors, puts *BF&G* in a unique position of being able to cover issues that matter to a farmer's doorstep.

This editorial is backed up by features and opinion pieces written by elected NFU officeholders, group secretaries and advisers, ensuring that no stone is left unturned when it comes to delivering news and information directly to the farm.

Alongside the news and advice, we also have features showcasing member businesses, and a wide-range of sector coverage to target all members. Competitions and reader offers help break up the technical information within the magazine, ensuring that the magazine's content is the high quality it's well known for.

If you want to reach engaged, enthusiastic farmers, who are driving the industry forward into 2017 and beyond, then *BF&G* is for you. It's the only way to ensure that you'll reach a targeted audience, who are looking to build an efficient and resilient future for farming.



Why you should advertise in British Farmer & Grower

British Farmer & Grower is a highly effective and targeted way of promoting your products and services aimed at the farming community.

Our members rely on *BF&G* for keeping them informed and up to date on all farming issues. 85% of our members pick up and read the magazine every month and are highly responsive to the advertisements published.

Businesses benefit from national coverage through seven editions with an option of booking regionally if a more local focus is needed. This gives flexibility in terms of coverage and marketing budget.

With an ABC distribution to **48,586** members, *BF&G* offers a cost effective marketing opportunity for your business to reach this valuable sector.

SUPPLEMENTS // SCHEDULE 2017

JANUARY
Sheep and Lambing

FEBRUARY
Energy Efficiency

MARCH
Crop care/spraying

APRIL
Livestock, Feeding, Inputs, Nutrition and Health

MAY
Farm Buildings, Equipment and Storage

JUNE
Preparation for Harvest

JULY
Farm Machinery and Vehicles

AUGUST
Beef and Dairy

SEPTEMBER
Land Management

OCTOBER
Alternative Enterprise and Diversification

NOVEMBER
Conservation, Woodland and Forestry Management

DECEMBER
Muck and Slurry and Waste Management

48,586

MEMBERS RECEIVE BRITISH FARMER & GROWER EACH AND EVERY MONTH

(Audit Bureau of Circulation Jan to Dec 2015)

WINNER OF THE PRESTIGIOUS TRADE ASSOCIATION FORUM AWARDS MAGAZINE OF THE YEAR 2014

READER SATISFACTION

74% find the magazine useful 



88% satisfied with what the NFU does for its members

88% satisfied with clarity of the information and articles

48% stated the magazine had improved 

88% satisfied with quality of the information and articles

89% members satisfied with information on key farming issues

89% satisfied with information on specific farming sectors 

91% satisfied with the business advice 

86% satisfied with practical advice given 

READER HABITS

85% read every, or almost every month 

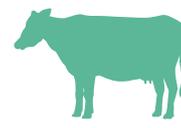
67% spend over 30 minutes a month reading 

69% read by two people or more

38% have responded to an advertisement 

64% members used practical advice given in BF&G 

REASON FOR READING

75% read for key issues in farming 

79% for farming policy updates 

71% read because they enjoyed reading

65% for business advice 

62% for practical advice 

91% for sector specific information

NATIONAL//COVERAGE

- Seven regional editions
- Cost effective and flexible advertising solutions
- A unique marketing opportunity
- Contact your regional *British Farmer & Grower* representative

REGIONS 1 AND 2 NORTH EAST & WEST

1: County Durham, Cleveland, Northumberland, Tyne & Wear and Yorkshire

NE Circulation: 6,406

2: Cheshire, Cumbria, Greater Manchester, Lancashire and Merseyside

NW Circulation: 6,342

Contact: Carol Makepeace

T: 01388 488 981

M: 07747 763 056

E: carol.makepeace@nfu.org.uk

REGION 3 WEST MIDLANDS

Herefordshire, Shropshire, Staffordshire, Warwickshire and Worcestershire

WM Circulation: 6,586

Contact: Bernadette Dutton

T: 01978 780 625

M: 07747 763 053

E: bernadette.dutton@nfu.org.uk

REGION 4 SOUTH WEST

Cornwall, Devon, Dorset, Gloucestershire, Somerset and Wiltshire

SW Circulation: 10,244

Contact: Belinda Horner

T: 024 7685 8951

E: belinda.horner@nfu.org.uk

REGION 5 AND 6 SOUTH EAST & EAST MIDLANDS

5: Berkshire, Buckinghamshire, Hampshire, Isle of Wight, Kent, Middlesex, Oxfordshire, Surrey, East and West Sussex

