



DairyFarmer™
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dairyfarmer.com/advertise



Media Pack
2025

Welcome

Welcome to **Dairy Farmer**, the publication providing insights into the latest trends and emerging innovations within the dairy sector.

We aim to give dairy farmers pricing information so they can keep abreast of the latest milk price moves and what is means for them and for the industry.

We also ensure the voice of the farmer is featured, with a publication that is packed with farm features from around the UK and overseas, as well as the well-liked regular columns from Roger Evans and our Dairy Talk farmers.

Our opinion section, Dairy Matters, gives a platform for industry representatives to give their views on topical issues and promote wider debate among our readers.

Throughout the year we will include timely and topical technical content covering areas such as animal health, nutrition, breeding, regen dairy, grassland and technology.

We want to provide readers with the information they need to thrive in a highly competitive dairy world. We work closely with Kynetec Farm Structures Model to ensure the largest, industry leading businesses in the sector receive the magazine.



Katie Jones

Editor, **Dairy Farmer**



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Advertising opportunities

Every
issue
contains



Breeding



Business Clinic



Dairy Talk



New Products



Roger Evans



Milk Analysis

ISSUE MONTH	PUBLICATION	FEATURES
January	January 10	Maize: New varieties and cultivation tips Dairy-Tech 2025 preview
February	January 24	Breeding and fertility: Improving herd performance
March	February 14	Grassland and forage: Harvesting, silage machinery and technology Focus on regenerative dairy
April	March 21	Animal health 1: Preparing for turnout
May	April 18	Animal health 2: Summer welfare and disease protection Grassland
June	May 16	Dry and transition cow management Dairy technology: Latest management aids
July	June 20	Grassland establishment Breeding and fertility: Beef from dairy, dairy genetics and AI
August	July 18	Housing and slurry Focus on regenerative dairy Youngstock rearing: Feeding and nutrition, calf health and housing
September	August 15	UK Dairy Day preview Dairy Show preview
October	September 19	Nutrition: Winter feeding strategies UK Dairy Day report
November	October 17	Animal health: Combating disease at housing Dairy Show report Fodder and forage crops special focus (including maize)
December	November 21	Milking: Latest parlours Muck and slurry



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Features and statistics

Circulation



TOTAL CIRCULATION
9,746

Milking Cows

0-99

100-199

200-299

300-399

400+

Total

Dairy Farms

2,671

2,899

1,230

454

794

8,048

Total monthly readership

19,492



Total dairy cows,

1,975,239



Total litres of milk produced,

12,122,513,720



Known Dairy Farms,

8,048



Farm interviews conducted
over the past 2 years

5,000



Total vets,

406



DF

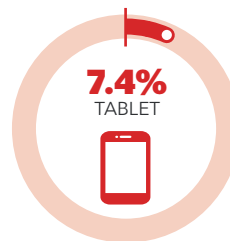
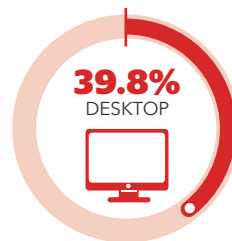
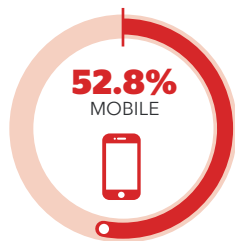
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Website adverts

Target your key audience with online advertising

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

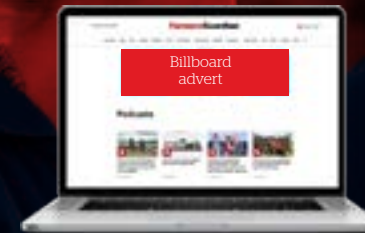


MPU advert

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
- ✓ 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+
 Dairy contacts	Wednesday	27,000+
 Shows & sales	Wednesday	6000+



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 **Dairy Farmer**, we offer you the opportunity to reach our extensive dairy 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 Dairy Farmer 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.



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Multi sponsor guides

Looking to amplify your voice in the dairy farming industry? Partner with **Dairy Farmer** 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:

- Dairy Challenges for 2025
- Grassland
- Transition cow management
- Youngstock in Focus
- Dairy Challenges for 2026

Standard

£5,000

Premium

£7,000



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Engage

Engage campaigns offer a comprehensive platform to boost visibility and engagement with key dairy audiences. The campaigns target dairy 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 dairy farming sector. The service also integrates first-party dairy 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

Our Engage campaigns leverage Agriconnect's first-party data, ensuring that all page views come from individuals with a genuine interest in the dairy industry and your products.



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Webinars and podcasts

At **Dairy Farmer**, 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 Dairy Farmer 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 **Dairy Farmer** 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.



Webinars and podcasts

Podcasts

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



- Looking to reach the heart of the agricultural community? **The Farmers Guardian Podcast** offers the perfect platform to connect your brand with farming professionals, industry experts, and decision-makers. With engaging content covering everything from market trends to innovative technology, our podcast is a trusted resource for listeners. By advertising with us, you can position your brand in front of a dedicated audience.
- Get in touch to explore the opportunities available to feature your business on one of our popular episodes.



