

# Countryside

FOOD, FARMING & RURAL LIFE



**Media Pack 2017**





## What is Countryside magazine?

With a passion for rural issues, *Countryside* magazine aims to give our readers a comprehensive monthly guide on how to enjoy and make the most of rural living.

Published by the National Farmers' Union and written by knowledgeable professionals actively working within the rural environment, each magazine contains news and views, regular features, topical themes, and interesting celebrity interviews, as well as campaigning articles supporting key rural matters.

With 132 pages of high quality editorial and superb photographs, we aim to fulfil our readers' interests in a number of key subjects.

Recognised as a magazine of influence, *Countryside* was recently awarded the prestigious 'Magazine of excellence award' by the National Federation of Newsagents.

## Countryside Online

Keep up to date with all the latest by visiting us at:

[www.countrysideonline.co.uk](http://www.countrysideonline.co.uk)

Packaged with *Countryside* magazine we are able to offer a multi-media marketing campaign giving greater reach and exposure



@NFUcountryside



countrysideonline

## Countryside Magazine - 2017 Themes

### January - Do something different

The beginning of the year is the time to cast off old ways and bad habits - and bring in the new. So we'll be looking at some of the most innovative rural pastimes to take up in 2017. And we'll be chatting to the inspirational McVeigh Sisters whose family farm in Suffolk is the very epitome of diversification: from Longhorn cattle to weddings, glamping and even a cookery school.

### February - The Good Living edition

From growing and eating your own food, to getting out into the countryside for bracing walks in the beautiful British countryside, this edition is all about the simple art of good living. Plus, it's the Danish phenomenon that's been sweeping the UK - yes, we're talking 'hygge'. Is it all hype or can rural dwellers make it their own? And, with Valentine's Day on the horizon, we'll be taking a tongue-in-cheek look at just 'how to be the ideal farm spouse'...

### March - The Property edition

As the property market shakes off its winter stupor, we'll focus on living in the countryside. Which areas are hot (and not), what's the likely impact of Brexit on rural house prices and how can you improve your home without breaking the bank? Plus, we'll be focusing on some of the most extraordinary rural renovations.

### April - The Great British Garden edition

Whether you love 'grow your own' or flowery cottage gardens, this will be the edition for the green-fingered amongst us. Expect expert comment, inspirational garden features, product guides and stunning imagery as we look at just what makes us Brits such a gardening nation.

### May - The 'Made in Britain' edition

The British brand is renowned for quality and flair across the world - and this edition is devoted to businesses large and small that are proud to emblazon the British flag across their wares. We'll be speaking to some of the country's leading rural entrepreneurs and discovering the secrets of their success.

### June - Countryside kids edition

From our earliest childhood memories to the lives of our kids and grandkids, the countryside is a place of nostalgia, fun and learning for all children. This issue will look at some of the issues facing 'countryside kids'; from the best activities to their schooling.

### July - The Countryside kitchen edition

The beating heart of any country house or cottage remains the kitchen and this issue will take the pulse of food and food producers. We'll be looking at some of the most exciting food products and trends to emerge during 2017 and talking to some of the leading movers and shakers in the food market.

### August - Countryside goes on its Travels edition

At the height of the holiday season we'll be looking at some of our favourite destinations around the UK, asking what it takes to become an award-winning rural B&B and offering holiday choices for every person with every budget.

### September - The POWER edition

Whether its small tools or large machinery, having the right kit for the job is essential to innumerable parts of country life. We'll be taking a close look at the UK machinery and tool market and analysing new launches and trends.

### October - The wildlife and adventure edition

From seasonal migrations to the annual deer rut, Britain is a nation of wildlife watchers fascinated by the flora and fauna of this isle. This edition will be devoted to that wildlife, and adventures in the great outdoors.

### November - The working animals edition

From the dogs that help us tend our flocks to traditional working horses, animals are the constant companions to our rural lives. In this edition, we'll illuminate those tales and focus on the health, welfare and husbandry of our four-legged friends.

### December - The festive edition

An unashamedly romantic and reflective edition will encapsulate why Christmas and the countryside walk hand-in-hand. From the food we eat, to the customs we enjoy, and the presents we receive, expect an edition with turkey and all the trimmings.

