

## 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	£65	£50
Up to 10g	£75	£60
Up to 15g	£85	£70
Up to 20g	£95	£80
Up to 25g	£105	£90
Up to 30g	£115	£100
Up to 35g	£125	£110
Up to 40g	£135	£120

Rates available for other weights on request

## Deadline and publication schedule 2020

ISSUE	AD BOOKING DEADLINE	COPY DEADLINE	INSERTS BOOKING DEADLINE	INSERTS DELIVERY DEADLINE	WITH MEMBERS FROM
Jan-20	18-Nov-19	20-Nov-19	28-Nov-19	03-Dec-19	12-Dec-19
Feb-20	02-Jan-20	02-Jan-20	02-Jan-20	07-Jan-20	16-Jan-20
Mar-20	20-Jan-20	22-Jan-20	30-Jan-20	04-Feb-20	13-Feb-20
Apr-20	17-Feb-20	19-Feb-20	27-Feb-20	03-Mar-20	12-Mar-20
May-20	23-Mar-20	25-Mar-20	02-Apr-20	07-Apr-20	16-Apr-20
Jun-20	27-Apr-20	29-Apr-20	07-May-20	12-May-20	21-May-20
Jul-20	Fri 22-May	27-May-20	04-Jun-20	09-Jun-20	18-Jun-20
Aug-20	22-Jun-20	24-Jun-20	02-Jul-20	07-Jul-20	16-Jul-20
Sep-20	27-Jul-20	29-Jul-20	06-Aug-20	11-Aug-20	20-Aug-20
Oct-20	24-Aug-20	26-Aug-20	03-Sep-20	08-Sep-20	17-Sep-20
Nov-20	21-Sep-20	23-Sep-20	01-Oct-20	06-Oct-20	15-Oct-20
Dec-20	19-Oct-20	21-Oct-20	29-Oct-20	03-Nov-20	12-Nov-20
Jan-21	16-Nov-20	18-Nov-20	26-Nov-20	01-Dec-20	10-Dec-20

## 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.

## CONTACT DETAILS

### GROUP SALES MANAGER

Alan Brown  
T: 02476 858 955  
E: alan.brown@nfu.org.uk

### NATIONAL FARMERS' UNION

Agriculture House,  
Stoneleigh Park  
Stoneleigh, Warwickshire  
CV8 2TZ

# BRITISH FARMER & GROWER

THE VOICE OF BRITISH FARMING



## MEDIA PACK 2020

### RATES

All the information you need to know to advertise

### STATISTICS

An insight into our core audience and readership

### PUBLISHING SCHEDULE

Advertising deadlines and publication dates

# BRITISH FARMER & GROWER

As the NFU's flagship title, British Farmer and Grower magazine is the leading voice on the big issues that impact agricultural businesses in England.

In every edition the NFU guides its visionary farming members, who own and run England's leading farm businesses, through some of the most turbulent times in politics and agriculture, providing in-depth analysis and information from the country's leading experts."

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.

There is no doubt that the transition away from the EU is set to have a substantial impact on farm businesses. *BF&G* is uniquely placed to give its **48,361** readers the best business advice, the most up-to-date information for their farming sector and the inside line on British political decisions that could impact their farms.

In every edition of the magazine readers get forward thinking advice linked to Brexit developments, in depth features on every farming sector, business support and exclusive membership offers as well as all the news and views from their local area across seven regionalised editions.

As Brexit continues to dominate the headlines, *BF&G* along with the NFU, is with its members every step of the way as the must-read publication for farming businesses in England.



## 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 **48,361**, *BF&G* offers a cost effective marketing opportunity for your business to reach this valuable sector.

## Statistics

**48,361** MONTHLY DISTRIBUTION  
(Audit Bureau of Circulation Jan to Dec 2018)

**independent publisher awards Winner**

**"Business Magazine of the Year 2016"**

## Reader satisfaction

- 74%** find the magazine useful
- 88%** satisfied with quality of the information and articles
- 89%** members satisfied with information on key farming issues
- 88%** satisfied with what the NFU does for its members
- 89%** satisfied with information on specific farming sectors
- 91%** satisfied with the business advice
- 88%** satisfied with clarity of the information and articles
- 48%** stated the magazine had improved
- 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
- 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

## Supplements Schedule 2020

- January** Livestock - Health Welfare and Nutrition
- February** Environment - Conservation Management
- March** Land and Property Management
- April** Spring Cultivation
- May** Farm Buildings - storage and equipment
- June** Contracting Special
- July** Farm machinery and Vehicles
- August** Farm business Innovation

## National & Regional Coverage

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



### REGIONS 1 & 2 NORTH EAST & NORTH WEST

1: County Durham, Cleveland, Northumberland, Tyne & Wear and Yorkshire  
**NE Circulation: 6,506**

2: Cheshire, Cumbria, Greater Manchester, Lancashire and Merseyside  
**NW Circulation: 6,229**

Contact: Carol Makepeace  
T: 01388 488 981  
M: 07747 763 056  
E: carol.makepeace@nfu.org.uk

### REGION 4 SOUTH WEST

Cornwall, Devon, Dorset, Gloucestershire, Somerset and Wiltshire  
**SW Circulation: 10,265**

Contact: Belinda Horner  
T: 024 7685 8951  
E: belinda.horner@nfu.org.uk

### REGION 7 EAST ANGLIA

Bedfordshire, Cambridgeshire, Essex, Hertfordshire, Huntingdonshire, Norfolk and Suffolk  
**EA Circulation: 6,309**

Contact: Jan Riches  
T: 01359 244 161  
M: 07734 790 385  
E: jan@janiceriches.co.uk

### REGION 3 WEST MIDLANDS

Herefordshire, Shropshire, Staffordshire, Warwickshire and Worcestershire  
**WM Circulation: 7,357**

Contact: Bernadette Dutton  
T: 01978 780 625  
M: 07747 763 053  
E: bernadette.dutton@nfu.org.uk

### REGION 5 & 6 SOUTH EAST & EAST MIDLANDS

5: Berkshire, Buckinghamshire, Hampshire, Isle of Wight, Kent, Middlesex, Oxfordshire, Surrey, East and West Sussex  
**SE Circulation: 6,535**

6: Derbyshire, Leicestershire, Lincolnshire, Northamptonshire, Nottinghamshire and Rutland  
**EM Circulation: 5,888**

Contact: Jasbinder Saikhon  
T: 024 7685 8952  
E: jasbinder.saikhon@nfu.org.uk

