



ArableFarming™
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arablefarming.com/advertise-with-us



Media Pack
2025

Welcome

Arable Farming continues to be a must-read title for progressive growers and agronomists across the UK and is a part of the Agriconnect portfolio of brands which include **Farmers Guardian, CropTec, Low Carbon Agriculture, LAMMA** and **the British Farming Awards**.

Dedicated to exploring future developments in the arable sector to bring readers more in-depth content, there are four seasonally-specific issues of **Arable Farming** in 2025 focusing on the latest business-led innovations and technical developments in an accessible and practical way.

Produced by our team of award-winning journalists, our editorial is independent and is created to challenge readers' thinking and help them achieve profitability in a sector that is changing faster than it ever has before.

We offer a huge range of digital content marketing and advertising solutions - please contact our sales team to find out more.

Issue Date	Ad Deadline	Post Out
Feb/Mar	18th Feb	28th Feb
May/June	20th May	30th May
July/Aug	22nd July	1st Aug
Sept/Oct	26th Aug	5th Sept



Ashleigh Ellwood
Editor, **Arable Farming**



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Features and statistics

Features

Feb / March

- Low Carbon Agriculture Preview
- Spring Weed Control
- Spring Spraying
- Profiting from Potatoes
- Oilseed Rape
- Tractors – High Horse Power
- Re Gen Ag

May / June

- Cereals Preview
- Groundswell Preview / Re Gen Ag
- Tractors
- Drills
- Oilseed Rape
- Seed Varieties
- Crop Nutrition

July / August

- Tillage & Cultivation
- Seed Varieties – Cereals
- Grass Weed Control
- Crop establishment & Nutrition
- Slug Control
- Re Gen Ag

September / October

- Autumn Weed Control
- Cereals / Oilseed Rape Control
- Tracks and Tyres
- Tractors - Mid Horse Power
- Combines
- Nozzles & Spray Applications
- Tillage & Cultivation
- Energy Crops
- Re Gen Ag
- Seed Varieties

Circulation



TOTAL CIRCULATION
10,606

Readership



TOTAL READERSHIP
26,515
across print and digital

9,645

Qualified farmers and 961 BASIS qualified readers

100%

of our readers are decision makers

73%

Reaching 73% of 200- to 400-hectare arable farms in the UK

90%

Reaching 90% of all 400+ hectare arable farms in the UK*

8,278

Cereals growers
1,695,705 hectares

1,297

Potato growers
86,898 hectares

3,999

OSR growers
293,109 hectares

1,020

Sugar beet growers
60,940 hectares

Cumulatively, Arable Farming's readers work a total area of **2,136,652** hectares

*Data source, Map of Ag, Farm Structures Model Harvest 2023



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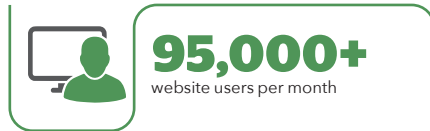
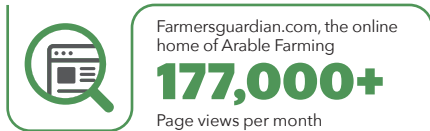
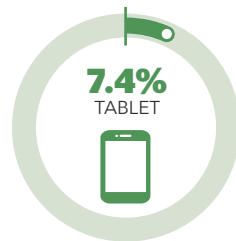
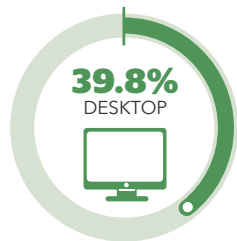
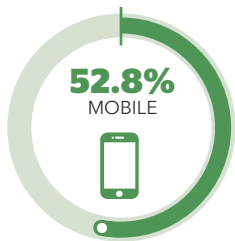
Website adverts

Target your key audience with online advertising

Target your key audience with online advertising. You can specify the content you wish for your advert to appear alongside – **Arable** or **Machinery**.

Online advertising is perfect if you want to:

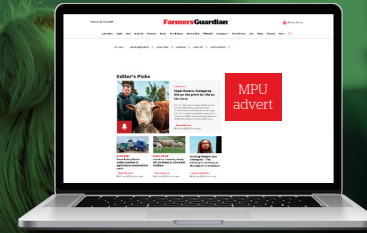
- ✓ Reach a bigger audience online and add even more value to your advertising
- ✓ Make your brand even more reputable by advertising on a trustworthy and well-respected website
- ✓ Get personal with your messaging and engage with the specific audience you want to target
- ✓ Increase your brand awareness with repetition of your key messages across the website



For more information about the options available, contact your sales representative.

