


Yr Amaethwr

# FARMING WALES

 2020

The publication which keeps our members in touch with Welsh news, policies and interests is Farming Wales. The magazine is published monthly offering members the opportunity to understand more of what NFU Cymru officials and staff are doing behind the scenes to ensure a première agricultural service.



## Media Pack 2020

Find out more on how your business would benefit by advertising in Farming Wales by contacting **Bernie Dutton** on 01978 780 625





NFU Cymru responds to Welsh Government Agricultural Tenancy Reform proposals

NFU Cymru has responded to the Welsh Government's proposals for agricultural tenancy reform. The proposals, which were published in a consultation document, aim to address the needs of both tenants and landlords. NFU Cymru has expressed concerns about the impact of the proposals on the agricultural sector and has called for a more balanced approach.

The proposals are designed to provide a more secure and predictable environment for both tenants and landlords. However, NFU Cymru believes that the proposals do not go far enough to protect the interests of tenants and to ensure a fair and sustainable agricultural sector.

NFU Cymru has also expressed concerns about the impact of the proposals on the rural economy and the environment. The organization has called for a more holistic approach to agricultural policy that takes into account the needs of all stakeholders in the sector.

NOMINATIONS SOUGHT FOR IDRIS DAVIES MEMORIAL

Nominations are sought for the Idris Davies Memorial award. The award is presented annually to a Welsh farmer who has made a significant contribution to the agricultural sector. Nominations should be sent to the NFU Cymru office by the deadline date.



ROYAL WELSH Show 2019

Wales Women Farmer of the Year Awards 2019

The Wales Women Farmer of the Year Awards 2019 are now open for nominations. The awards celebrate the achievements of women in the agricultural sector. Nominations are accepted from all sectors of the industry and will be judged by a panel of experts.



Wales Women Farmer of the Year Awards 2019

Ad Rates

DPS	£2000
Back Cover	£1130
Inside Back	£1030
Full page	£850
Half page	£510
Quarter Page	£310
Eighth Page	£185
Classified SCC	£8.50

Insert Rates

Weight of insert	Wales	Wales & 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: £600  
\*Farming Wales and British Farming & Grower combined

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Ad Dimensions & 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 180mm (w)  
Trim: 297mm (h) x 210mm (w)  
Bleed: 303mm (h) x 216mm (w)

**Half page Horizontal**  
129mm (h) x 180mm (w)

**Half Page Vertical**  
263mm (h) x 88mm (w)

**Quarter page Horizontal**  
62mm (h) x 180mm (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**  
Email: Please email files as attachments to:  
nfuw@atgraphicsuk.com  
T: 01733 362 700/701

Publication Schedule & Deadlines

2020 Issues	Booking Deadline	Copy Deadline	Inserts Deadline	Insert Delivery	With Members
Jan-20	27-Nov-19	02-Dec-19	04-Dec-19	10-Dec-19	20-Dec-19
Feb-20	02-Jan-20	06-Jan-20	08-Jan-20	14-Jan-20	23-Jan-20
Mar-20	29-Jan-20	03-Feb-20	05-Feb-20	11-Feb-20	20-Feb-20
Apr-20	26-Feb-20	02-Mar-20	04-Mar-20	10-Mar-20	19-Mar-20
May-20	01-Apr-20	06-Apr-20	08-Apr-20	14-Apr-20	23-Apr-20
Jun-20	06-May-20	11-May-20	13-May-20	19-May-20	29-May-20
Jul-20	03-Jun-20	08-Jun-20	10-Jun-20	16-Jun-20	25-Jun-20
Aug-20	01-Jul-20	06-Jul-20	08-Jul-20	14-Jul-20	23-Jul-20
Sep-20	05-Aug-20	10-Aug-20	12-Aug-20	18-Aug-20	28-Aug-20
Oct-20	02-Sep-20	07-Sep-20	09-Sep-20	15-Sep-20	24-Sep-20
Nov-20	30-Sep-20	05-Oct-20	07-Oct-20	13-Oct-20	22-Oct-20
Dec-20	28-Oct-20	02-Nov-20	04-Nov-20	10-Nov-20	19-Nov-20
Jan-21	25-Nov-20	30-Nov-20	02-Dec-20	08-Dec-20	17-Dec-20

**Goat farmer is an ambassador for women in agriculture**

This month's feature sees Farming Wales reporter Debbie James visit NFU Cymru/NFU Mutual Wales Women Farmer of the Year winner Jess Yeomans and her family at Bant Farm near Aberystwyth.

Goat farming is a unique and rewarding business for women. Jess Yeomans, the winner of the Wales Women Farmer of the Year award, has built a successful business from her passion for goats. She has become an ambassador for women in agriculture, sharing her knowledge and experience with other women in the sector.

**We ruled out beef and sheep because the farm wasn't big enough and the cow milk market wasn't great at the time**

For many farmers, the decision to focus on a particular type of livestock is a crucial one. In this article, we explore the reasons why some farmers have chosen to focus on cow milk production instead of beef or sheep. The article highlights the challenges and opportunities of different farming systems and provides insights into the decision-making process.

**Wales Woman Farmer of the Year Awards 2019**

The Wales Women Farmer of the Year Awards 2019 celebrate the achievements of women in the agricultural sector. The awards are presented to women who have made a significant contribution to their farms and the wider community. The winners are recognized for their hard work, dedication, and innovation in the industry.

