

Farmers Guardian

THE HEART OF AGRICULTURE

Media pack 2023

Inside: Information about our range of marketing opportunities for businesses large and small:

- About us
- Key statistics
- Readership
- Advertising
- Sister brands

fginsight.com/advertisewithus




Agriconnect

ARABLE
FARMING

Auction
Finder


BRITISH FARMING AWARDS

DAIRY
FARMER

**Farmers
Guardian**
THE HEART OF AGRICULTURE

FGBuyandSell


JobsIn
Agriculture

Mart'stheHeart



MEDIA PACK

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FROM THE EDITOR

FOR almost 180 years, Farmers Guardian has covered the latest news, events and people who make agriculture tick.

We have sought to be at the forefront of agricultural journalism and farm trading and those principles remain true today, even if the modes of delivery have grown in the modern era.

Farmers Guardian in the print format continues to prosper, with an award-winning team of journalists and content creators ensuring that readers are up to date with the latest news and technical information from within the agricultural sector.

With large numbers harnessing our digital presence at FGinsight.com, as well as staying tuned in via our thriving social media channels on Facebook, Twitter, Instagram and LinkedIn, there are more ways than ever before to engage with Farmers Guardian.

But whether it is news and business coverage which increasingly sets the agenda, to technical livestock, machinery and arable content, or our reporting from the auction marts, it is our content in print and digital forms which continues to set Farmers Guardian apart in the agricultural publishing sector.

On the commercial and trade front, FG Buy and Sell offers a huge host of advertising opportunities for our clients to engage with a loyal audience, or if you are in the market for a deal, then you can access this via either the print or digital platforms.

Farmers Guardian has also sought to take agriculture's message beyond the confines of the industry, with hugely successful campaigns such as #FarmingCAN and 24 Hours in Farming positively showcasing agriculture's role as a force for good and garnering huge national media attention.

In an era in which farming's importance has been reinforced by the Covid-19 pandemic, Farmers Guardian continues to provide an unrivalled insight into the industry for its readers, both old and new alike.

I am incredibly proud to head up the Farmers Guardian team and hope you enjoy our offering.

Ben Briggs

EDITOR, FARMERS GUARDIAN



ABOUT

FARMERS GUARDIAN

About us

FARMERS Guardian is the authentic voice of agriculture and is committed to ensuring a positive future for Britain’s farmers.

Our publication reaches into the whole industry – from established farmer through to the next generation – with diverse content to inform, advise and entertain.

Our readers trust Farmers Guardian to deliver the latest news, views, analysis and insight every Friday.

You can communicate the value and benefit of your brand, product or campaign with our range of advertising solutions. Reach the decision makers and influencers operating at the heart of agriculture. We connect buyers with sellers and build long-lasting customer relationships.

So, why not join us and become part of our story?

Why choose Farmers Guardian?

- ✓ Farmers Guardian provides you with direct access into the heart of farming
- ✓ Our multiple platforms are the most effective way to reach farming communities in the UK
- ✓ Reach thousands of decision makers via a cost effective channel
- ✓ Choosing Farmers Guardian ensures your brand is featured in a trusted, insightful, market-leading title alongside our unrivalled journalism
- ✓ Our brands can help you raise your brand awareness, launch new products, increase sales and much more