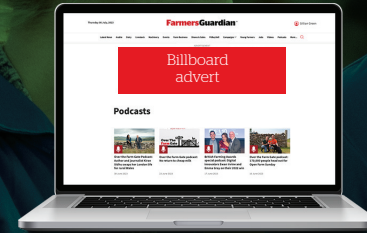


Popular website advert sizes



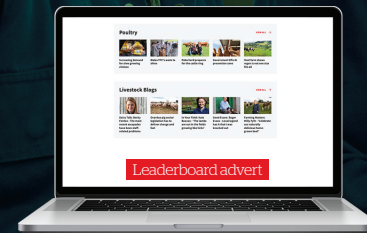
MPU advert

Width: 300px
Height: 250px
This can be supplied or created in an animated gif format or a static image jpeg.



Billboard advert

Width: 970px
Height: 250px



Leaderboard advert

Width: 728px
Height: 90px
This can be supplied or created in an animated gif format or a static image jpeg.



HPU advert



Width: 300px
Height: 600px



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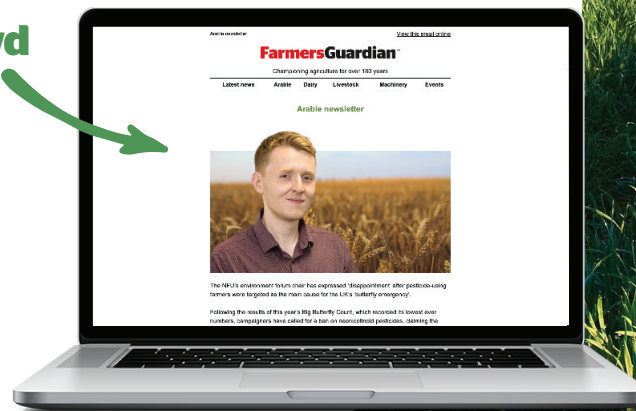
Product Focus email advertisements

- ✓ Market your product or services to an opted-in GDPR-compliant audience of thousands of farming professionals and agronomists
- ✓ Choose your email send date
- ✓ Target the specific farm sector(s) most relevant to you
- ✓ Direct potential customers to key areas of your website to learn more or make a purchase

Audience	Delivered on	Delivered to weekly
 General agricultural news contacts	Thursday	37,000+
 Arable contacts	Thursday	35,000+
 Machinery contacts	Tuesday	11,000+



Stand out from the crowd
with a bespoke weekly newsletter email ad



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Social media campaigns



In today's fast-paced digital world, a strong social media presence is essential for any brand looking to connect with the agricultural community. At **Arable Farming**, we offer you the opportunity to reach our extensive arable audience through our sister brand **Farmers Guardian's** social media platforms and audiences to amplify your message and engage directly with a highly targeted audience.

Why choose Arable Farming social media campaigns?

Targeted audience: Our social media channels are followed by a vibrant community of farming professionals, industry influencers, and decision-makers. When you run a campaign with us, you're reaching the people who matter most to your business.

Multi-platform reach: From X and Facebook to Instagram and LinkedIn, our social media presence is robust and diverse. We tailor your campaign to the platforms that best align with your goals, ensuring maximum visibility and engagement.

Engaging content: Our creative team can work with you to craft compelling content that resonates with our audience. Whether it's eye-catching graphics, informative videos, or engaging posts, we can ensure your message is delivered in a way that captures attention and drives action.

Whether you're launching a new product, promoting an event, or simply wanting to increase your brand's visibility, our social media channels are the perfect vehicle to achieve your goals.



Multi sponsor guides

Looking to amplify your voice in the arable farming industry? Partner with **Arable Farming's** multi-sponsored guides to showcase your expertise through targeted, engaging content. Position yourself as a thought leader with guaranteed visibility across digital and print platforms, leveraging first-party data to reach your desired audience.

With options to include videos, infographics and custom articles, this opportunity ensures maximum engagement with farmers at key decision-making moments. Raise your profile and be part of the conversation shaping the future of agriculture.

We have four topics scheduled for 2025 guides:

- Key considerations for successful spring season
- A sustainable farming future
- Defining regenerative agriculture
- The future of arable (in association with **CropTec**)

Standard

£5,000

Premium

£7,000



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Engage

Engage campaigns offer a comprehensive platform to boost visibility and engagement with key agricultural audiences. The campaigns target arable audiences through our trusted digital channels, they allow brands to publish articles on a trusted website and be promoted through newsletters and social media.

With in-depth, transparent reporting and guaranteed performance, marketers can reach decision-makers in the arable farming sector. The service also integrates first-party arable data to refine audience targeting to enhance brand awareness, trust and influence.

Packages are available in three tiers

Tier1

3 articles
1,500 page views

£8,995

Tier2

6 articles
3,000 page views

£16,995

Tier3

9 articles
4,500 page views

£22,995



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Webinars and podcasts

At **Arable Farming**, we understand that launching a new product or building brand awareness in the agricultural industry requires more than just visibility - it demands engagement. Our webinar platform offers you a unique opportunity to connect with a highly engaged and targeted audience of farming professionals and industry stakeholders.