# Why advertise with Countryside Magazine?

Our readers are typically aged 45 and over and have a taste for the finer things in life, with the majority living or working in a rural environment. They have a high disposable income to invest in goods and services and recent research shows that 93 per cent of readers stated that they always or sometimes read the advertising pages, a significant number generating positive response for our advertisers.

With a certified ABC distribution of **33,672** through membership and copies sold through leading newsagents, supermarkets, and rural retail outlets, Countryside offers targeted and cost-effective advertising that works.



## Reader interests



## Reader profile



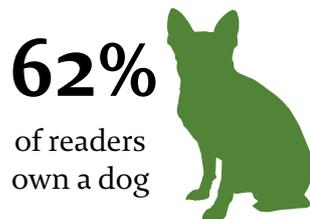
45% male/55% female readership

**42%**

Own a business in the countryside

**60%**

Own or manage an acre or more of land



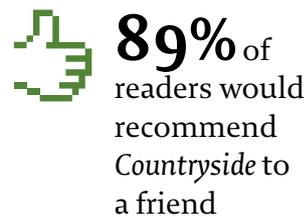
**86%** age range 45 and over

more than **80%** have been a member for over

**10 years**

Over half do not belong to any similar organisation

## Reader facts



76% find the magazine useful



**83%** read a copy of Countryside more than once every month

**89%** rated content good or better



**70%** of readers want some or more advertisements




2.45 readers per magazine

**33,672**  
CIRCULATION EVERY MONTH

Source Audit Bureau of Circulation Jan to Dec 2015



## Advertising rates

### DOUBLE PAGE SPREAD: £4,000

TYPE AREA: 263mm (h) x 390mm (w)

TRIM: 290mm (h) x 420mm (w)

BLEED: 296mm (h) x 426mm (w)

### SINGLE PAGE: £2,250

\*COVER PAGE POSITION 25% PREMIUM

TYPE AREA: 263mm (h) x 181mm (w)

TRIM: 297mm (h) x 210mm (w)

BLEED: 303mm (h) x 216mm (w)

### HALF PAGE HORIZONTAL: £1,195

129mm (h) X 181mm (w)

### HALF PAGE VERTICAL: £1,195

263mm (h) X 88mm (w)

### QUARTER PAGE VERTICAL: £625

129mm (h) X 88mm (w)

### EIGHTH PAGE: £325

62mm (h) X 88mm (w)

### CLASSIFIED SCC: £24

1 column: 42mm (w)

2 column: 88mm (w)

3 column: 181mm (w)

## Inserts

As an addition to advertising why not consider inserts?

### £ per thousand inserts

Weight of Insert	Rate
Up to 5g	£45
Up to 10g	£55
Up to 15g	£65
Up to 20g	£75
Up to 25g	£85

Rates available for other weights on request

## Deadline and publication schedule 2017

Issue	Ad booking Deadline	Ads Copy Deadline	Inserts Deadline	With Members from
Jan 2017	22-Nov-16	24-Nov-16	29-Nov-16	09-Dec-16
Feb 2017	15-Dec-16	21-Dec-16	03-Jan-17	13-Jan-17
Mar 2017	24-Jan-17	26-Jan-17	31-Jan-17	10-Feb-17
Apr 2017	21-Feb-17	23-Feb-17	28-Feb-17	10-Mar-17
May 2017	28-Mar-17	30-Mar-17	04-Apr-17	15-Apr-17
Jun 2017	25-Apr-17	27-Apr-17	02-May-17	12-May-17
Jul 2017	30-May-17	31-May-17	06-Jun-17	16-Jun-17
Aug 2017	27-Jun-17	29-Jun-17	04-Jul-17	14-Jul-17
Sep 2017	01-Aug-17	03-Aug-17	08-Aug-17	17-Aug-17
Oct 2017	29-Aug-17	31-Aug-17	05-Sep-17	15-Sep-17
Nov 2017	26-Sep-17	28-Sep-17	03-Oct-17	13-Oct-17
Dec 2017	24-Oct-17	26-Oct-17	31-Oct-17	10-Nov-17

## Contact details

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Stoneleigh Park, Stoneleigh  
Warwickshire, CV8 2TZ

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t: 02476 858956

### SENDING FILES

Please send all files to:

t: 01733 362700/701

e: [countryside@atgraphicsuk.com](mailto:countryside@atgraphicsuk.com)

### 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.