CONTACT US TO FIND OUT WHAT WE CAN DO FOR YOU

01772 799500 fgddisplay@farmersguardian.com

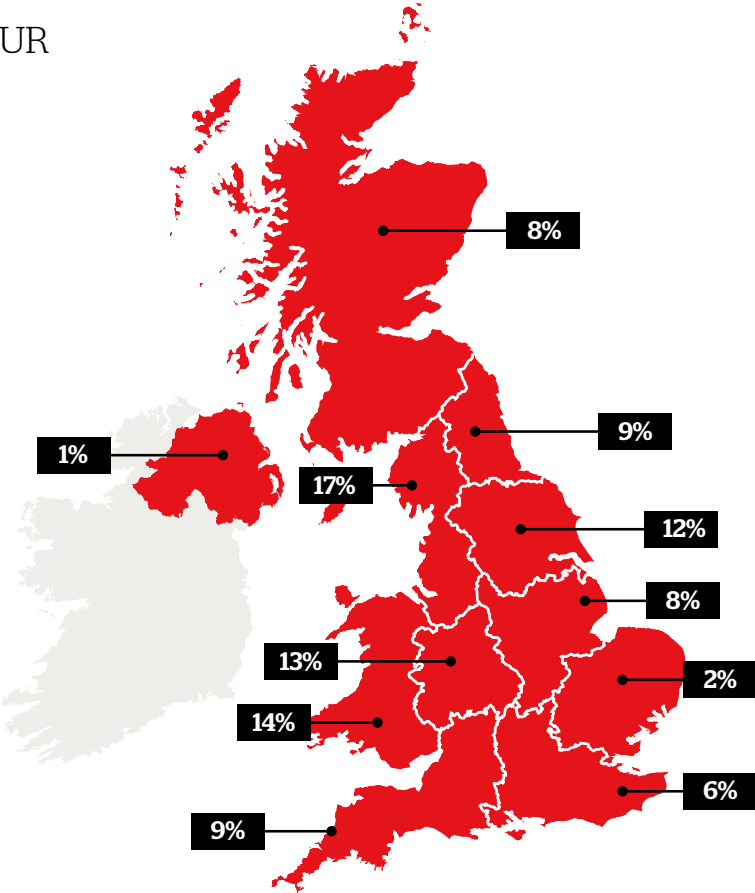


GEOGRAPHICAL BREAKDOWN OF OUR

READERSHIP

TOTAL READERSHIP = 76,073

REGION	% SHARE
North East	9%
North West	17%
Yorkshire and the Humber	12%
East Midlands	8%
West Midlands	13%
East Anglia	2%
South East	6%
South West	9%
Scotland	8%
Wales	14%
Northern Ireland	1%
Rest of world	1%



Who are our readers?

3,027,972
total volumes
hectares

CROPS
& GRASS

1,009,953
total volumes
hectares

ARABLE

901,924
Total volumes
head of cattle

DAIRY

13,679,495
Total volumes
head of sheep

SHEEP

1,884,791
Total volumes
head of cattle

BEEF

*Data source, Map of Ag, Farm Structures Model Harvest 2021



KEY

STATISTICS


Farmers Guardian in numbers



Established

179

years



Readership

76,073

Each issue loved and shared by 2.9 people



Average read time

52

minutes

Circulation

26,232

Made up of subscribers, newstrade purchasers and farming events





FGInsight.com, the online home of Farmers Guardian

299,000+

Page views per month

106,000+

Website users per month



**Circulation figures via abc.org.uk*

Speak directly to our engaged social media audiences

REINFORCE the credibility of your brand by promoting your business on our social media channels, hosted under the trusted name of Farmers Guardian.

Launch new products, advertise your services, or position your business as a thought leader on a relevant agricultural topic.

With sponsored social media posts, the possibilities open up even more. You can choose exactly who you want to talk to and specify an age range, location, interests and even industry.

It's a guaranteed way to make sure you're talking to exactly who you're aiming to reach.



Over 66k

Twitter followers



Over 257k

Facebook followers



Over 47k

Instagram followers



Over 8,733

LinkedIn followers

FARMERS GUARDIAN **DISPLAY** FEATURES LIST 2023

ADVERTISING OPPORTUNITIES

JANUARY

January 6:	Machinery & Tractor Magazine (including LAMMA Preview)
January 13: January 20:	LAMMA Review Sheep and Lambing LAMMA Review Farm Business Diversification Dairy-Tech Preview
January 27:	Spring Weed Control Beef Supplement (including Stirling Bull Sales Preview)

