

BRITISH FARMER & GROWER

The voice of British farming

**MEDIA
PACK
2026**



**WHAT YOU WILL FIND INSIDE
RATES, STATS AND PUBLISHING DATES**

**REACH FARMERS
THROUGH COST
EFFECTIVE
ADVERTISING**

45,455

Avg circulation per issue
January - December 2025

Circulation independently
monitored and audited by ABC



INDUSTRY EXPERTS, FOR OVER 118 YEARS



WHY SHOULD YOU ADVERTISE IN BRITISH FARMER & GROWER

British Farmer & Grower is the flagship publication of the National Farmers' Union and is the best way to reach our country's innovative farming businesses.

NFU members are at the forefront of the design of agricultural policy and frequently speak to MPs, supply chain leaders and retailers at the highest levels to ensure that British farmers get the best deal for a profitable and productive future for the sector. Our members rely on British Farmer & Grower to keep them informed and up to date on all farming issues.

Every month a blend of political insights, practical farming news, regional news and member focus features is delivered to each NFU member. Our audited ABC figure of 45,455 copies makes us the largest agricultural publication in the country.

The NFU has been representing agriculture for more than 118 years and is the voice of British farming. This means that we are uniquely placed to understand their lives, their businesses and their priorities, as well as having our finger on the pulse of the latest agricultural issues.

Member exclusive content from our in-house policy and sector experts gives farmers and growers the inside track on agricultural hot topics. Our magazine contains NFU news, features focusing on visionary member businesses, farm management and sector spotlights, as well as details on exclusive member benefits.

75% of NFU members pick up and read the magazine every month and are highly responsive to the advertisements published.

We are the only magazine that produces four regional editions that contains bespoke content directly relating to the North, East, South and Midlands. It also enables advertisers to focus their message to specific areas

**THE
VOICE OF
BRITISH
FARMING**



OUR READERS

STATISTICS

45,455

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READER HABITS

75%

read every,
or almost
every month

37%

spend a maximum
of 20 mins reading
the magazine.

69%

read by two
people or more

READER SATISFACTION

88%

satisfied with
quality of the
information
and articles

89%

members satisfied
with information
on key farming
issues

89%

members satisfied
with information on
specific farming
issues

91%

satisfied with
the business
advice

86%

satisfied with
practical advice
given

REASONS FOR READING

58%

read for key
issues in farming

62%

for farming
policy updates

55%

for sector
specific
information

62%

for business
advice

55%

for practical
advice

CONTACT DETAILS: Scott Keyes / t: 02476 858 958 / m: 07917 909530 / e: scott.keyes@nfu.org.uk

National Farmers' Union, Agriculture House, Stoneleigh Park, Stoneleigh, Warwickshire CV8 2TZ



NATIONAL & REGIONAL COVERAGE

- **FOUR REGIONAL EDITIONS**
- **COST EFFECTIVE AND FLEXIBLE ADVERTISING SOLUTIONS**
- **A UNIQUE MARKETING OPPORTUNITY**

CONTACT

Scott Keyes

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MIDLANDS

Circulation 11948

Derbyshire
Herefordshire
Leicestershire
Lincolnshire
Northamptonshire
Nottinghamshire
Rutland
Shropshire
Staffordshire
Warwickshire
Worcestershire

SOUTH

Circulation 12247

Berkshire
Buckinghamshire
Cornwall
Dorset
Devon
Gloucestershire
Hampshire
Isle of Wight
Oxfordshire
Somerset
Wiltshire

NORTH

Circulation 12334

Cheshire
Durham
Cleveland
Cumbria
Greater Manchester
Lancashire
Merseyside
Northumberland
Tyne and Wear
Yorkshire

EAST

Circulation 8926

Bedfordshire
Cambridgeshire
East Sussex
Essex
Hertfordshire
Huntingdonshire
Greater London
Kent
Middlesex
Norfolk
Suffolk
Surrey
West Sussex

Call for more
information
on Farming
Wales
Magazine

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NATIONAL & REGIONAL RATES 2026