Why advertise with us

- Reach a highly engaged audience of dairy 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.



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**.

Dairy 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:

- Dairy 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.

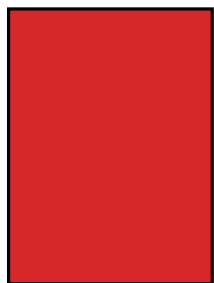


For more information and to secure your sponsorship, visit britishfarmingawards.co.uk



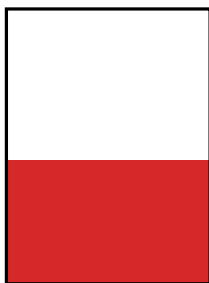
Standard positions

Print advert sizes



Full page display

Width: 184mm
Height: 254mm
No bleed



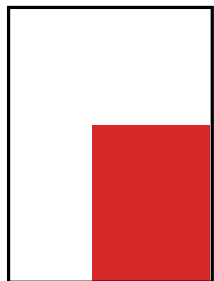
Half page horizontal

Width: 184mm
Height: 124mm



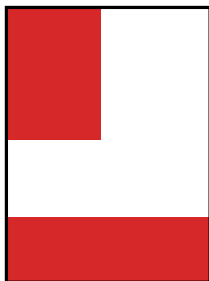
Half page vertical

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



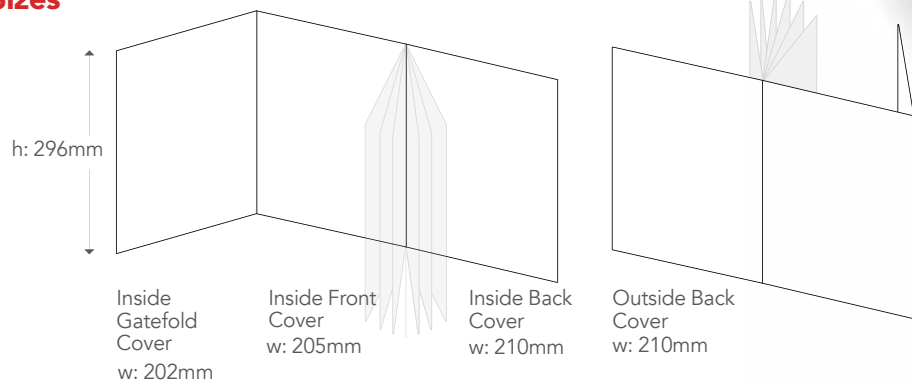
Special positions available

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

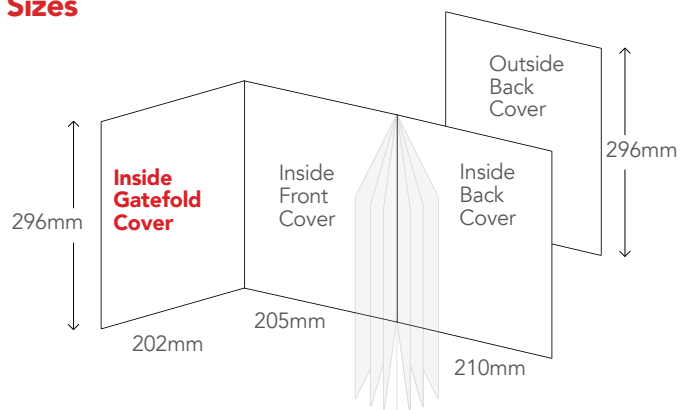


Special positions

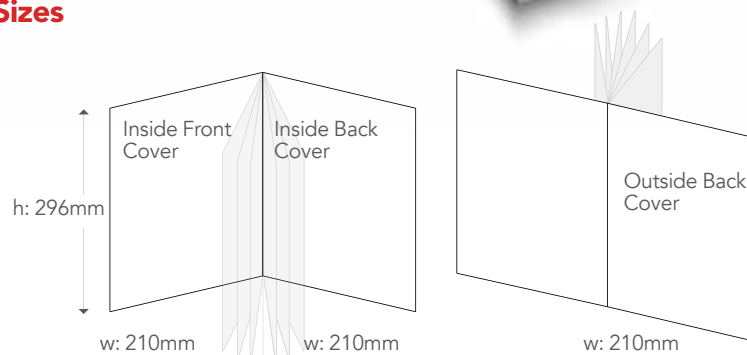
Gatefold Sizes



Gatefold Sizes



Non-gatefold Sizes



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Cover wraps

Put your brand in front of an engaged agricultural audience by advertising on **Dairy Farmer** magazine's cover wraps. As the first thing subscribers see when they receive their monthly edition, your message will reach highly-focused, decision-making dairy 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.

Dairy Farmer 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 farm vets 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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