February

February 3:	Spring Spraying (including fungicides and OSR PGRs) Sprayers: Mounted and Trailed
February 10: February 17:	Machinery Round-up - Latest 180hp-200hp tractors Dairy Supplement Maize for Feed and Energy Machinery Product Focus: Farm Handling

March

March 3:	Sheep Supplement Sheep Handling Careers Special *
March 10:	Dairy * Cereal Disease Control 1 Rural Crime and Security Farm Buildings
March 17: March 24:	Grants Special * Focus On Potatoes Machinery & Tractor Supplement (focus on contractors) Cereal Disease Control 2 Smallholder
March 31:	Beef * Trailers Property Guide

April

April 7:	Maize Pickups and Commercial Vehicles
April 14: April 21:	Pigs and Poultry Special * Farm Business Diversification

May

May 5:	Careers Special * NSA South West Sheep Preview Focus on Potatoes (including crop protection) Sheep Property Guide NSA Welsh Sheep Preview
May 12:	Machinery & Tractor Supplement Dairy Biosecurity Special * Grassland: Harvesting and Equipment
May 19: May 26:	Property Special * Breeding and Calves NSA North Sheep Preview Cereals 2023 Preview Breed Society Special *

June

June 2: June 9: June 16:	Direct Drilling OSR Varieties and Establishment Royal Highland Show Supplement Farm Buildings (including handling focus, drying and storage) Summer Property Highlights
June 23:	Cereals 2023 Report Grants Special * Machinery Round-up - latest 100hp-150hp tractors Sheep NSA Northern Ireland Sheep Preview
June 30:	Great Yorkshire Show Preview

July

July 7: July 14:	Royal Welsh Show Preview Tedders and Rakes Machinery & Tractor Supplement (tractors and loaders special) Pigs and Poultry Lifestyle
July 21:	Varieties Focus (cereals and oilseed rape) Property Guide Farm Safety

August

August 4:	Sheep Supplement (pedigree focus) Crop Establishment College Clearance Machinery
August 11:	Cultivations Special * Beef Autumn Herbicides 1 Rural Crime and Security
August 18:	Property Special *

September

September 1:	Sheep Supplement (commercial focus) Autumn Herbicides 2 Combines
September 8 :	Dairy Supplement (including UK Dairy Day Preview) Dairy Equipment
September 15: September 22:	Grants Special * Autumn Pest Control Farm Business Diversification Irish Ploughing Match Report Property Guide Dairy (including Dairy Show Preview)

October

October 6: October 13:	Animal Health Tractors 250hp+ Beef Supplement Breeding and Calves Farm Buildings
October 20: October 27:	Smallholder Pigs and Poultry Farm Business Diversification (including FBI Show Preview) Careers Special * Vermin Control Sheep Christmas Gift Guide

November

November 3: November 10:	Biosecurity Christmas Gift Guide Powertools CropTec Show Preview Beef * Christmas Gift Guide
November 17:	ATVs Renewables Rural Crime and Security Property Highlights
November 24:	Machinery & Tractor Supplement (arable and root crops) Dairy

December

December 1:	Grants Special * Machinery Round-up: Balers, Forage Wagons Spring Cropping
December 8: December 15:	AHDB Recommended Lists report (cereals and OSR) Muck and Slurry

* Specialists are a specialist blend of classified and editorial

ADVERTISING OPPORTUNITIES

JANUARY

January 6:	Machinery & Tractor Magazine (including LAMMA Preview) Equestrian Buildings Livestock Equipment Pig & Poultry Parts & Tyres Winter Housing & Feeding Muck & Slurry LAMMA Review New Products Winter Housing & Feeding Parts Ready for Lambing Muck & Slurry LAMMA Review
January 13:	Beef Supplement Livestock Equipment Winter Housing & Feeding
January 20:	
January 27:	

February

February 3:	Lambing & ATVs Breed Directory Muck & Slurry Equestrian Buildings Pig & Poultry
February 10:	Parts & Tyres Livestock Equipment
February 17:	Ready for Lambing Dairy Supplement Muck & Slurry
February 24:	Livestock & Equipment