ADVERTISING RATES

NATIONAL RATES

For coverage in all 4 regional editions

FULL PAGE:	£2,625
HALF PAGE:	£1,415
QUARTER PAGE:	£865
EIGHTH PAGE:	£465
CLASSIFIED SCC:	£40

PREMIUM POSITIONS

DPS:	£4,500
BACK COVER:	£3,245
INSIDE COVER:	£2,885

REGIONAL RATES

For coverage by individual region

FULL PAGE:	£1,340
HALF PAGE:	£770
QUARTER PAGE:	£460
EIGHTH PAGE:	£310
CLASSIFIED SCC:	£16.00

PREMIUM POSITIONS

DPS:	£2,280
BACK COVER:	£1,550
INSIDE COVERS:	£1,650

REGULAR MONTHLY CONTENT ON FARMING SECTORS

**LIVESTOCK • DAIRY
POULTRY • CROPS
SUGAR • HORTICULTURE**

INSERTS

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

Inserts can be booked for all or selected regions.

WEIGHT OF INSERT	1-3 REGIONS	NATIONAL
Up to 5g	£70	£60
Up to 10g	£80	£70
Up to 15g	£90	£80
Up to 20g	£100	£90
Up to 25g	£110	£100
Up to 30g	£120	£110
Up to 35g	£130	£120
Up to 40g	£140	£130

Costs quoted per 1000. Rates available for other weights on request

A FOCUS ON

JANUARY

Innovation and Technology

A look ahead to what 2026 has to offer the latest in precision farming, technology and innovation and a round up of this year's Farm Business Innovations show

FEBRUARY

Machinery & Equipment

A preview of what and where to see the latest in machinery tools and equipment, including a glance at LAMMA.

MARCH

Healthy Animals

Guidance on livestock health and welfare for profitable and responsible farming.

APRIL

Property & Maintenance

Best practice advice on how to effectively manage your property assets through investment and good maintenance for efficiency, safety and productivity.

MAY

County shows and events

Showcasing all the best in farming, a guide to the show season – when, where, and who will be there.

JUNE

Contracting

Delivering practical insights on labour and machinery contracting for the upcoming harvest.

JULY

Rural Crime

Our rural crime edition highlights the impact of crime in rural communities and measures to take, to prevent this ongoing issue.

AUGUST

Farm Safety

Taking a pro-active approach to farm safety to minimise risks and keep everyone on the farm safe.

SEPTEMBER

Training and education

Spotlighting skills, development and education programmes that empower agricultural professionals for success.

OCTOBER

Diversification

Exploring different ways of diversifying and supplementing a farm's income stream, by tapping in to new markets and making best use of existing land and resources.

NOVEMBER

Woodland & Forestry

Looking at the forestry sector and managing and conserving our woodlands and forestry in a sustainable way.

DECEMBER

Muck and Slurry

Exploring management, storage and application of vital nutrients, crucial for soil health.

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DEADLINES & PUBLICATION SCHEDULE 2026



NFU Student & Young Farmer Ambassador Magnus Brown shares his family's experience with investing in a robotic milking system

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

People
Do not be fooled with the general perception that robots milking is the best way to go. In the UK, the average herd size is 100 cows. For a robot to be profitable, you need a herd of 150-200 cows. The investment in a robot is around £100,000-£150,000. It's a long-term investment, but it can be profitable in the long run. The key is to have a good herd and a good management system. The robot will take care of the milking, but you still need to manage the herd. It's not a magic solution, but it can be a good one for the right farmer.

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The key to success in farming is to have a good herd and a good management system. The robot will take care of the milking, but you still need to manage the herd. It's not a magic solution, but it can be a good one for the right farmer.

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REGENERATIVE AGRICULTURE SUPPORT FROM MCDONALD'S

McDonald's has been working with the sustainability experts at NFU Farms for over 20 years to develop and roll out their regenerative programme, helping British farms improve their soil health, water efficiency and overall sustainability. The programme is now being rolled out to all UK farms.

The programme is a multi-year partnership that focuses on soil health, water efficiency and overall sustainability. It includes training, support and resources for farmers to improve their practices. The programme is now being rolled out to all UK farms.

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