Why choose Arable Farming webinars?

- Our webinars attract a dedicated audience that is actively seeking knowledge and innovation in agriculture. This ensures your message reaches the right people – decision-makers, influencers and those on the front line of farming.
- Showcase your product, share your expertise and engage directly with potential customers in real time. This immediate feedback loop allows for meaningful connections that can drive purchasing decisions.
- Our webinars are hosted by one of the **Arable Farming** editorial team and provide the perfect platform to demonstrate your expertise, share insights and influence market trends.
- Benefit from our extensive promotional efforts, including pre-webinar marketing, post-webinar follow-ups and cross-platform advertising.



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Webinars and podcasts

Podcasts

In the ever-evolving agricultural industry, staying informed and connected is crucial.

Crop It Like It's Hot and **The Farmers Guardian** podcasts offer your brand a unique opportunity to engage with a dedicated audience of farming professionals, industry experts and key decision-makers.

Whether you're looking to advertise in our popular episodes or create a special branded episode, we provide the perfect platform to amplify your message.



Crop It Like It's Hot is the must-listen podcast for arable farmers. Focused on the latest developments, insights and expert opinions, this podcast is tailored specifically for those passionate about crop production.

Whether it's new technologies, innovative farming practices, or the latest market trends, **Crop It Like It's Hot** delivers the information that matters most to growers.



Why advertise with us

- Reach a highly engaged audience of arable farmers and industry professionals who tune in regularly to stay ahead of the curve.
- Your brand will be positioned alongside respected industry experts, enhancing your credibility and trustworthiness in the eyes of listeners.
- Podcasts are an intimate medium, with listeners often tuning in during commutes or while working on the farm – prime times for capturing their attention.
- Take it a step further by planning a special episode focused solely on your brand. Collaborate with us to create content that dives deep into your products, services, or expertise. This is your chance to be the voice of the episode, leading the conversation and leaving a lasting impression on an audience eager for knowledge.



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Thursday 16th October - VOX Birmingham

British Farming Awards

Don't forget to encourage your customers to enter the awards. Entries open March 2025

Celebrating the heart of UK agriculture

The **British Farming Awards**, organised by **Farmers Guardian**, is a prestigious event that shines a spotlight on the innovative, determined and extraordinary farmers who drive our nation's agricultural success.

Each year, over **800 farmers and industry professionals** come together to honour the individuals who are leading the way in technology, sustainability, diversification and more.

Why sponsor the British Farming Awards?

By sponsoring the **British Farming Awards**, your business will be at the forefront of celebrating and supporting the heroes of UK agriculture.

This partnership offers you an extensive nine-month marketing campaign, including:

- **Extended brand exposure:** A nine-month campaign across **Farmers Guardian's** extensive PR, print, online, social media and direct marketing platforms.
- **Targeted engagement:** Tailored packages ensure your brand reaches key decision-makers and influencers within the farming community.
- **Industry recognition:** Align your brand with the excellence and innovation celebrated at the **British Farming Awards**.

Arable suitable award categories

Our awards span across all sectors of farming, providing your brand with the opportunity to be associated with the most celebrated achievements in agriculture. Categories include:

- Arable Farmer of the Year
- Agricultural Student of the Year
- Agri-Tech Innovator of the Year
- Contractor of the Year
- Farming Hero: Flying the Flag for British Agriculture
- Farm Worker of the Year
- New Entrant: Against the Odds
- Outstanding Contribution to Farming
- Sustainable Farmer of the Year
- Family Farming Business of the Year

The **Young BFAs** is a celebration of young people in the farming industry and their successes. You can find out more about the awards here:

britishfarmingawards.co.uk/youngbfaawards2024

Join us in celebrating the pioneers of British farming and position your brand at the heart of the industry.



For more information and to secure your sponsorship, visit

britishfarmingawards.co.uk

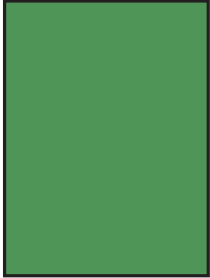


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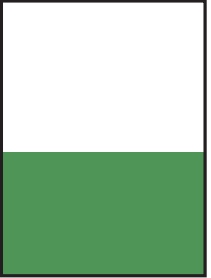


Standard positions

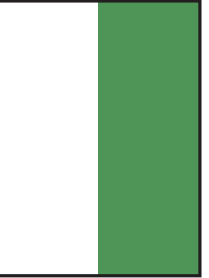
Print advert sizes



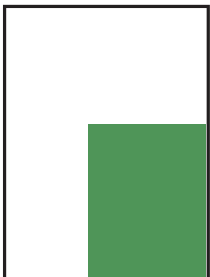
Full page display
Width: 210mm
Height: 297mm
3mm Bleed