March

March 3:	Careers Special * ATVs Equestrian Buildings Muck & Slurry Sheep Supplement
March 10:	Livestock Equipment Dairy * Parts & Tyres Grassland Show Guide
March 17:	Grants
March 24:	Machinery & Tractor Supplement Muck & Slurry Livestock Equipment Smallholder Grassland
March 31:	Beef * Trailers Property Guide ATVs & Groundcare Equestrian Buildings Muck & Slurry

April

April 7:	Diversification ATVs Muck & Slurry Livestock Equipment New Products Easter Clearance
April 14:	Dairy Focus Pig & Poultry * Parts & Tyres Grassland
April 21:	Muck & Slurry Forthcoming Shows Livestock Equipment
April 28:	Livestock Equipment Grassland

* Specials are a specialist blend of classified and editorial

May

May 5:	Careers Special * ATVs Equestrian Buildings Muck & Slurry Pig & Poultry Property Guide Livestock Equipment
May 12:	Machinery & Tractor Supplement New Products Forthcoming Shows Parts & Tyres Livestock Equipment Grassland
May 19:	Property Special * Contractors Directory Muck & Slurry
May 26:	Livestock Equipment Grassland

June

June 2:	Muck & Slurry Equestrian Buildings Property Guide ATVs Livestock Equipment Show Guide
June 9:	Pig & Poultry Parts & Tyres Scottish Regional Grassland
June 16:	Royal Highland Show Supplement Animal Health Livestock Equipment Muck & Slurry Summer Property Highlights
June 23:	Grants Special * Beef Grassland Contractors Directory Livestock Equipment

July

July 7:	ATVs Muck & Slurry Equestrian Buildings Livestock Equipment
July 14:	Forthcoming Shows Contractors Directory Pig & Poultry Machinery & Tractor Supplement Parts & Tyres Grassland
July 21:	Property Guide Muck & Slurry
July 28:	Grassland Livestock Equipment

August

August 4:	Sheep Supplement ATVs Muck & Slurry Equestrian Buildings College Clearance
August 11:	Livestock Equipment Parts & Tyres Grassland Pig & Poultry Beef
August 18:	Breed Directory Muck & Slurry Property Special *
August 25:	Livestock Equipment Grassland

September

September 1:	Sheep Supplement ATVs Sucklers
September 8:	Dairy Supplement Parts & Tyres Livestock Equipment Muck & Slurry Feeding & Housing
September 15:	Grants Special *
September 22:	Property Guide Livestock Equipment Muck & Slurry
September 29:	Winter Housing & Feeding

October

October 6:	Muck & Slurry ATVs Equestrian Buildings Livestock Equipment Pig & Poultry
October 13:	Beef Supplement New Products Breeding & Calves Winter Feeding & Housing Parts & Tyres
October 20:	Agri-Expo Preview Livestock Equipment Animal Health Muck & Slurry
October 27:	Careers Special * Contractors Directory Property Highlights Winter Feeding & Housing Sheep

November

November 3:	ATVs Vets Directory Muck & Slurry Equestrian Buildings Livestock Equipment Winter Bedding AgriScot
November 10:	Parts & Tyres Festive Fatstock Pig & Poultry Winter Housing & Feeding
November 17:	Muck & Slurry Winter Bedding Property Highlights Livestock Equipment
November 24:	Machinery & Tractor Supplement - The CropTec Show Livestock Equipment Winter Housing & Feeding Dairy

December

December 1:	Grants Special * Equestrian Buildings Ready for Lambing ATVs Winter Bedding
December 8:	Parts & Tyres Muck & Slurry Christmas Pig & Poultry Livestock Equipment Semen & Breeding
December 15:	Winter Bedding Winter Housing and Feeding
December 22:	Livestock Equipment Muck & Slurry
December 29:	Winter Housing and Feeding