SE Circulation: 6,593

6: Derbyshire, Leicestershire, Lincolnshire, Northamptonshire, Nottinghamshire and Rutland

EM Circulation: 5,978

Contact: Jasbinder Saikhon

T: 024 7685 8952

E: jasbinder.saikhon@nfu.org.uk

REGION 7 EAST ANGLIA

Bedfordshire, Cambridgeshire, Essex, Hertfordshire, Huntingdonshire, Norfolk and Suffolk

EA Circulation: 6,437

Contact: Jan Riches

T: 01359 244 161

M: 07734 790 385

E: jan@janiceriches.co.uk



ADVERTISING RATES

NATIONAL RATES

For coverage in all seven editions

DPS:	£4,500
BACK COVER:	£3,245
INSIDE BACK:	£2,885
FULL PAGE:	£2,625
HALF PAGE:	£1,415
QUARTER PAGE:	£865
EIGHTH PAGE:	£465
CLASSIFIED SCC:	£40

REGIONAL RATES

For coverage by individual region

DPS:	£1140
BACK COVER:	£825
INSIDE BACK:	£775
FULL PAGE:	£670
HALF PAGE:	£385
QUARTER PAGE:	£230
EIGHTH PAGE:	£155
CLASSIFIED SCC:	£8

INSERTS

As an addition to advertising why not consider inserts in British Farmer & Grower?

Inserts can be booked for all or selected regions.

£ per thousand inserts minimum fee for inserts: £650

WEIGHT OF INSERT	1-6 REGIONS	NATIONAL (7 REGIONS)
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

Rates available for other weights on request

TECHNICAL SPECIFICATION

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)

CLASSIFIED

1 column: 42mm (w)

2 columns: 88mm (w)

4 columns: 181mm (w)

PLEASE SEND ALL FILES TO:

T: 01733 362700/701

E: bfg@atgraphicsuk.com

FILE DETAILS

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

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.

DEADLINE AND PUBLICATION SCHEDULE

ISSUE	AD BOOKING DEADLINE	COPY DEADLINE	INSERTS BOOKING DEADLINE	INSERTS DELIVERY DEADLINE	WITH MEMBERS FROM
Jan 2017	21-Nov-16	23-Nov-16	30-Nov-16	06-Dec-16	17-Dec-16
Feb 2017	03-Jan-17	03-Jan-17	04-Jan-17	10-Jan-17	19-Jan-17
Mar 2017	23-Jan-17	25-Jan-17	01-Feb-17	07-Feb-17	16-Feb-17
Apr 2017	20-Feb-17	22-Feb-17	01-Mar-17	07-Mar-17	16-Mar-17
May 2017	27-Mar-17	29-Mar-17	05-Apr-17	11-Apr-17	21-Apr-17
Jun 2017	27-Mar-17	26-Apr-17	03-May-17	09-May-17	18-May-17
Jul 2017	26-May-17	31-May-17	07-Jun-17	13-Jun-17	22-Jun-17
Aug 2017	26-Jun-17	28-Jun-17	05-Jul-17	11-Jul-17	20-Jul-17
Sep 2017	31-Jul-17	02-Aug-17	09-Aug-17	15-Aug-17	24-Aug-17
Oct 2017	25-Aug-17	30-Aug-17	06-Sep-17	12-Sep-17	21-Sep-17
Nov 2017	25-Sep-17	27-Sep-17	04-Oct-17	10-Oct-17	19-Oct-17
Dec 2017	23-Oct-17	25-Oct-17	01-Nov-17	07-Nov-17	16-Nov-17

CONTACT DETAILS

GROUP SALES MANAGER

Alan Brown

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E: alan.brown@nfu.org.uk

NATIONAL FARMERS' UNION

Agriculture House, Stoneleigh Park
Stoneleigh, Warwickshire
CV8 2TZ

GENERAL ENQUIRIES

T: 02476 858956