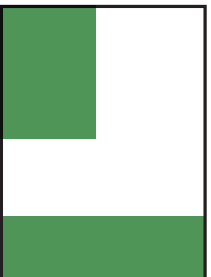
Half page horizontal
Width: 184mm
Height: 124mm



Half page vertical
Width: 89mm
Height: 254mm

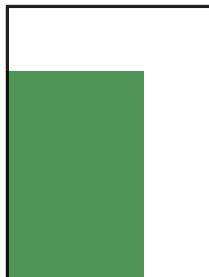


Mini page
Width: 121mm
Height: 170mm



Quarter page
Width: 89mm
Height: 124mm

Quarter page strip
Width: 184mm
Height: 60mm



Front cover
Width: 150mm
Height: 220mm



Special positions available

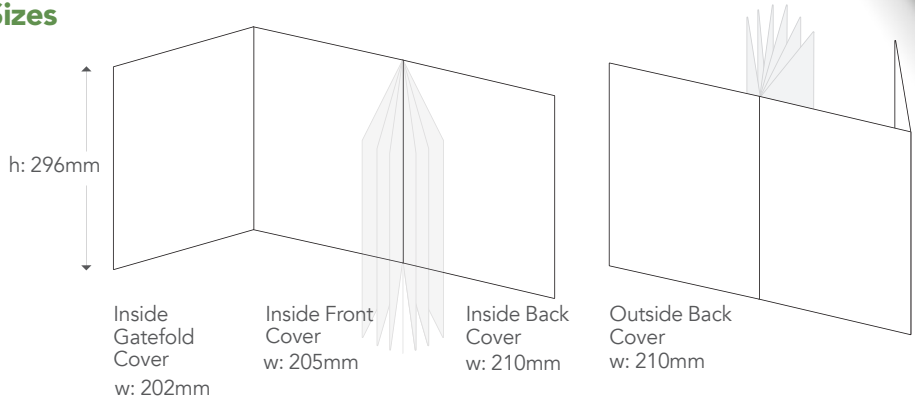
Contact our commercial team for special positions including double-page spreads.



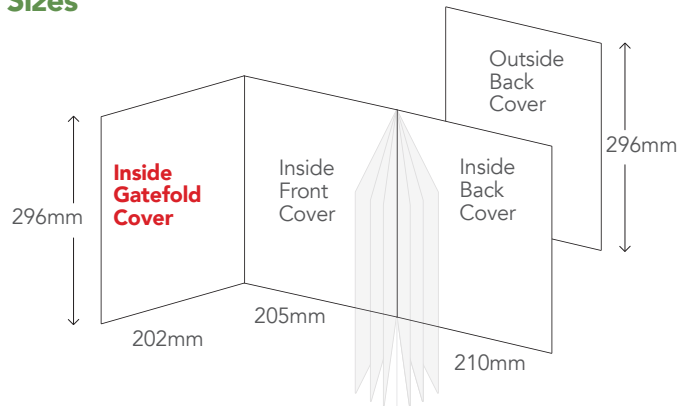
Special positions



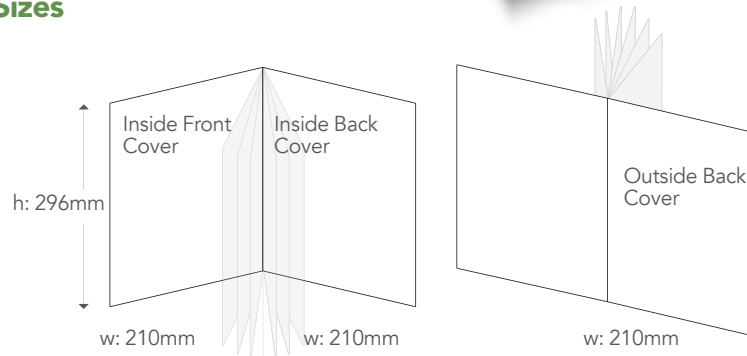
Gatefold Sizes



Gatefold Sizes



Non-gatefold Sizes



Cover wraps

Put your brand in front of an engaged agricultural audience by advertising on **Arable Farming** magazine's cover wraps. As the first thing subscribers see when they receive their quarterly edition, your message will reach highly-focused, decision-making arable farmers and industry professionals.

With this premium advertising space, your brand can directly connect with influential individuals in the farming community before they even open the magazine.

Arable Farming subscribers are passionate about their work and rely on the magazine for industry insights.

By placing your ad on the cover wrap, you ensure maximum exposure in a trusted source, keeping your brand top-of-mind

for farmers and agronomists looking to invest in the best products, services and innovations in agriculture.

Inserts

Loose inserts, bound inserts, special position inserts all available on request.





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Contact our sales team:  01772 799500  fgdisplay@agriconnect.com



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