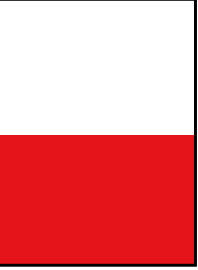


PRINT ADVERTS

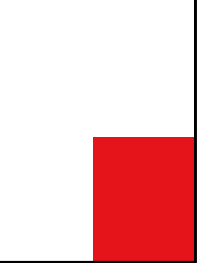
Print advert sizes



• **Full page display**
Width: 195mm
Height: 280mm



• **Half page display**
Width: 195mm
Height: 135mm



• **Quarter page display**
Width: 95mm
Height: 135mm

• **Quarter page classified**
Width: 98mm
Height: 130mm

SPECIAL POSITIONS AVAILABLE

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











PRODUCT FOCUS

BESPOKE EMAIL

Stand out from the crowd with a product focus bespoke email

- ✓ 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

£1,075
+VAT

AUDIENCE		DELIVERED ON	BESPOKE EMAIL	BANNER & ADVERT
	General agricultural news contacts	Weekly: Tuesday and Friday	Delivered to 13,281	Delivered to 12,631
	Dairy contacts	Monthly: Friday	Delivered to 3,980	Delivered to 5,006
	Livestock contacts	Monthly: Friday	Delivered to 8,596	Delivered to 10,500
	Arable contacts	Monthly: Friday	Delivered to 5,896	Delivered to 7,380
	Machinery contacts	Monthly: Friday	Delivered to 3,200	Delivered to 3,312
	FG Buy and Sell	Weekly: Saturday	N/A	Delivered to 4,964
	Auction Finder	Weekly: Wednesday	N/A	Delivered to 7,590

EMAIL NEWSLETTER

BANNER AND NATIVE SPOT ADVERTS

Promote your brand by placing an advert in one of our regular newsletters

- ✓ Reach a growing engaged audience in your sector
- ✓ Increase your brand and product awareness
- ✓ Benefit from a strong association with the trusted Agriconnect brand

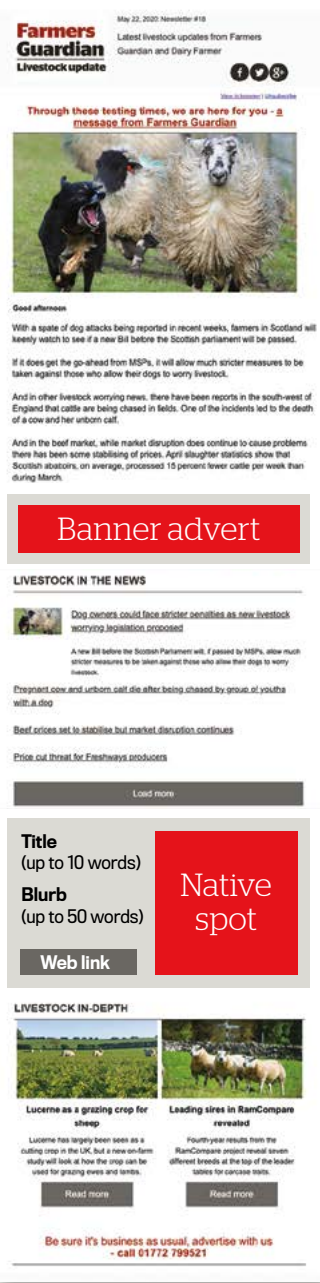
Starting
from £550
+VAT

Audience options

Which audience do you want to reach with your product, services or campaign information?



Popular email advert sizes



Banner advert:
Width: 830px
Height: 150px

Get noticed straight away with an impactful visual banner. This type of advert is all about giving visibility of your brand, products or services to your audience.

- **Image:** High resolution gif (more than one slide) or static jpeg image
- **Static banner advert:** 5-10 words recommended with a logo and a call to action
- **Gif banner advert:** 5-10 words recommended per slide. To discuss this option, please contact us.

Native spot advert:
Width: 440px
Height: 440px

Native spot ads ‘feel’ less like a traditional advert. They use written content and are designed to fit seamlessly into the surrounding content to further engage your target audience.

What's included:
Image: High resolution jpeg (or gif) with logo
Title: 10 words
Blurb: Up to 50 words
Call to action: Up to 5 words with a URL link

FGINSIGHT.COM

WEBSITE ADVERTS

Target your key audience with online advertising

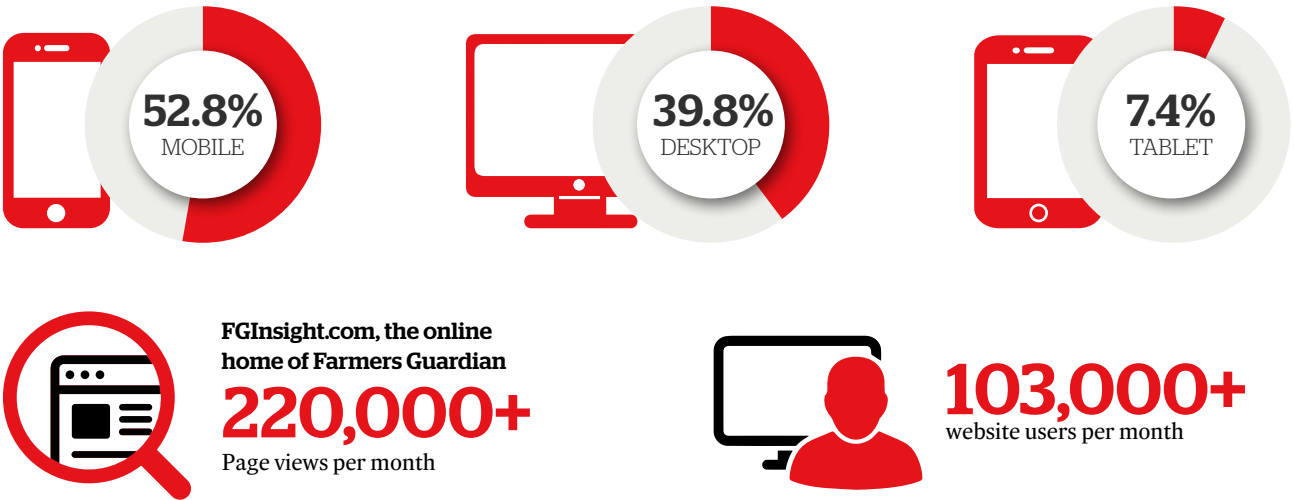
Target your key audience with online advertising. You can specify the content you wish for your advert to appear alongside – Arable, Dairy, Livestock or Machinery.

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

PRICES	
Run of site	£35 per thousand
Livestock	£1,260 for a 50% share
Dairy	£980 for a 50% share
Arable	£595
Machinery	£875

FGInsight.com traffic by device:

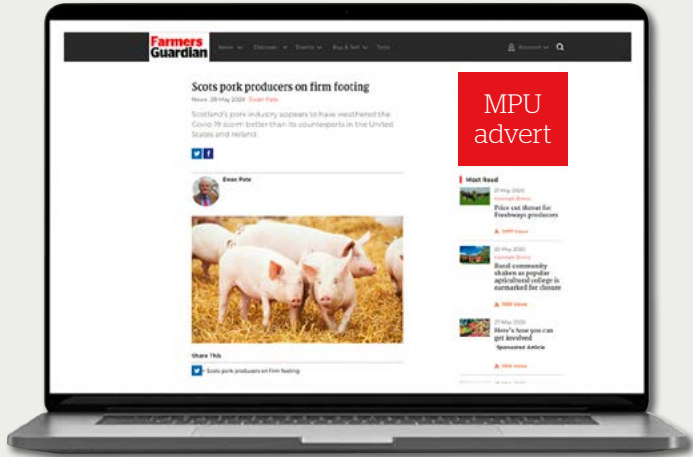


For more information about the options available, contact your sales representative.

Popular website advert sizes

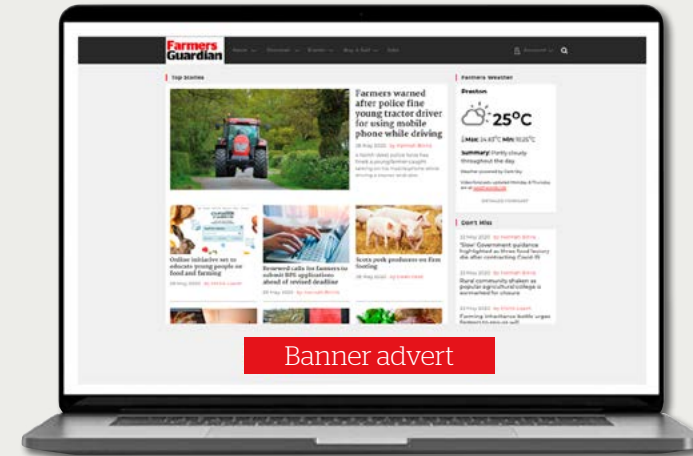
- **MPU advert**
Width: 300px Height: 250px

This can be supplied or created in an animated gif format or a static image jpeg.



- **Banner advert**
Width: 728px Height: 90px

This can be supplied or created in an animated gif format or a static image jpeg.



FARMERS GUARDIAN

ADDITIONAL OPPORTUNITIES

Advertising targeted at specific audiences across multiple platforms

FARMERS Guardian is part of Agriconnect which also owns the Arable Farming and Dairy Farmer brands and the CropTec, LAMMA and the British Farming Awards events.

As part of this group, we can provide access to an unrivalled audience across all our platforms so you can reach your customers wherever they consume content, this includes the following:

- Bespoke inserts
- Advertorials
- Social media campaigns
- Sponsorship opportunities
- Multi-platform campaigns



In partnership with our content marketing team, Insightful Communications, we can create bespoke and tailored campaigns for you to deliver your marketing messages to a specific and targeted audience. Plus, after publishing content, all your articles, videos and other mediums are housed in a company-specific hub for your audience to access.

We have a versatile team of journalists, marketers and designers who have a wealth of skills and experience. These experts create and deliver bespoke content to drive profitable customer interactions.

We make sure all targeted campaigns produced are in-line with your business objectives plus, we report back on all online and offline metrics to give you full visibility on return of investment.

Key benefits

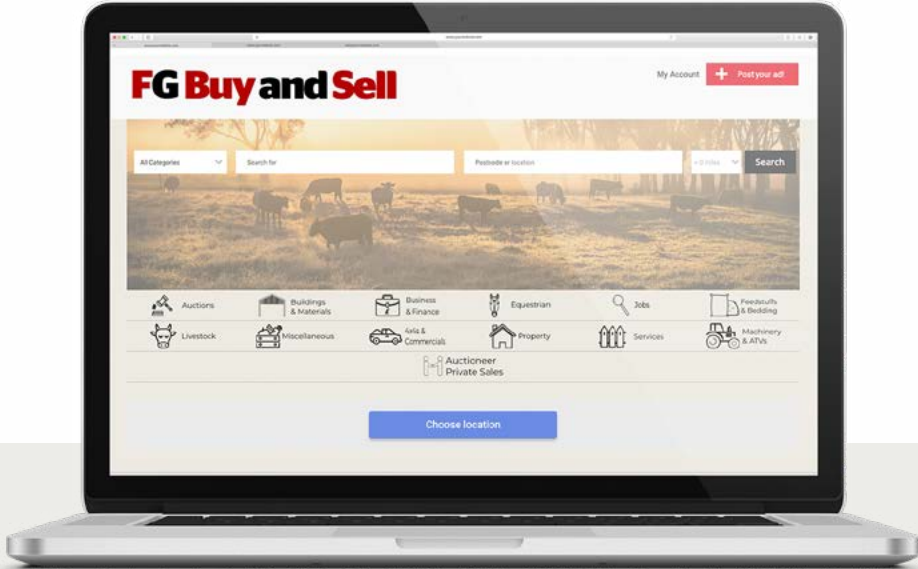
- ✓ Speak to your target market directly and in whatever format they prefer to engage with
- ✓ Your content is published in a renowned and respected editorial environment
- ✓ Build your brand and reputation
- ✓ Your content can be written by or proofed by our dedicated team

FIND OUT WHAT WE CAN DO FOR YOU

01772 799500 fgclassified@farmersguardian.com

FGBUYANDSELL.COM

AUCTION FINDER



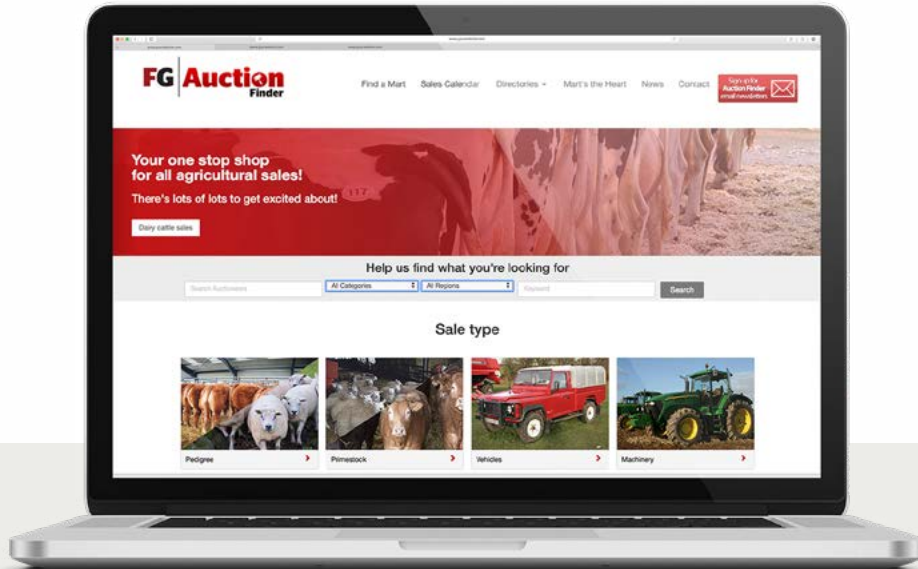
PART of the trusted Farmers Guardian family, FGBuyandSell.com connects you directly with sellers across the country. Traditional and trusted, it is the go-to place to buy or sell machinery and equipment, livestock and property in the UK.

FGBuyandSell.com links buyers and sellers while building networks and keeping the process quick and easy. With traditional sales at your fingertips, users can search by category, keyword or location to easily find the ads they are looking for.

ADVERTISE YOUR PRODUCTS OR SERVICES

To find out more about advertising your products or services with FGBuyandSell:

01772 799500 fgbuyandsell.com



BROUGHT to you by Farmers Guardian, Auction Finder is the UK's largest and most comprehensive auction website. It's a one-stop shop auction website designed to keep farmers up-to-date with all the latest auction mart and sale information from around the UK. Its auction mart locator tool means you can find full details on 100's of active marts from around the UK.

There are also opportunities to feature in the Auction Finder weekly newsletter which has one of the highest open rates out of all our regular weekly emails.

AUDIENCE	DELIVERED TO	OPENS	SENT
Auction Finder email	8,325	29%	Weekly: Wednesday
FG Buy&Sell email	5,513	33%	Weekly: Saturday



FARMERS GUARDIAN SISTER BRANDS

Special opportunities available with the Agriconnect portfolio of brands which includes:



Media pack 2023



ARABLE
FARMING

DAIRY
FARMER



**Farmers
Guardian**
THE HEART OF AGRICULTURE

WE KNOW FARMING

TRUST US TO PUT YOUR BRAND AT THE HEART OF
AGRICULTURE



Contact our sales team:

01772 799500



fgdisplay@farmersguardian.com

fginsight.com/advertisewithus